







Established 1884-The Oldest Publishers' and Advantages' Journal in America.

\$2.00 a Year Councils, 2015, by The Editor and Publisher Co. NEW YORK, SATURDAY, JANUARY 6, 1917

10 Cents a Copy

Second Nature

In most towns it's second nature for the newspaper reader to prefer

- -one paper for the daily news:
- —one paper for the cartoons;
 —one paper for the fashions;
- -one paper for the financial summary;
- -one paper for sporting news;
- -one paper for its politics;
 -one paper for its editorials:
- —one paper for its editorials;
 —one paper for its advertising authority, its
- power to make sales.

In Chicago it's second nature for most folks to prefer

The Chicago Daily News

for all these things. Reader preference is reflected by the circulation of The Daily News—over 425,000, of which more than 92% is concentrated in Chicago and its suburbs. The Daily News has a larger circulation in Chicago and suburbs by over 90,000 than any other newspaper, daily or Sunday.

Advertising preference is shown by the fact that The

Daily News prints more advertising of local merchants—more advertising of food products—more advertising of dry goods and department stores—six days a week than any other Chicago newspaper prints in seven days.

It is second nature for the people of Chicago to read The Daily News and to buy from its advertisers.

New York State Newspapers Pull All The Time

NEW YORK STATE NEWSPAPERS are as indispensable to National Advertisers as is fire to the water-filled boiler of locomotives. Like locomotives, these Newspapers PULL ALL THE TIME. With their circulation of almost

FOUR MILLION A DAY

they cover New York from end to end.

As a whole, New York State is the richest field in the world.

She is a colossal realm of colossal riches.

Her Total Wealth Is \$14,769,042,207.00

She Has Among Her Liberal Spenders:

4	16,849	persons	with	yearly	incomes	of	from	\$3,000	to	\$4,000
1	14,612	86	66	44	44	46	44	4,000	to	5,000
1	29,392	44	44	44	44	66	66	5,000	to	10,000
	8,720	**	44	44	**	64	66	10,000	to	15,000
	4,245	66	66	46	66	66	66	15,000	to	20,000
	2,462	44		66	44	66	64	20,000	to	25,000
	1,613	66	46	66	44	44	44	25,000	to	30,000
	1,836	46	44	44	66	66		30,000		40,000
	1,017	44	66	44	44	**	44	40,000	to	50,000
	1,216	66	66	66	64	44	46	50,000	to	75,000
	500	44	46	44	66	66	46	75,000	to	100,000
	426	64	44	44	44	**	46	100,000	to	150,000
	158	**	44	66	44	44	44			200,000
	99	44	44	44	**	64	66	200,000	to	250,000
	65	**	66	66	44	66	46			300,000
	66	- 66	64	44	86	44	44			400,000
	27	66	46	44	46	64	**			500,000
	102	64	66	44	**	44	44	500,000		

Read, reflect, and consider, Mr. National Advertiser, the stupendous opportunities that await you in the New York field!

A DAILY FORCE OF ALMOST FOUR MILLION

	Paid Cir.	2,500 Lines	Lines		Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M) Albany Knickerbocker Press (S)	41,090 35,144	.00	.06	New York American (5)		.28	.57 .27
Brooklyn Engle 3c (S)	44,332	.16	.16	New York Herald (M)	00,597	.40 .50	.40
Binghamton Press-Leader (E)	28,761 102,568	.07	.05		0,744	.18	.16
Buffalo Courier-Enquirer (M&E) Buffalo Courier-Enquirer (8)		.14	.12	New York Sun (M)	2,210	.39	.36
Buffalo News	103,303 7,832	.15	.015	New York Sun (E) 17	1,247	.31	.29
Eimira Star-Gazette (E)	21,549 6,483	.035	.03	New York Telegram (E)	8,463	.195	.15
Gloversville Herald (M)	5,714	.0143		New York Times (5)	10,904	.50	.45
Jamestown Post (M)	8,751	.025	.0207	New York World (M)	98,894	.40	.40
Mt. Vernon Daily Argus (E)	5,222 6,888	.0214	.015	New York World (E) 40	19,276	.10	.40
New York American (M)	5,076 329,984	.40	.38				5.9129

The Editor and Publisher will supply Advertisers who want further information on marketing conditions and selling facilities in New York.

State and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.



OVER TWO AND THREE-QUARTER MILLION LINES GAIN

The percentage of paid advertising gains made, in 1916, by
THE EVENING TELEGRAPH

Breaks All Philadelphia Records Breaks All American Records

During the twelve months, from January 1st to December 30th, 1916, THE EVENING TELEGRAPH published 6,211,151 agate lines of paid advertising—a gain of 2,832,544 agate lines, in comparison with the twelve months of 1915. These gains, six days a week, are not only larger by over A HALF MILLION LINES than the gain of ANY other Philadelphia newspaper AND MORE THAN DOUBLE the gain of any other Philadelphia evening newspaper, but are far larger than the percentage of paid advertising gains ever made by any Philadelphia newspaper, six or seven days a week, and are far larger than the percentage of gains, in paid advertising, made by any newspaper in any important American city, during 1916 or any other year.

		Record1,207,86	
Inquirer	10 agate lines	Press	39 agate lines
Evening Ledger 1,440,1	0.3 agate lines	North American 647,05	57 agate lines
Bulletin	48 agate lines	Public Ledger 541,0	l6 agate lines

Twelve months' gain of all Philadelphia newspapers

While THE EVENING TELEGRAPH gained 2,832,544 lines of paid advertising during the twelve months of 1916, making by for the LARGEST gain of any Philadelphia newspaper, it is significant that the only other HIGH-CLASS Philadelphia newspaper—Public Ledger—made the SMALLEST gain recorded by ANY Philadelphia newspaper during the same period—541,016 agate lines, less than one-fifth the gain made by THE EVENING TELEGRAPH.

Month	1915 Agnte Lines	1916 Agate Lines	Gain Agate Lines	Gain Per Cent.
January	258,729	296,839	38,110	14.7%
February	245,487	246,637	1,150	- 5%
March	307,377	514,486	207,109	67.3%
April	302,570	570,126	267,556	88.4%
May	310,842	656,266	345,424	111.1%
Tune	292,849	569,918	277,069	91.1%
July	247,464	467,438	219,974	88.8%
August	199,628	437,270	237,642	119.5%
September	236,241	530,103	293,862	124.7%
October	319,498	649,877	330,379	103.5%
November	328,039	626,801	296,362	90.7%
December	327,483	545,390	217,907	66.5%
12 months	3,376,207	6,211,151	2,832,544	80%

THE REASON:

Total

The BUYING POWER of the reauers of IHE EVENING TELEGRAPH is greater than that of the readers of any other Philadelphia newspaper, evening or morning.

THE EVENING TELEGRAPH is read, daily, by practically every bank officer, merchant, manufacturer and man of affairs, as well as by tens of thousands of intelligent, discriminating, prosperous men and women in all other walks of life, in Philadelphia—the most American city in America. One copy of a newspaper reaching a constituency with REAL buying power, is worth five copies of the "comic-strip" newspapers, which attract thoughtless, sensation-loving readers, possessing little, if any buying power.

"Quality" readers insure returns of "Quality"

THE EVENING TELEGRAPH

PHILADELPHIA

100% Clean — 100% Fair — 100% Trustworthy

For over half a century Philadelphia's leading high-class evening newspaper,

THREE cents a copy for over a third of a century—now ONE cent.

STRENGTH IN NUMBERS



GOSS "HIGH SPEED STRAIGHTLINE" OUADRUPLE PRESS WITH ONE EXTRA COLOR AND FUDGE PRINTING ATTACHMENTS

TEN GOSS "HIGH SPEED STRAIGHTLINE" QUADRUPLE PRESSES WE HAVE JUST COMPLETED SHIPMENT ON

LE PETIT PARISIEN—PARIS, FRANCE

GOSS PRINTING PRESS CO. "

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Fubisher Co., Smite 1117, New York World Building, 63 Fark Row, New York City. Private Branch Telephone Exchange, Beekmas 4330. The Journalite, established [1894; The Editor and Publisher, 1901]. The Editor and Publisher 1001; Internalite, 1907, James Weight Brown, President, Editor Bookfridge DeWingster and Treasure—inhere. 1907.

Vol. 49 Courselet, 1912, by The Editor and Publisher Co. NEW YORK, SATURDAY, JANUARY 6, 1917 No.

HOSPITAL AS MEMORIAL TO JOHN PAUL SCRIPPS

Milton A. Melkae Annaunces Splendid Gift by Bereased Father to the City of San Diego, Cal. Guarantee of \$250,000 for Expenses.—House Given for Clinic.

for Clinic.

Altinstructure to has been usade of the plans for the exection of the "John P. services Memorial Hospital for Workship Memorial and Women" in San Hieges by E. W. Seripon on a momental to his sen, the late John Paul Horipps.

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The issue of the founder in to provide emelical advice and frendement and care at a minimum cost, particularly for present in moderate, means. At Miller, the president of the heard of trusteen, has apost years in hospital work in the Dant. He is the father-inlaw of the late John P. Serippe.

of Metagain. Until last year he was president of that Institution, having served in that capacity for a assainor spars and storage exchange or see the Mr. Bree to Mr. Miller is seere-cally interested in the proposed bosphat in Non Diego because it is to produce the service of the conception of the control of the control of the control of the conception of the conception of the conception of the control of the

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IL Z. WILLOWS.

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M. Wright directs the entire elisterial policy of the tilsie. He makes staff, changes advolv, for he realises that a man's value increase with the term of lies service. He develops men by girling them a free band and an opportunity, Libracis Bifferies, Wallines Parisk, and Norman Hungsool started with Mr. Wright on the tilsies, and so did Alexakon Cikhas. Mr. Wright is not governed by precedent—and cares rooting wheat what may.

He not only criticises the work of every sum in the oblivial departsense, but he likes to be criticised. The slower distance is equate to supmentative of the staff who wants to point out sustaining that may be improved, that night have been done better or that may be uil wrone, TALL man is always webcase, for He. Weight recognizes in him an individual who will assist him to make the Globe better. We. Wright the tenseth is in each people think, and become be how to sake to gride, be in eachief to be the in the own properties. U. S. TO PROSECUTE NEWS PRINT MAKERS

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may appear to be radical.

ply of the Attorney-General under date of January 4, follows:

"As you know, the Federal Trade Com, mission, pursuant to resolutions of the Senate, has been conducting an inquiry into conditions in the print paper rearket. The Commission is of the opinion that the inquiry has now backed a stage where the further cooperation of the Department of Justice would be advantageous."

ATTORNOL-GENERAL ACTS PROMPTLY.

To the above letter, Attorney-General Gregory replied promptly, as follows: have your letter of the 4th inst.

have your letter of the 4th instance. That the Federal Trade Commission is of the opinion that the inquiry which it has been conducting, pursuant to resolutions of the Senate, into the conditions in the print paper market, has now reached a stage where the further copperation of the Department of Justice would be advantageous.

"The Department will at once take up the matter, and to that end I will have attorneys of the Department meet with the Commission or with attorneys of the Commission, as may be desired, and go over the data already collected, as a basis for determining what further stops to take.

"I know, of course, from what has already been brought out, that a serious condition exists in this trade, and that any remedy which the law may afford should be applied at once."

COVERNMENT AGENTS SKIZE LETTER FILES.

Within the past few months agents of the Government have been busy in New York, it is said, gathering evidence, going through letter files and books of the Manufacturers' Association, and, it is claimed, have seized and sent to Washington the letter files containing a vast amount of private correspondence of some manufacturers, as well as gathering other evidence to be placed at the disposal of the Department of Justice.

This information is in the hands of the Attorney-General. There has also been filed with the Department of Justice, by publishers and coöperative purchasing organizations of publishers and printers, letters from manufacturers and jobbers, which are said to be almost identical, with regard to present news print prices and shortage. These letters were filed, it was stated, to show that there exists an understanding among certain of the paper makers and jobbers.

Even the Public Printer, who purchases large supplies, has had difficulty in obtaining surficient news print for the Government, and in a report to the House of Representatives on the subject, Chairman Barnhart scores the paper makers, and states that the Government has been for several months at the mercy of "trusts and monopolics," in his argument in support of the bill to establish a Government news print mill.

Accountants of the Commission, figuring the costs of production, arrived at astonishingly low figures, indicating enormous profits in the present prices. The books of manufacturers were examined, the figures being taken from them. These costs were criticised by the manufacturers in Washington, at the recent hearing, but when asked to point out inaccuracies or withdraw their criticism, they declined to do so, stating that it would take too long, and they did not wish to be placed in the attitude of delaying the report of the Commission to Congress.

President Wilson is actively interested in the recent disclosures as to the methods followed in the production and distribution of news print, and, it is stated, has been following the inquiry closely.

Edward N. Hurley has resigned as chairman of the Federal Trade Commission. He will retire February 1. The extension of his manufacturing business makes it imperative that he devote his time to his private interests, he said.

ATTEMPTS TO SOW DESENSION.

Attempts to sow dissension among the publishers have recently been made. Rumors have been started, designed to cause newspaper men to mistrust one another. The effort to widen the gap between the small and the large publishers failed when the representatives of those papers conferred in Washington and answered by presenting a solid and unbroken front. The next step, it is declared, has been an effort to disrupt the relations of publishers with one another, get them to pull apart, work toward different ends and for different purposes, the idea being to gain time, and hence delay any action that might be taken.

GOVERNMENT TO RETAIN UNTERMYER

Some time ago, the complaint of H. B. Varner, of Lexington, N. C., was referred to Assistant Attorney-General Todd, who is the Government's "Trustbusten," and the New York American is authority for the statement that Samuel Untermyer, the New York attorney, had been asked to serve as special prosecutor.

When asked by THE EDITOR AND PUB-LEBHER whether he had been requested to serve in the capacity of special counsel for the Government, Mr. Untermyer said:

"I have nothing to say. I will neither deny nor affirm the report."

CONGRESSIONAL INVESTIGATION POSSIBLE.

Opinion is divided on the value of a Congressional investigation, following the report of the Federal Trade Commission, some holding that the investigation of the Federal Trade Commission is an investigation by Congress through a legally constituted body. On the other hand, it is pointed out that, while the Federal Trade Commission may investigate, it lacks the power to summon witnesses, and cannot compel them to testify under eath, which may be done in the case of an inquiry instituted by Congress, which may compel attendance on the part of any person or the representatives of any interest it may subpoens. Some incline to the belief that the Congressional investigation will not only come, but that it cannot be prevented, because of the general character of the complaint made by publishers from all sections of the country, without exception.

It is stated that the Commission will show, in its report to Congress, that there is an agreement between manufacturers as to the distribution of news print, which practically eliminates the element of competition. It is also understood that the Commission in its report will state the belief that the news print supply has been cut in order to further the impression of a shortage in supply, machines that were formerly used for the making of white paper being now utilized on other grades.

Independent paper manufacturers, who have been in no wise connected with any association, but who have sold their product without regard to the action of the larger mills, or those in an association, have lately, it is said, veered around to the same view that the Association members take of the matter, regarding it as a matter of course that the present prices be charged and exacted, on the ground that it is the market quotation, created by the unusual demand, which the publishers might

have curtailed, had they acted differently early in 1916.

A conference was held at the Hotel La Salle, Chicago, yesterday, when a number of publishers met with George H. Mead and representative manufacturers, to decide on a day for a conference with the News Print Manufacturers' Association, and about twenty-five or thirty influential publishers. The idea, according to a telegram from Lafayette Young, jr., of Des Moines, la., being to get a "better understanding of the situation," information to be furnished by both sides in a friendly way.

ATTITUDE OF THE PUBLISHERS.

THE EDITOR AND PUBLISHER sent the following telegram to a number of publishers:

"Do you favor Congressional investigation of present news print situation? Will action of the Department of Justice in retaining Samuel Untermeyer to prosecute the so-called Paper Trust officials have any effect on present market price?"

The following replies have been re-

PROM FRANK P. GLASS,

Birmingham (Ala.) Sewa:

"I do not think Congressional investigation of present news print situation is necessary or expedient, because it would largely duplicate the work of the Federal Trade Commission already done, and it might further delay any remedy for the situation. I regard Samuel Untermyer as one of the ablest lawyers in the country, and expect him to be very effective in his assistance to the Department of Justice. His activity may not have an immediate effect on present market prices, but it is well nigh certain that it will be followed by favorable results hefore many months."

> FROM B. W. KNOTT, Lawieville Evening Post:

"I believe that any violation of the Anti-Trust law should be vigorously prosecuted. What the effect on prices would be, I have no idea."

FROM H. V. JONES,

Editor the Minneapolis Journal:

"I do not favor Congressional investigation of paper question, because I be. lieve at this time it is unnecessary. Many publishers of the West and paper manufacturers are working together for quick solution of the question, and I think if we can be left alone for thirty days, we can find a way to provide the small papers with what they need, through a cooperative process between the publisher and manufacturer. We assume that paper manufacturers are human, like other people, and that they do not relish being pounded when cooperation and a friendly spirit would bring a much better result. Until that process is exhausted, we oppose legal proceedings."

> FROM LAPAYETTE TOUNG, JR., The Des Moines (In.) Cupital:

"I do not favor Congressional investigation. I haven't a great deal of confidence in the capacity of Congress for handling such matters. They always inject political considerations. I believe there is a tremendous amount of misinformation and misunderstanding existing with respect to the print-paper situation. I believe that most of the difficulties can be cleared up if a body of representative publishers of America met face to face with the manufacturers and fight out the matter, as two business houses would fight out a situation in which they had created a difficulty. Progress is usually very dif-

ficult when dealing through a third I believe there is a genuine party. shortage of paper. I believe that many of the print paper manufacturers are showing considerable restraint with respect to their prices, and that they are treating their customers fully as fairly as they would be treated if the situation were reversed and the publishers of newspapers were to trade places with the manufacturers of paper. There have been cases of extortion; there has been much unfairness. I do not believe the conspiracy charge, and hope very much that a conference can be held between publishers and manufacturers which will clarify the situation. I know that the print paper manufacturers are not unconcerned with the meetings before the Federal Trade Commission and the charges made by newspaper publishers. There must be much more temperance in judgment shown. The manufacturers treat the publishers fairly. The manufacture of paper is not a public service. The paper makers have a right to charge whatever they please. I think it would be a grave mistake to turn the matter over to the Department of Justice.

"I will be at the Hotel La Salle Friday, where a number of publishers will meet with Mr. George H. Mead and a number of the print manufacturers to decide on the day for a conference with the Print Paper Manufacturers' Association and about twenty-five or thirty influential newspaper publishers, the idea being to get a better understanding of the situation. Information will be furnished by both sides in a friendly way."

PROM EMIL M. SCHOLE,

Emil M. Scholz, publisher of the New York Evening Post, and member of the executive committee of the Paper Committee of the A. N. P. A., makes the following statement for The Editor and Publisher:

"The executive committee of the Paper Committee of the A. N. P. A. is working in complete harmony and accord, and Mr. Glass's statement embodies the views of the committee. The committee is in close touch with many representative newspapers of the country, and its action has been endorsed by all these publishers, with one or two exceptions. The whole print situation is a public matter now, and if certain governmental agencies see fit to act in the matter, that is the function of the Government."

CONFERENCE FIXED FOR JAN. 12

Publishers and News Print Makers to Get Together in Chicago.

CHICAGO, January 5, 1917. (Special to THE EDITOR AND PUBLISHER.)

The extraordinary crisis brought about by the news print situation will be considered at a conference of leading publishers and paper makers to be held in Chicago the last part of next week.

At a preliminary meeting of publishers and manufacturers held here to-day the date was fixed for Friday, January 12, subject to change in case it cound be arranged for that day. Telegraphic invitations were prepared to send to publishers and manufacturers throughout the country.

Those who attended to-day's meeting were: Victor Lawson, of the Chicago Daily News: H. V. and W. S. Jones, of the Minneapolis Journal; D. E. Town, of the Chicago Evening Post and the Shaffer group of papers; Lafayette Young, jr., of the Des Moines capital, and George H. Mead and Alexander Smith, of the News Print Paper Makers' Association.

AMERICAN TOBACCO COPY BEING SIGNED

Daily Newspapers to Share Largely in the Appropriation for 1917. Selling Force in the Copy Gives to It the Spirit that Prevails Among the Men Who Sell the Company's Products.

Contracts are being made for American Tobacco Co. advertising on the same basis as last year, with the probability that the same average increase will be followed in the future, as in the past. The company will spend between \$4.000,000 and \$3.500,000 for advertising in 1917, it is said. The policy of the company in splitting up the agency accounts will be maintained. The new advertising is the most intense the company has ever put out. Close study of brands has resulted in the discovery of new and original ideas, the brand itself frequently furnishing a new idea.

In this respect, the writers of alvertising, following the policy of the company to impart to the copy the same pany to impart to the copy the same selling punch that obtains in the sales force, have visited salessnen in the field, meeting and going over their problems with them, and in that way becoming saturated with the ideas of the men who sell the goods. The wants of the people, the idea of the other fellow—the viewpoint of the consumer—these are presented in a different light, and the copy writer sees them from another angle.

EXTENDING CAMPAIGNS IN DAILING.

The same policy will be followed, with regard to newspaper advertising this year, that was practiced in 1916. Originally newspaper campaigns were confined to the metropolitan dallies. Gradually they were extended to small perpers, the advertising department of the company feeling its way, advertising in all daily fields where there was promise of returns. The daily newspapers give the company quicker action than any other media used, it is said. Copy will be furnished newspapers in both electross and in the form of mats. Mecca copy will all be in the form of mounted electross.

The agencies handling the company's advertising and the copy they are putting out, follow: W. K. Cochrane, Chicago, Lord Salisbury; Edwin & Wasey, Chicago, Omar; Husband & Thomas, Chicago, Pall Mall; Williams & Cunnyngham, Chicago, Lucky Strike Cigarcettes,

In New York: Frank Presbrey, Tox-ede; Sherman & Bryan, Piper Heldsdek and Old English; Calkins & Holden, Blue Bear, J. Walter Thompson, Mecca: Collin Armstrong Agency, Sovereign: Federal Advertising Agency, Admiral, Little Chars, and Mayos, and John Hawley Co., U. S. Marines,

Ernest H. J. Goulston, Boston, Bull Durham.

Occupies New Quarters

The department of journalism of the Ohio State University is now occupying the entire second floor of one wing of a new two-story class A building, which covers more than an acre of ground, and was constructed at a cost of \$120,000. The journalism laboratory and printing plant occupies a neon 65x 50 feet. Offices have been provided for the editorial and business staffs of the Ohio State Lantein, the daily newspaper published by the students in the department of journalism, and also for the instructional staff.

By the Side of the Road By Thomas Dreier

Once in thy father's arms, a new-born child, Thou didn't but weep while all about thee smiled. So live that sinking in thy last long sleep. Thou then mayst smile, while all about thee ween.

-From the German

A SUCCESSFUL BUSINESS MAN was complaining to me the other day of the hard time he had in his youth.

"My family was poor," he explained, "and I had to get out and hustle for a living when most young fellows of my age were having a good time."

What I said to him I am going to pass on to you, because you may be able to use it.

"Fown in Maine," I said, "I talked with an old shipbuilder—a man whose whole life had been spent in a shippard. He told me stories of the fameus old sailing vessels launched on the Maine coast, and of brave captains and plucky crews. When he talked of storms I could almost see the very masts of the ships bending under the strain, like saplings in the forest.

"'On my fishing trips through the State,' I said to him, 'I have often toolted at tall trees and thought that they would make splendid masts.'

"You were wrong," he answered. "Those tall, fine-looking trees in the interior wouldn't amount to shucks in a storm. The only trees that are worth anything for masts are native Minine black spruce, that grow on the rocky islands along the coasts for years and years."

I asked him to tell me why. His answer to my question may tell you why you are the successful man you are to-day.

"Those trees in the interior," he explained, 'are soft, because they are sheltered. They have too easy a time of it. But those royal fellows out there on the rocky coast have to fight for their lives every minute of the time. They have to fight for their food and they have to fight against the winds which threaten to tear them loose from their insecure roots. That gives them strength and character. They can stand any strain that may be put on them when they are used as musts on a ship, whereas the interior trees, sheltered and softened by the easy life in rich soil, are apt to snap off in the first hard blow."

So, if you have had hard times, be thankful—for—them. They have strengthened you—made you more fit to stand—the bigger—responsibilities which always accompany success. Every disadvantage can be changed into a real advantage by the wonderworking chemistry of thought.

I should like you to real that the past year has enriched you—that you are larger, better, stronger, and more worth while than you were a year ago, and that you can see clearly what the haddships you have encountered have done to contribute to your mental wealth.

We are all part of everything we have experienced, and what your experiences have brought to you depends wholly upon what you think about them. Make every experience, even

the unpleasant ones, an asset. Think of yourself, if you can, as a strong old spruce growing on the rocky coast of Maine, fully capable of withstanding the winds of adversity which threaten to tear you loose and send you crashing into the sea of failure.

WHEN WE DO NOT GET immediate results most of us are discouraged and want to quit. Pew have the power to hold to an ideal against disheartening opposition. It is therefore, good for us to remember the names of men who have labored all their lives without once tasting the sweets of victory. Their lives may serve to inspire us when we are heavily laden and need the courage to carry us through.

I have just been reading about the work of missionaries in the so-called heathen lands. Every one goes to his station prepared to spend a lifetime there. Immediato results are not expected. He must live with the natives for years before he can gain their confidence.

Moffat was in Bechuanaland eleven years before he baptized his first convert; Cary waited seven years for his first convert in India, and John Beck was in Greenland five years before there was any indication of interest in Missionaries worked in Uganda four years with no visible resuits. Morrison labored in more or less secrecy in China for twenty-seven years, praying for the time when he would be able to hold public meetings. and died without seeing that accom-Gilmour preached twenty years in Mongolia before he could report visible results. The first Zulu was converted after fifteen years of work.

Whenever you are discouraged because you do not get immediate resuits, read this article over and let these missionaries give you new strength.

"WE ALL LEAD DOUBLE LIVES," wrote David Grayson, in his fine story of a small town, telling us something about the life of the girl who owned "The Weekly Star." "We all lead double lives; that which our friends and neighbors know, and that which is invisible within us. Acquaintance gives us the outward aspect of our neighbors, with friendship we penetrate a little way into the deeper life, but when we love there is no glen too secret for us, no upland too clusive, and we worship at the altars of the eternal woods."

ONE MUST PRACTICE the teachings of the Sermon on the Mount in his own community before he can qualify as a neighbor to the world.

THE REFORMER must do as an individual what he wants his followers to do. UNITE TO FIGHT TRADING STAMPS

Ohio Retail Grocers' Association Joins
Move to Eliminate Coupons.

The campaign to eliminate trading stamps and other gift schemes from retail merchandising throughout Ohio, now being conducted by the Retailers' Council of Ohio, has been strengthened by the action of John De Venne, of Youngstown, president of the Ohio Retail Grocers' Association. A member of his legislative committee had proposed an independent campaign for the elimination of the trading stamp only, ignoring the other features of the law now heing drafted by the Council, which will oust all "comething for nothing" schemes from retail merchandising in that State.

Mr. De Venne has instructed his organization to cooperate in every way with the movement now being made by the Retailers' Council. This action by its president backs up the resolution passed by the Ohio Retail Grocers' Association to cooperate with the Retailers' Council. "Every time a grocer distributes merchandise in which there are manufacturers' coupons, he is not only injuring himself but the hardware dealer, dry goods merchant, the druggist, and the shoeman, in fact all other lines of retail endeavor. It was predicted months ago by THE EDITOR AND PURLISHER of New York, that the coupon companies would have friends of the most powerful kind-princes of the business world who would come to their ald and attempt to make the grocers believe that State legislation against the coupon would strengthen the position of such concerns as Larkin and Jewel. It is easy to understand that we cannot obtain Federal legislation until we have passed a State law against these evils; in other words-a demand must be created and public sentiment aroused before we can obtain the aid of Congress," said Mr. De Venne.

Further evidence that the movement is gaining great strength, is seen in the statement of the Klein & Heffelman Co.—a leading department store in Canton, Ohio, which concern has explained in the Canton Repository the dangers and evils of coupons and trading stamps. This company is an authority on the subject as it was the first to promote the use of trading stamps in its city and still users them as a means of competition until such time when its competition until such thands with it in the elimination of the graft.

Merchants Save Wrapping Paper

The wrapping paper saving campaign, inaugurated by Secretary of Commerce and Labor Redfield, is meeting with success. It is stated that fully 100 tons of wrapping paper is being saving daily by the merchants who have reported so far. As the campaign is extending to the smaller towns, and many merchants have not yet reported results, it has been impossible to get definite figures. It is believed, however, that the saving effected will be in excess of 100 tons daily.

Twilight Club and the War

"The War—By Those who Have Seen It," will be the subject of the speakers at the 718th dinner of the Twitight Club to be held at the Hotel McAlpin on Wednesday, January 10. Richard H. Waldo, of the New York Tribune will be the teastmaster, and the speakers will include George Barr Baker. Frances Maule Bjorkman, Will Irwin, Rabbi J. L. Magnes, William Shepher. Sophia Treadwall, and Herbert Swape

CONGRESSIONAL VIEWS REGARDING NEWS PRINT

Bailey Wants Immediate Investigation, Has Offered a Resolution Cram.on Urgos Waiting for Federal Trade Commission Report and Dillon Thinks Embargo Would Bring Relief.

Washington, January 3.—Opinion in Congress is divided on the question of Congressional investigation of the newsprint situation. Representative W. W. Isuley, of Pennsylvania, an owner and editor, believes that Congress should start an investigation at once, and has effect a resolution to that effect. Representative Cranton, also an owner, believes that Congress should wait for the Federal Trade Commission report on news print before taking action. Representative Dillon believes that an embargo would bring relief.

"The high price of print paper presents one of the gravest menaces this country has ever known," said Representative Warren Worth Bailey, of Pennsylvania, referring to his resolution calling for a Congressional Investigation of the news print situation. "No one has yet succeeded in explaining why paper is so high. It is not my intention to offer an explanation, but simply to call attention to the dangers of the present situation.

"The independent press of the country, the papers that are not controlled, the publications not backed by the interests, but which, day in and day out, are fearless in their advocacy of the principles of fundamental democracy, are not the papers that have barrels of money back of them. The independent, fearless paper in a community is likely to be the one that has the least wealth back of it. That is generally the case = whether the community is a large one or small one. Consequently in any test or financial endurance, the independent paper would eventually be the one that went to the wall, while the publication backed by the interests would survive.

"If the present prices for print paper continue," Mr. Bailey went on, "it is practically certain that more papers will go to the wall this year than went to the wall last year. The papers that succumb will not be the ones that have made alliances with the interests. True it is that not all of the virile independent publications will pass out of existence, but the independent press will be saidly handicapped.

SMALL DAILING HARD HIT.

"The high price of print paper, if continued over a period of years, would do more to curb the activities of the independent press in a decade than the interests have been able to do in the last fifty years. The small dailies, the papers in the towns of eight, nine, ten, and twelve thousand people, are the ones that have been hit the hardest by the prices charged for paper. They have been operating on the narrowest margins. The more fearless and independent they have been, the narrower the margin in many instances. I am not prepared to charge that the high price of paper is due to anything except economic considerations, but I do affirm that if the special interests of this country were engaged in a campaign of destruction formed for the purnone of doing the largest possible amount of damage to the independent press. about the cheapest way to go about the matter would be to obtain control of the paper mills and starve the independents to the point where they would either imve to make terms or die.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



OFFICE BOY TO EDITOR: "C'MON BOSS- THEY'VE GOT OUR GOAY. LET'S BEAT IT REFURE THEY GET OUR REPUTATIONS, TOO!"

"However, that a conspiracy among paper manufacturers and dealers actually exists," Mr. Balley added, "I have so little doubt that I am urging a Congressional inquiry, believing that the pitiless publicity which would thus be assured would bring almost instant relief from an intolerable situation. Criminal conspiracies do not greatly fear commissions or even the courts. They do shrink instinctively from a probe by Congress. This was shown in the case of sugar, in the case of steel, in the case of the Money Trust; it was shown also when the Mann Committee made its searching inquiry into paper a few years ago; and I venture the assertion that a similar inquiry at this time will bring results even before it shall have been concluded. I shall do everything in my power," Mr. Bailey sald in conclusion, "to have such an inquiry set afoot."

CRAMTON UNGER WAITING.

Representative Louis C. Cramton. publisher of the Lapeer County Clarion, of Michigan, believes that Congress should wait for the report of the Federal Trade Commission before Congressional action should be taken on the news print paper situation. He also believes that we should have some governmental agency to protect the public from such a situation as now exists. In speaking of paper prices and other points in regard to the scarcity of panor he said: "Present conditions as to prices chiefly and some extent to available supply are absolutely intolerable to the smaller publishers of the country and present very serious problems even to the largest. Embargo does not seem to offer any hope of relief as our shipments of news print are understood to be comparatively small and the risk of retaliation would be serious. While the evidence introduced at the Federal Trade Commission hearings as well as some statements made outside of the hearings by manufacturers, gives some grounds for increase in the price of print paper, no one attempts to justify the price of six, eight, and ten cents which is being peld by smaller publishers for their entire supply and by larger publishers to fill out their contracts.

"I will wait for the report of the Federal Trade Commission before I decide as to whether a Congressional investigation should be asked for at this time."

DILLON UNGER EMBARGO.

Representative Charles H. Dillon, of South Dakota, referring to the question of relieving the news print paper situation said in part:

"I am impressed that we have too many investigations. The modern method of killing legislation is to keep up a continual investigating process. If there is a probability of a combination in restraint of trade existing, the Judiclary Department of the Government ought to make an investigation through the Federal grand jury.

"I want to urge upon the membership of the House the necessity for legislation on this subject. The only legislation that will reach this situation is the passage of the embargo bill or resolution. The European countries are in various ways protecting their peoply ombargoes, while we have hesitated to use these remedies for the protection of our own people. We investigate and then investigate some more and then necessfully put to sleep the subject investigated without doing anything.

"The Government should protect its citizens in every possible way against unfair competition, memopolics, and hombinations. The duty of Congress is

DEFEAT OF "RIDER" PREDICTED

Postal "Burden to Publishers" Not Expected to Pass House.

WASHINGTON, January 3.-The Post Office Appropriation bill, carrying the Randall "rider," which increases rates on second-class mail matter, especially applying to magazines, was reported to the House on Tuesday. While this zone increase provision for second-class matter has the endorsement of the House Committee on Post Offices, this "burden to publishers" is not expected to pass the House. The defeat of the "rider" is fully anticipated, as it will take a special rule for its consideration, and it is known that many of the members of the Rules Committee are unaiterably opposed to its consideration. Chairman Henry, of the Rules Committee, will oppose any suggestion for a special rule to expedite the proposal. "Speaking only for myself as a representative," said Representative Henry in a statement on this subject, "I will say that information has come to me of a convincing nature that many newspapers, magazines, and pubheations entered as second-class matter, will be unjustly hurt at this time by the passage of the Randall 'rider' to the Post Office Appropriation bill. It cannot be defended, and we should not thus hamper the freedom of the press and inconvenience the people."

Newspapers Suffer by Fire

Late December fires caused havoc in several newspaper offices. In Ringsted, Ia., the plant of the Dispatch was wreeked. At Dixon, Ill., the plant of the Murning Dully was destroyed, the loss being \$15,000. At Coshocton, O., in a \$20,000 bilaze in the Meek Building, the Times-Age Publishing Company plant was badly damaged, and \$2,000 worth of paper destroyed.

Alpena Echo Suspenda

The Alpena (Mich.) Echo has suspended publication, its good will having been purchased by the Alpena News. This leaves the News as the only daily between Bay 'lity and Cheboygan, a distance of 225 miles. For eighteen years Alpena has supported two dailes.

to legislate for the common good, for the welfare of our citizens. I can see no injustice in placing an embargo upon articles in trade where a conspiracy to force up the price exists.

"The paper mills claim that there is a shortage, yet this shortage does not prevent them from exporting a vast tonnage to the European countries, because a large portion of the paper formerly sold on the domestic market is now finding its way to the high-priced European market.

The newspapers of the country are to be commended for their efforts on lines of economy, such as saying of waste paper, reduction of number of pages, reduction of size of paper, and the use of small type. Many a struggling paper has been forced to increase its rates in order to avoid bankruptcy.

"The Federal Trade Commission has been devoting much time to an effort to have the lacke papers reliquish a percentage of the paper they have under contract for the year 1917, so that the large concerns may give up some 5 percent. of their contracts in order to supply the needs of the small customer. This is well enough, but it does not bring a permanent relief nor solve the problems now confronting us."

EMPHASIZES NEED OF TRAINING IN BUSINESS

Dean of Oregon School of Journalism in Address Before Western Association of Teachers of Journalism, Declares Training in Every Phase of the Work Most Essential.

Advocacy of the establishment of courses in business administration in schools of journalism so that the student may succeed as publisher as well as news writer, was the thesis of the address of Eric W. Allen, dean of the School of Journalism at the University of Oregon, at the third annual meeting of the Western Association of Teachers of Journalism held in Missouia, Mont., December 15 and 16.

At the Association business session. Dean A. L. Stone, of the State University, was elected president for the on-suing year. Other officers elected were. Dean Allen, vice-president, and Lee A. White, assistant professor of the University of Washington, secretary-treasurer. The next association meeting will be held in Scattle.

The discussion of business administration, which first found expression in Dean Allen's address, was continued during the first day's session. Delegates were agreed that if the student of journalism is to be equipped thoroughly, he must have a knowledge of the fundamentals of newspaper business management. A mechanical plant operated by the journalism department, is necessary for this instruction, they declared.

Besides being a profession, Dean Allen maintained that journalism is also a business and an opportunity for public service. The road to the highest places in the newspaper world is barred, he continued, to the man whose training and experience is limited to only one or two of the three phases of the work. He reported that the past ten years have demonstrated that the schools of journalism can fill a definite need by providing a three-sided proparation which it has been difficult for a young man to get in the old way in the newspaper office itself.

NEWSPAPER TRAINING NEEDED

Dean Williams Talks in Cleveland About Schools of Journalism.

What the schools of journalism of the various universities are doing for the country at large, was told memhers of the Columbia Univ. Cleveland, O., by Dr. Talcott Williams, dean of the School of Journalism of Columbia University at the annual banquet of the local organization.

"The American newspaper plays a more important part in the American home than about any other influence," and Dr. Williams "He cause of this, greater specific training of newspaper men is needed. It will tend to heighten the responsibility to the public. It is such training and feeling of responsibility the School of Journalism at Columbia aims to supply."

Eric C. Hopwood, manazing editor of the Cleveland Plain Dealer. Benjamin Kurr, editorial writer of the Leader; Vector Slayton, editorial writer of the News; Harry N. Rickey, and A. F. Kelley, prominent local newspaper men, also spoke. Guests included Myron T. Herrick and Prof. M. M. Curtis, of Western Reserve University

Opportunity knocks at every man's door, but it is the fellow who knocks at opportunity's door who gets there first.

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

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Brown, Rosent C. E. Associate in Journalism, Columbia University, New York.

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BROWNELL, BAKER. Assistant in the Department of English, Kunnas State Normal School, Emperia, Kun.

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Bryson, Lyman. Instructor in English, University of Michigan, Ann Arbor, Mich. Address: 2011 (leddes Avenue.

Cana, Hanora, Instructor in English, Marietta College, Marietta, Ohio.

CARPENTER, W. S. Instructor in Political Science, the University of Wisconsin, Madison. Address: \$24 University Hall, Madison, Wis. (Gives course in "Law of the Press" in Course in Journalism.)

CARVER, W. A. Assistant Professor of English, Miami University, Oxford, Ohio.

Caser, Ralph. Amistant Professor of Journalism. the State University of Montana, Missoula, Mont.

CLANCY, GREEKER C. Professor of Rhetoric, Beloit College, Beluit, Wis. (To be continued)

ANNOUNCE SCHOLARSHIP PLAN

Puli'ser Journalism Prises Open to Both Men and Women

Columbia University has announced the details of the plan for the award of the Pulitzer journalism prizes and scholarships.

In accordance with the provisions of the will of the late Joseph Pulitzer, the Pulitzer prizes in journalism and in letters, and the Pulitzer travelling scholarships, open alike to men and women, will be awarded at commencement, 1917, and each successive year thereafter.

Nominations of candidates for the Pulitzer scholarships must be made in writing on or before February 1 of cach year, addressed to the secretary of Columbia University, New York, on forms that may be obtained on application to the secretary of the university.

Each nomination must be accompanied by a copy of any book, manuscript, editorial, article, or other material submitted by any competitor, or on his behalf, which must be delivered at the time of nomination to the secretary of Columbia University, New York, for preservation in the library of the University.

The award of prizes and travelling scholarships will be publicly made and announced at the annual commencement in each year by the trustees of Columbia University.

Students Act as Reporters

More than 2,770 inches of news matter, or almost three columns a day, was prepared for Madison newspapers by student reporters during October and November as a part of their practice work in the department of journalism of the University of Wisconsin. This total includes only material that was published.

GRADUATES SUPPORT JOURNALISM SCHOOL

To Show Their Appreciation of Instruction in Journalism, University of Virginia Alumni, Class of 1908, Finance Instruction in Newspaper Work—Leon Whipple's Work Much Appreciated,

While much has been said about the Columbia School of Journalism which has an endowment of \$2,000,000, little is known about the School of Journalism at the University of Virginia which is supported by the alumni of the class of 1908.

Leon Whipple, adjunct professor of journalism at the University of Virginia who is director of the school, taught journalism in connection with courses in English literature during the academic years of 1906-1909. This is believed to have been the first instruction in journalism offered in any of the Southern States. In appreciation of the quality of the instruction offered under the direction of Professor Whipple, the members of the class of 1908 have made it possible to continue the instruction. This is the first time in the history of the University of Virginia that any class has supported financially any teacher.

The University of Virginia is one of ten State universities in the South and in the Southwest which offers instruction in journalism. The Universities of Virginia, Oklahoma, and Texas have what are known as schools of journalism. The Universities of Kontucky and Louisiana include departments of journalism. The Universities of Arkansas, Florida, West Virginia, South Carolina, and North Carolina offer work in journalism in departments of English or rhetoric.

According to the reports received this year by the secretary of the American Association of Teachers of Journalism, the University of Kentucky has the largest enrolment in journalism of any of the Southern institutions. Kentucky leads, with a registration of \$6, Texas follows, with 65, Oklahoma, with 50, and Louislans, with 42 students.

A Tip for the Teacher

Every teacher of journalism, especially every teacher of advertising, should possess a copy of the Chicago Tribune's excellent book, "Winning a Great Market on Facts." The book is intended as a guide to manufacturers and distributers who wish to market their product in Chicago.

PERSONALS

Androw Eldred, a graduate of the department of journalism of the University of Washington, is now reporting for the Detroit News.

William G. Breitenstein, a graduate of the school of journalism of the University of Montana, is covering the State Capitol for the Helena (Mont.) Independent.

Paul Neiman, a former student in the department of journalism of the University of Washington, is reading copy for the San Francisco Chronicle.

Edgar S. Sheridan, former head of the department of journalism of the University of Washington, is now reading telegraph copy for the Chicago Tribune.

Daie Wilson, a graduate of the school of journalism of the University of Missouri, is now reporting for the Marion (Ohio) Tribune.

PLAN FOR GOVERNMENT PAPER MILL NOT TO LIKING OF NEWS PRINT MANUFACTURERS

Would Place Uncle Sam in Position to Determine Fair Price—Chairman Frank P. Glass, of the Paper Committee of the A. N. P. A.,
Scores Attitude of Mill Men at Federal Hearings and Looks
for Prompt Action by Congress and Department of Justice.

HE plan to bulld a Government paper mill, while ridiculed in some quarters, has caused a stir among manufacturers and others who have furnished the United States with paper requirements in the past. The Government uses about 15,000 tons of news print paper annually, and the proposition to erect a mill with fifty tons' daily capacity would exactly meet Federal requirements, placing the Government, at the same time, in a position where it can reckon the cost of manufacturing from actual practice. As the United States has vast forest reserves on which to draw for its supply, and unlimited facilities for gathering other materials, for the manufacture of grades in which sulphite or ground wood is used, there will be no question about an adequate supply of material. According to Mr. Barnhart, of the House Committee on Printing, who reported the bill December 26, a print paper mill, owned by the Government, will give the United States an adequate supply at all times and at fair prices, "thus protecting the Government from the grasping combines that now refuse to furnish necessary paper for the operations of the Government, except at exorbitant and noncompetitive prices. ond, to obtain for newspaper publishers and the printing trade in general definite information as to the cost of the manufacture of print paper, so as to likewise protect them from excessive charges by unscrupulous manufacturers, who seek, under abnormal conditions, to advance their own selfish interests entirely regardless of the public service performed by newspaper and other publishers in the distribution of necessary information to the people.

COVERNMENT AT MERCY OF MUNOPOLIES.

"The Government of the United States," the report continues, "has long been at the mercy of paper combines and monopolies that undoubtedly have profited excessively in furnishing paper to the Government Printing Office, which is one of the largest consumers of paper in the world. This situation has become all the more intolerable during the past year, when the paper manufacturers have taken advantage of conditions, allexed to be due to the European war, to demand still more exorbitant prices for their products. Some of the manufacturers are even repudiating their contracts with the Government, though these contracts provided in several instances for increases amounting to more than 50 per cent. shows the price paid for the paper last year. These contractors. while refusing to furnish paper under agreement for the year endtheir March 1, 1917, demanded two and three times their contract price Government sought to when f.burn make open-market purchases for the paper pecessary to continue operations of the Government Printing Office, Even at these outrageous prices, the Public Printer was unable to obtain any real competition, practically only one bid being submitted in most instances, and that by the company which had refused to continue furnishing paper to the Government at its contract price. In other words, there appears to be a mutual understanding among the paper trade to refrain from competitive bidding for Government huginess. This conduct on the part of certain paper contractors has created a most serious situation. At times the Government has had the greatest difficulty to obtain sufficient paper to print the necessary records for the Government. Public Printer reported to the committee that, after making every effort to interest paper manufacturers and dealers in the matter, he had been able to obtain only one bid on an emergency purchase of 310,000 pounds of machinefinish paper at 11 cents a pound. Last year the same paper was furnished the Government Printing Office under contract at 3.75 cents a pound, showing an increase of 7.25 cents a pound, or nearly three times the amount paid last year.

CHARGES INFORMAL MEETINGS.

With all the resources at its command, owning as it does vast forest reserves and great water-power sites adequate to produce many times the required quantity of paper, the Government ought never again to be reduced to the necessity of begging the paper monopoly to furnish paper to the Public Printer regardless of price. . It has been charged that prospective bidsometimes held informal meetings before submitting their proposals to the Government, and have been allotted different items among themselves, putting in non-competitive bids accordingly Every effort has been made to break up this practice, and to obtain sufficient evidence to prosecute the guilty parties, but, as in nearly all cases of collusion, it has been impossible to obtain evidence sufficiently conclusive for court proceedings."

NO SHORTAGE OF PAPER-MAKING MATERIAL

The claim of the paper manufacturers that there is shortage of pulp-making material, the committee states, is refuted by the inability of the Secretary of Agriculture to get a bid for the sale of large tracts of timber favorable for pulp making.

The Government forests enough timber to operate 17 mills of 50 tons' daily capacity. There are 1,000,000,000 feet of ripe timber in the Government forests which is of no further advantage for forest purposes and the cutting of which will be in the interest of conservation. Reduced to cords, this means 650,000 cords, while a \$0-ton daily capacity mill will only use 27,500 cords a year. The forests. therefore, bring to use ripened wood, which conserves the timber, if cut, sufficient every year to make 850 tons of news print daily without in any way endangering the future supply. This is something like 265,200 tons yearly, 13% per cent, of the tonnage produced in the United States and Canada.

Following the adjournment of the public hearing of the Federal Trade Commission, in Washington, December 29, the proceedings of which were telegraphed and printed exclusively in THE FOITOR AND PUBLISHER, when the manufacturers declined to dispute the cost figures of the accountants of that body, as to the cost of making news print,

Frank P. Glass, chairman of the Paper Committee of the American Newspaper Publishers Association, gave out the following statement:

PAPER COMMITTEE'S STATEMENT.

"The hearings of the Federal Trade Commission in connection with their investigation into the news print problems of the country were concluded at a conference in the New Willard Hotel this afternoon, because the manufacturers of paper declined to discuss the Commission's findings or to give any nadatance in continuing the investigation. This investigation has been going on for over five months, having been initiated by a request of the News Print Association for such an investigation, the manufacturers claiming that an investigation would show that they had been conducting their business in the proper way. The Federal Trade Commission has apparently pursued the inverdiration more seriously and has some further than the manufacturers anticipated when they made this request.

"On December twelfth, again at the request of the manufacturers, the Commission called a conference in Washingten of manufacturers, publishers and jobbern for full public hearings, at which that body presented the results of its findings from investigation of the books of manufacturing concerns in the United States, After the presentation of this at that hearing the manufacturers apparently did not care to discuss costs and prices at all, and interrupted the progress of the investigation by proposing a pro-rating paper plan. They proposed to take from publishers, who now have contracts in many cases providing for less paper than in 1916, 5 per cent of their reduced allotment to farm over to the Commission for distribution among publishers who were without contracts. The manufacturers declined, however, to take a similar 5 per cent... or any amount of paper whatever, from other customers than publishers for such distribution. They further declined to keep present operating news print machines on that grade instead of turning them on to wall paper, specialties, liner and other grades at equal or less profits. The Commission, however, felt that there might possibly be some merit in the proposal, or something which might develop from it, and asked all interested to present additional information for the body to see whether such a distribution or pro-rating plan was feastble.

"The publishers obtained as much of this information as was possible by wire, and it was submitted at the conference called to consider it here to day. At this conference, however, the manufacturers declined to discuss the situation in any way with the publishers, or with the Commission, and withdrew entirely from the conferences, with the result that the Commission found it was impossible to proseed any further, and the investigation was adjourned.

"The Federal Trade Commission made the statement that it would immediately prepare its report and the information it has obtained and submit it to Congress not later than the tenth of January, with whatever recommendations may be considered advisable. The scheme of pro-rating or distributing of paper is not considered any further, having been dropped entirely on account of the manufacturers declining to carry out such a proposal.

"The practical result is precisely that which I predicted in my statement to the Commission on December 12 There has been a delay of seventeen days, and nothing beneficial to the suffering

n wspapers has followed so far. In the meantime, many contracts for tonnage for 1917 have been closed at the prevalent high prices, resulting from the fright of publishers over the bellet that a dangerous paper famine exists; and this, notwithstanding the Trade Commission earnesity requested the manufacturers to suspend making contracts until the hearings are finished.

"I hope and believe that the Commission will make such a thorough report of conditions and so distinctly fasten the chief responsibility for conditions upon those manufacturers concerned that either the Department of Justice or Congress or both arms of the Government may be able to devise substantial relief at an early day. If that is done the price of paper will soften materially in the next few months, bringing it to a point in reasonable relation to cost of production, which is not the case today, in the Judgment of the large majority of publishers."

PUBLISHERS WILL OWN MILLS.

Publishers will own about 30 per cent. of the news print mills of the United States by the 1st of January, 1919. According to plans now on foot, there will be something like 800 additional tuns in white paper on the market by April 1918, and by the following January 1,000 tons more, which will, with other interests which publishers are acquiring, givthe newspaper owners control of nearly one-third of the mills of the country Had this condition obtained during the part few months, it is stated, manufacturers would not have attempted to put the present price at anything like the figure that is being demanded for 1917 tonnage, nearly all of which has been signed up. It is declared by some pub-Dahers that the matter of signing coutracts was in no wise delayed by hearings of the Federal Trade Commissi a.

There will be something like 725 additional tons of news print on the market during the present year, but machines with a capacity of 600 tons a going off on to other grades, which will make the net gain for the coming year about 125 tons.

WHAT ONE MANUFACTURER THINKS.

One publisher was told in Washing ton, during the last hearing before the Federal Trade Commission, that the publishers would have their trouble for nothing, if they attempted to go into the news print manufacturing business you do, "he was quoted as saying, "when this present era of high prices parsed. we will get down to brass tacks again. and sharpen our pencils to such a fine point that there will be no money or economy in the making of paper on the part of publishers. In the past newsnamera have owned mills -but they went out of the paper-making business, for the reasons that manufacturers quoted them prices lower than their own cost of manufacture- simply to get them out of the way. Then they bought up the'r plants, and with all of the paper-making machinery in their possession, and en abnormal condition existing, they have the opportunity of making hay while the sun shines; and, believe me, they are making it."

The signing of 1917 contracts, plus the initience of peacetalk, has softened the market for raw materials entering into the manufacture of news print. Sulphite, which was quoted in the vicinity of \$110 a ton a few weeks ago, has dropped \$15 a ton in price, while nee huntral pulp, which brought about \$46 a ton in the open market, is purchased now in the neighborhood of \$30

• TRADE LINOTYPE MARK 6

Resolutions of a Prudent Printer

The Linotype Line

MODEL K . . . \$2,300 Two-Magazine MODEL 4 . . . \$2,660

Two-Magazine, Model 5

MODEL 16 . . \$2,900 Double-Magazine MODEL 17 - . \$3,000 A Model 16 with Ausiliary

MODEL 8 - \$3,400
Three-Magazine
MODEL 14 - \$3,700
A Model 8 with Auxiliary



iodel 9 Gour-Hagastan Linosype Price 94.19

R ESOLVED, That during 1917 I will reduce all my composition costs, increase my output and make a profit of two dollars where my cash drawer repistered only one before—

¶ THAT I will in no way impair the efficiency of my compositors by making them hunt for sorts or work with battered and worn-out display type—

¶ THAT I will speed up my "make-up" and eliminate distribution by casting all my composition up to 48-point on slugs—

¶ THAT I will create confidence in my customers by advertising my facilities to prove that my estimates mean reasonable profits plus service and quality—

¶ THAT I must use the composing machine that has stood the test of time, and measures up to the present high standards of composing-room practice, to fulfill these commercial ideals.

¶ THEREFORE, I will buy more multiplemagazine *Linotypes*, and at once investigate the *Ludlow Typograph*.

MERGENTHALER LINOTYPE COMPANY TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 So. Walnok Avenue SAN FRANCISCO

NEW ORLEANS

TORONTO: Consdien Linetype, Limited, 35 Lombard Street

INTERNATIONAL PAPER CO. PROSPERS AS PRICE OF NEWS PRINT INCREASES

Common and Preferred Stock of the Big Corporation Advances, Keepng Pace with the Rising Price for News Print, which the Company is Exacting from Publishers During the Present Shortage—Large Earnings Made the Past Year.

By MARLEN PRW.

Are the present sky-high prices for news print justified by paper trade conditions?

Is there an actual, legitimate "famine," with consequent appreciation of values based upon the law of supply and demand?

Just how seriously have the paper manufacturers been hit by increased costs of materials going into the manufacture of paper and do these increases warrant present prices?

Certainly the natural resources are bounteous enough, and in view of them, can it be said that the concerns holding the responsibility to produce from the lands sufficient paper to sustain the demand have met their responsibility? If not, has it been due to financial methods which had more to serve in the marketing of securities than in the actual business of making and selling news print?

There is an official investigation under way to determine these questions. In the meantime, consider how spiendidly the business of the International Paper Company is progressing, under these abnormal conditions. Surely there can be no denial of the statement that if the business of publishing has become precarious through excessively increased prices for news print, the business of manufacturing news print is anything but precarious.

The prosperity of the international Paper Company, said to supply "twothirds of the white paper used on this continent," is reflected in the stock market where its securities are listed.

The transactions of the year 1916 show that International Paper has been amazingly active, with a range of quoted values that is on a par with the most blushing of War Brides. The low price during 1916 for the common stock was 9½, while the high was 75½, an appreciation in the value of the 174,428 cuistanding shares of \$11,512,248. As this is written, the common stock is quoted at around 47, so there has been a slump, but the margin between \$9.50 and \$47 is an unsneezable quantity.

But it is in the preferred issue of this company that the higher and sustained prosperity is seen.

International Paper preferred in 1916 and as low as 42 ½ and as high as 109 ½, and the current quotation is around 104. The outstanding preferred stock amounts to 224,067 shares. The appreciation, from the low of last year to the current quotation, is therefore \$13,668,087.

During 1916 a total of 1,774,800 shares of the common were traded, whereas the total number of preferred traded amount to 512,700.

The arguments advanced in stockmarket circles favorable to these issues and accounting for the horizontal increases in stock values, concerned mainly the interesting position of the concern in relation to the tremendous demand for paper at prices without parallel.

DIVIDEND LONG DEPERRED.

As noted in THE EDITOR AND PUBLISH-IN last week this company, for the first time since 1907, has declared its 6 per cent guaranteed cumulative dividend

upon its preferred stock. From 1909 to 1915 only 2 per cent per annum had been paid on the preferred, and there is an accumulation of deferred dividends on the preferred issue of 33 per cent.

The startling information, of course unauthorized, got around Wall Street after the last meeting of the board of directors of the company that important developments might be expected looking to the payment of this \$7,893, 1000 of accrued dividends. The rumors were that the company had fallen into such a honanze of earnings during 1916 that, to clear up the old drag of that, to clear up the old drag of back payments to stockholders, there might be a scheme of paying off with part cash and part stock. The positive statement was circulated that early action to this end might be looked for.

Nomething extraordinary in the way of prosperity has surely hit this big manufacturer, hardly explainable by any factor other than earnings on a scale of prices that is proving rulnous to the newspaper-publishing business.

Only a few months ago the financial experts were writing in the most doleful terms respecting International's prospects. For instance, the Hoston News Bureau had this to say: "How can International Paper expect to pay its 22 per cent, of accrued dividends on the \$22,406,000 preferred without an unwarranted increase in capitalization? . The company in 1916 will earn substantially better than 6 per cent, on its preferred, probably as high as 16 per cent. And this will be after very liberal charges for depreciation. In fact, after 1917 it is believed that the depreciation charge which has been con. sistently held above \$1,000,000 yearly during the present administration, can be dropped by an amount that would equal several per cent, on the prefer-

"All this, however, does not touch the enigma of how the company can expect to pay off 33 per cent . . . without creating a heavy addition to capital liabilities."

This authority gave credit to the company for retiring, since 1912, bank debts of \$5.818,000. He then declared that the company should show net carnings in 1917 of ten or fifteen million dollars. "The paper situation is such that it [International] can charge about any price 11 elects," the statement goes on. "It is a question of conscience In a husiness way it is a question of policy."

Such candor as this is not every day apparent in professional financial gossip, and it is noteworthy that the Boston News Bureau authority added to his open-faced assertion the clause: "If the company were to put paper to the price which the present shortage would permit, it could carn \$10,000,000 net."

It has been questioned whether the stock of this company is represented by adequate assets. Whether it was a trust promotion, put over in the days when courage in the matter of capitalization was running high under the influence of the clider Morgan and more was bitten off than could easily be digested, or whether, on the other hand, news print prices have been too low for safe manufacturing, are questions

that the near future will doubtless settle through official investigation.

THE COMPANY'S HOLDENGS.

The company was incorporated January 31, 1898, under New York laws, to acquire and merge the following:

Glen Falls Paper Mill Co., Plattsburgh Paper Co., Hudson River Pulp and Paper Co., Ningara Falls Paper Co., Herkimor Paper Co., Ontario Paper Co., Lake George Paper Co., Fall Mountain Paper Co., Winnipiseogee Paper Co., Glen Manufacturing Co., Otis Fulls Pulp Co., Falmouth Paper Co., Umbagog Paper Co., Rumford Falls Paper Co., Webster Paper Co., Russell Paper Co., Haverhill Paper Co., Montague Paper Co., and Turner's Fall Paper Co.

In addition to these the trust later acquired practically all of the capital stock of eleven other companies, said stock amounting to more than \$5,-100,000

The International operates sixteen mills in the United States, having an aggregate capacity, it is said, of about 500,000 tons per annum, many of which are devoted exclusively to the manufacture of news paper, while others produce papers of higher grade.

The company also operates additional mills in the United States for the production of ground wood pulp, and in Canada it operates a number of saw-mills which convert into lumber the larger timber in certain of the company's vast holdings in Canada, the smaller wood being utilized as wood pulp.

The property owned in fee by the company and its subsidiary companies comprises manufacturing plants and water powers located in New York, New Hampshire, Vermont, Massachusetts, and Maine, and they also own in fee about 1,200,000 acres of spruce woodlands and have a Government license to cut timber on about 2,800,000 acres of Canadian woodlands.

It also owns or leases water powers, both developed and undeveloped.

That the company is "grossly overcapitalized" is the statement of the expert analyst of the Standard Statistics Co., Inc., furnishing information to most of the important financial institutions of Wall Street. Those words appear in a formal report on the company dated March 17, 1916.

BALANCE SHEET FIGURES.

In this same document the general balance sheet of the company is published and shows the following items, as of December 31, 1915:

Assets:

Plant	\$41.766 583
Woodlands	8,026,352
Investments	10,259 053
Furniture and fixtures	10,137
Due from sub, companies,.	1,901,015
Sinking fund	1,949
Deferred assets	269 793
Current Assets;	
Cash	\$980 493
Accounts receivable	3,749,256
Notes receivable	. 1,233,300
Inventories	. 9,338,753
_	

Among the liabilities are: Preferred stock, \$22,406,700, common stock, \$17,-442,800; bonded debt. \$14,879,000; insurance reserve, \$241,844, and profit and loss surplus. \$12,402,251, Current liabilities were noted as \$4,264,801. The net working capital was stated as \$10,-137,011.

Total assets\$71,636,758

Comparative figures show the company's plant was estimated as worth some \$4,000,000 less in 1915 than in 1903. Its woodlands had depreciated some

\$600,000, its investments had increased some quarter of a million while the amounts due from the subsidiary companies had increased nearly \$700,000. On the liability side, in the six years, the company had succeeded in reducing its bonded indebtedness by about three and a half millions, while its profit and loss surplus account had increased from \$7,531,051 to \$12,402,251.

Various statements are made concerning the volume of news print that this company produces. It was stated by the Standard Statistics Co. on September 23, 1916, that "it produces about two-thirds of the news print on this continent," and on August 12 last, was known to be turning out about 1,800 tons per day.

At that time the company declared that it had refused orders for almost 100,900 tons "in the past few months."

It is said that International was "especially fortunate" during the past year in producing its own raw materials. It was not so heavily burdened by the increased cost of such materials as wood pulp, and some chemicals.

In the three months beginning June last, the company is said to have earned net \$1,500,000

In June 28, 1916, it was announced that the company had plans for a 200-ton mill for news print, to be constructed in Canada.

The officers are: P. T. Dodge, president; W. D. Russell, Ogden Mills, vice-presidents; F. G. Simons, secretary, and Owen Shepherd, treasurer. Among the directors are: Ogden Mills, A. N. Burbank, F. B. Jennings, G. E. Underwood, F. S. Flower, A. H. Wiggin, W. D. Russell, H. A. Wilder, and Rudolph Pagenstacher.

AMERICAN PRESS ELECTION

Norris A. Huse, of Norfolk (Neb.) News. Becomes Vice-President.

Officers of the American Press Associations have been elected for 1917 as follows: President, Courtland Smith; vice-president, Norris A. Huse; scerntary-treasurer, Maurice F. Germond; sceneral manager, William G. Brogen; assistant general manager, Albert Bernet,

The only change in the above directorate is that of Mr. Huse, who leaves the Norfolk (Neb.) Daily News to become the new vice-president. Mr. Huse is well known among publishers as the editor and publisher of one of the most successful of the smaller dailies. It is stated that when he took hold of the Parly News that its foreign advertising amounted to less than \$20 a month, and that he has increased that to over \$20,000 a year. He is of the third generation of Huses among the newspaper men, his grandfather having been the pioneer.

The actual working newspaper career of Mr. Huse started in 1903, when he commenced work with his father, as a reporter. He also took up the advertising and successfed in building it up from a very small amount to an average of over \$60,000 a year. His greatest success, he felt, was with the foreign advertising, which he increased from \$240 a. year to \$20,000 a year. He assumed the editorship of the paper on the death of his father, and was responsible for many reforms in his part of the country. time of his most noted fights resulted in the ousting of the Superintendent of the State Hospital for the Insure.

In his new position, Mr. Huse will devote himself entirely to developing proftable foreign advertising for the country newspapers.

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THE TACOMA TRIBUNE

(TACOMA, WASHINGTON)

A Remarkable Record of Accomplishment in Four Short Years!

Four years ago, Mr. Frank S. Baker, former business manager of the Cleveland Plain Dealer, and son of Mr. E. H. Baker, President and General Manager of that newspaper, secured control of the Tacoma, (Wash.) Tribune. The sworn government reports for the six months' period immediately preceding that date showed

1st Paper		-	21,852	net	paid	circulation
2nd "	-	-	19,478	46	44	66
3rd "	-	-	12,070	44	##	66
TRIBUNE	-		10,745	66	44	64

On October 1, 1916, the sworn government reports of the four Tacoma newspapers for the six months ending that period showed

TRIBUNE			20,911	net	paid	circulation
2nd Paper	-	-	18,232	**	- 44	44
3rd "	-	-	16,717	16	44	44
4th "	-	_	10.436	**	64	44

The Tacoma Tribune within four years has gained 10,166 (nearly 100%) in net paid circulation!

During the past four months its net paid circulation has averaged over

21,500 PER DAY

The greater portion of this circulation is by carrier, both in the city of Tacoma and outlying towns.

The Tribune uses no premiums and its circulation is on a non-return basis. Its news columns are free and unbiased, and its editorial policies are independent and straightforward.

During the year of 1916 the Tacoma Tribune published over five million and a quarter lines of paid advertising.

Its advertising supremacy in Tacoma and the southern half of the Puget Sound district is unquestioned.

Here are the advertising totals of the four Tacoma newspapers for the year 1916 (all office display advertising and city legals being omitted):

TRIBUNE	-			-	5,262,810 lines
2nd Paper	-	-	-	-	3,674,258 "
3rd "	-	-	-	-	3,457,818 "
4th "	-	-	-	_	1,865,724 "

The Tribune's lead for the year of 1916 over its nearest competitor, 1,588,552 lines

No advertising campaign on the Pacific Coast is complete unless the Tacoma Tribune is on the schedule. Its supremacy in Tacoma and the rich and important section of lower Puget Sound is admitted. In the last two years of the Tribune's steady and constructive growth its total amount of paid advertising carried each month has exceeded that of any other Tacoma newspaper with one exception—the month of June, 1915.

THE TRIBUNE PUBLISHING CO., Tacoma, Wash.

FRANK S. BAKER, Publisher

CHARLES B. WELCH, Managing Editor

D. J. RANDALL 171 Madison Ave., New York City

REPRESENTATIVES

FORD-PARSONS CO. People's Gas Bldg., Chicago, Ill.

THE EDITOR & PUBLISHER FOR JANUARY 6, 1917

MONTREAL NEWSPAPERS SUSPEND PUBLICATION

Daily Mail and Evening News Stop Laura Wilhout Advance Intimation of Such a Course—Withdrawal of Heavy Stockholder Brought on an Acute Financial Situation.

MONTREAL, January 2.—The Evening News and the Daily Mail, the latter a morning paper, reased publication with their issues of January 2 and 3, respectively. There had been no advance intimation that these papers would suspend, but it was believed for some time that there would have to be certain strenuous changes made in the near future. With the issue of Wednesday's Daily Mail the editorial announcement was made that, "This will be the last issue of the Daily Mail under its present control; and the undersigned disclaim responsibility for the further publication of the paper and unything appearing in it. The Evening News will not be issued again under its present ownership and editorship."

The difficulties which render this course necessary had their inception in the unexpected and as yet unexplained action of one of the shareholders, who up to the time of his withdrawal, professed complete satisfaction with the policies of civic reform and independent views on public affairs. The situation culminated a few days ago in a request made for the power of sale of the property to parties whose names were not disclossed.

THE EDITORIAL EXPLANATION.

In the final issue of the Mail the following editorial statement, in part, signed by H. A. Dorsey, M. E. Nichols, and B. A. Macnab was printed:

"The shareholders representing the control of the two companies refused to consider a sale until Judge McDougail had concluded his investigation and the Trainways question had been set-

"In each of these questions the Daily Mail and the Evening News were committed to certain definite lines of public policy and it was felt that the sale of the papers in such circumstances could neither be justified nor defended.

"A large sum of money has been spent in the organization and operation of the Daily Mail and the Evening News. The war which confronted all newspapers with unprecedented problems bore with particular severity on newspapers still in their creative period. The Daily Mail had not completed its first year when the war broke out. The Evening News had been in the field scarcely two months.

"The past twelve months witnessed a very healthy development of both newspapers more particularly in the closing months of the year, but the continuance involved a capital outlay which the company, under the circumstances already alluded to, was unable to furnish Further explanation will be afforded if opportunity is given before Judge McDougail.

"The retiring publishers venture to express the belief that the newspapers have contributed materially to the betterment of civic conditions, and have created an influence in public affairs which will be felt in the city's future."

HAVE RUN THREE TRADE.

The Daily Mail and Evening News had their inception about three years ago, when B. A. Machab, who was then managing editor of the Montreal Star, and M. E. Nichols, who was identified with a Winnipeg publication, formed a company for the publication of the two

Reverul capitalists were interested in the proposition, but just who the one with the large amount of money was had not been public property until shortly before the announcement of the suspension, when it was announced that W. D. Iteid, of the family who own nearly all the big railway properties in Newfoundland, had been the financier.

For a time the papers have carried on a campaign for improved civic and provincial governments, during which time they carried out the now famous exposure of the crookedness of certain luebec legislators, which was one of the greatest cases ever engaged in by the Burns Detective Agency. A hard light was being waged against the Montreal Tramways Company up to a month ago, when the state of affairs which existed in the dealings of the company with the city government of Montreal was shown to be in such a bad way that the matter was taken away from the city government here and placed in the hands of a commission by the Quebec Legislature.

Despite this and the fact that the policies of the two papers were approved by the public generally, the advent of the war, the youth of the concern, which was a losing adventure from the start, and also the lack of storage room which did not allow for advance purchases of news print and the rising market for this, has been all against the growth of the papers. They had only recently moved into larger quariers, and it was thought that they

Morning

Evening

Total Pages Printed

1915

Loss

would be able to tide over the acute financial situation which they were faring, but, with the withdrawal of Mr. Reid the mainstay of the company was gone, and it was necessary to close down.

INTEMATION OF RESORGANIZATION.

There is every reason to believe that the publication will be resumed, as it is intimated by the publishers that the property will be sold, and that the purchasers will reorganize the companies and continue the publication of both papers.

That the papers were both, financially, in a bad state has been common knowledge for some time, but with the financiars who were behind the company, it was thought that they would pull through. It is understood, however, at this writing that the affairs of the company will be put in the hands of the Bank of Commerce, and that creditors will be taken care of through this medium.

Montreal has only one other English morning paper, the Gazette, which has been one of the great onnositions in the morning field, despite the fact that it has sold for two cents while the Mail has retailed at one cent. In fact, the sales war became so strong on the advent of the Mail into the morning field that in many districts where competition became keen the Gazette reduced its price to one cent. In the evening field to oppose the News there is the Montreal Star, one of Canada's largest dailles, and the Herald, both of which are practically owned and controlled by same interests, Sir Hugh Graham. the

HOPE TO CONTINUE PUBLICATION

Montreal Dailies Make Announcement of New Plans

On Thursday The Entre and Penlishing received the following telegram from Montreal, signed "The Publishers":

The Daily Mail publishers make an anouncement in a four-page sheet issued to-day as follows: Negotiations are in progress for continuing the fuily Mail and the Evening News under the former control and management. This issue of the Daily Mail has been produced under difficulties which the publie will appreciate and our readers will, we trust, make due allowances. success of the negotiations which have been in progress for the past twentyfour hours will enable the Daily Mail and the Evening News to print larger and better newspapers than heretofore and place the property on a strong financial basis.

Crossdale Saved Message

Francis E. Croasdale, who is a newspaper man and secretary to Governor-cleet Edge of New Jersey, distinguished himself on the night of January 2, when fire did heavy damage to the Preston apartment house in Atlantic City. The lower floors were occupied by the Press. Union Publishing Company. Mr. Cross-dale scaled a ladder when the fire was at its height, entered the office window, and rescued the Governor-cleet's message, which had been prepared to be read at the opening of the next Legislature.

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Reading

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News Print Economy or Waste of the New York Newspapers

December, 1916, Compared with 1915. (In Pages)

Compiled by Jason Rogers, publisher of the New York Globe from Figures furnished by Satistical Department of New York Evening Post.

Total Vol. of Advertising Advertising 1916 1915 Gain or Laus

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A. B. C. Circula showed an average just preceding of More Than

128,112

more of space in The Republic than during the same red statisfied advertisers. Every month in 1916 The Republic has shown a gain over the corresponding month of 1913.

The total gain in net, and

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The months of 1816 with the months of 1816 of

395.70 Columns 118,710 Lines

MAY CIRCULATION
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The St. Louis Republic

Its 1915 Record Exceeds Both In

Circulation and Advertising

Every month during 1916, the Republic made a gain over the corresponding month in 1915. December's gain swelled the total by

138.858 agate lines.

These Consistent Gains Total

More Than Half a Million Lines

Total Paid Advertising (1915) 4,066,551 Total Paid Advertising (1916) 4,701,003

More Than 9,000 Copies Daily

This in spite of the fact that during that period the selling price of the daily issue was increased from one cent to two cents.

Average Net Paid Circulation
For Six Months Preceding April, 1916. 100,475
For Six Months Preceding October, ". 109,531

> The Home-Buying Guide of the Great Southwest for More Than a Century

THE ST. LOUIS REPUBLIC

CONE, LORENZEN & WOODMAN
Chicago
Kansas City
Atlanta, Ga.

More Than Mere Numbers

There is econsisting back of the meen numbers in The in the long ren. The cashing of Republic circulation observed. Quality is what on in the long ren. The cashing of Republic circulation to relative process in the cashing of Republic circulation to the cashing of the cashing of the cashing of the cashing of the cashing and the cashing of the cashin

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This gesults progress standard by especially especially

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increasing in favor with advertisers.

67,071
agate lines
more of paid advertising

more of paid advertising were used by Republic Advertisers in Hetober, 1916. Ten months of orealistest Ten months of orealistest for show on intercase in space used by Heme discolants and Na-

391,932

The Republic Brings Results.

POLICY OF PRINTING HOSTILE POLITICAL ADVERTISING AROUSES WIDE DISCUSSION

Many Newspaper Men Contend that It Is Entirely Legitimate to Permit Opposing Party Managers to Proselyte the Readers of a Paper Through the Use of Advertising Space in its Columns-People Fully Able to Form Own Opinions, It Is Asserted.

(The proposed Corrupt Practices act, now being considered in Congress, which fixes certain limitations upon political advertising, kindles new interest in the discussion precipitated by the recent editorial in THE EDITOR AND PUBLISHER on "American Journatism and the Elec-Some further expressions of tion." view by editors and publishers are presented hereseith.-Eb.)

MANAGER ENTCHHEROCKER'S VIEWS.

H M Knickerhocker, manager of the Middletown (N. Y.) Times-Press:

"I should say that while American newspapers still have a great influence among their readers, their influence is in no way as large as it was when the socalled one-man newspaper existed. The editors of the old school were looked upon more or less as immortal, and there are only a very few of them still in existence, for the reason, I believe, that with the increasing cost of manufacturing a newspaper, it has been found necessary to form large corporations with the financial backing needful in the enterprise. The personal magnetism does not still obtain in the editorial department.

"The question of ethics is one that might be argued pro and con at some length as far as American journalism enters into the question.

"A newspaper has but two sources of revenue-from its subscription lists and from its advertising patronage. It is only natural that the enterprise be considered on a commercial tasis, and in so considering the publishing of a newspaper the business office really has to open the columns of the newspaper to all classes, whether they be political, merchants, professional men, or labor unions, in order that the desired revenue reach the cash drawer in due course.

"Thua I maintain that a newspaper has a right to print political advertisements opposed to its own editorial policy. Let the readers judge on the merits of the case.

"Sentiment in the conduct of a newspaper has long since become obsolete. It is now merely a question of business."

SAYS HEAR MOTH SIDES.

John L. Matthews, editor of the Paterson (N. J.) Press-Guardian, respond-

"Before answering too quickly the question which you propound-'is it ethically right for a newspaper to print political advertisements opposed to its own editorial policy?"-we must inquire very closely as to what is the real function of a newspaper? That function is first, last, and all the time to disseminate information. And this does not mean only information that is in accord with the ideas of the man or men who publish a particular newspaper. To-day the partisan newspaper, like the partisan individual, is fast disappearing, and it is well that this is so. And with the coming of the independent newspaper in increasing numbers we have reading clientèles made up of people possessing all shades of political opinion. Truly may it be said that to-day the average American newspaper, excepting, of course, those that have clung amiduously-perhaps foolishly-to extreme party lines, have 'mixed audiences' as readега.

"That being true, where are the ethics -nay, where is the honesty-in presenting to those readers with sincere but varying views on all questions of the day only that side of these questions which coincides with the editorial policy of the newspaper concerned? If the writer of a certain line of political advertising can be more convincing in his statement of fact, and more persuasive in his presentation of argument, than the editor of the newspaper selected as the medium for that advertising, are not the readers of that newspaper who buy it that they may be informed on every phase of great national questions, entitled to the privilege of reading both sides of the argument? Where is the justice in keeping in the dark thousands of newspaper readers cager for the whole truth so that the fortunes of the particular party selected by the newspaper as its will-o'-the-wisp may be advanced?

"Newspapers admit to their columns almost every day in the year advertising matter that advocates usages not concurred in by the editor or the publishers. They print letters offering many opinions and presenting many suggestions directly at variance with editorial conviction. That is the great privilege of the modern newspaper that aims to be fair to all classes of people. The proposition of excluding political advertising, not because it may be dishonest or malicious, but because it is out of tune with editorial policies, is a step backward to the days of petty, narrow partisanship which we have been boastfully claiming we were leaving behind forever in journalistic development, and which has no place in the broader vision of present-day advancement.

PREEDUM OF THE PRESS.

"If we are to have freedom of the press, let us have it in all that the term implies. Let us have freedom not only for the editor to state his views freely in his own paper, but let us magnanimously extend that same freedom to those who differ with us on questions that concern the public welfare. If the differing opinion belongs in the news columns, let us place it there without money and without price; if it belongs in the advertising columns, and it is presented reasonably and without malice, let us make an honorable business bargain and print it for what it is worth. If the editor cannot successfully combat it, the other fellow must have the best end of the argument, and his side deserves to win.

"Never before in the history of the world were the people at large so hungry for the truth and so eager to extend the square-deal principle in every walk of human endeavor as they are to-And with these commendable qualities so much in evidence the newspaper fraternity must be careful not to find itself out of step with the forward. ing moving multitude by practicing distortion and suppression.

"You end your editorial of November 18 with the quotation: 'The truth shall make you free.' So it will, but the only kind of truth that will over make men free is the kind that is not tampered with by the blue pencil nor denied the

BANNER ADVERTISING YEAR FOR NEW YORK

Sixteen Daily Newspapers of Manhattan Printed 2,350 More Pages of Advertising During 1916 Than for Any Provious Twelve Months' Record - December, 1916, a Record-Breaker.

New York daily newspapers have just concluded the most prosperous advertising year in their history, exceeding for the first time the lineage enjoyed in 1913, which was previous high-water mark. For all of 1916 the New York dailies carried 109,722,314 lines of advertising, 2,705,370 more than the total for 1913, which figures include the amount carried in the Press, which was consolidated with the Sun during the early part of 1916. Eliminating the figures of the Press from 1913 (3,297,025) and from 1916 (833,926), the gain in 1916 over 1912, the previous banner year, was 5 .-168,469 lines, or approximately 2,350 more pages of advertising matter, among the sixteen dailies of New York city and Brooklyn, than for the twelve months' period ending December 31.

During the month of December, 1916, the daily newspapers of New York printed a total of 10,294 pages, being 160 less than for the corresponding month in 1916, with the figures of the Press eliminated from the 1915 totals. The gain in advertising for December, 1916. eliminating the figures of the Press for the corresponding period in 1915, was 443,162 lines. Reduced to pages, this lineage amounts to approximately 202 pages, there being no standard among the metropolitan newspapers, some of them differing as to length of column, the number of columns to the page, and the width of columns. From the figures, the following facts stand forth: With 160 pages less, among the sixteen daily newspapers printed in New York last month, there was a total of 202 pages more in advertising, or 362 less pages of reading matter than during the month of December, 1915. Advertising losses were shown by only four of the sixteen dallies during the last month of

PEGUSUM FOR FOUR TRANS.

The following table shows the advertising carried, in lines, in each of the New York dailies for the past four YCATA:

American	1916.	1915. 8,679,512	1914. 8.885,782	191 b. 9,508,929
Itrooklyn Eagle	9,376,572	8,987,188	9,097,925	9.702,240
Evening Journal	7,085,606	6,937,617	7,010,545	6,959,422
Evening Mali	4,949,645	4,518,760	4,129,435	4,957,002
Evening Post	3,790,898	3,515,064	8,411,946	8,376,900
Evening Sun	5,721.399	4,879,597	4,073,470	8,691,774
Evening Telegram	7,122,720	6,941,737	6,919,494	6,354,375
Evening World	4,923,210	5.199,102	5,655,073	6,244.657
Globe	5,921,522	5,547,018	4,081,723	4,360,574
Herald	7,764,405	7,843,026	9,036,429	9,642,698
*Press	833,926	2,048,620	2,932,885	8,297.025
Staats-Zeltung	4,476,803	4,296,826	4,325,235	4,578,318
Standard Union	5,595,997	5,427,867	5,703,046	5,903,604
Sun	4.083,647	8,797,596	3,672,381	4,164,686
Times	11,552,496	9,682,565	9,164,771	9,327,369
Tribune	4,424,553	3,320,453	2,523,878	2,728,778
World	12,767,920	10,506,927	10,657,813	12,218,678
Totals	109,723,214	102,187,722	101,284,830	107,016,944

^{*}Consolidated with the Sun.

ambitions.

"There is something bigger and better for newspaper editors and publishers than in tying themselves bodies and souls to a political party, and then in trying to advance the interests of that party, deceiving thousands of their read. ers who look daily with implicit faith to their favorite journal to keep them posted on ALL phases of important questions. That something bigger and better is to give those readers what they are paying for, and which they have a right to expect, and let them decide for themselves."

POST'S JAPANESE SUPPLEMENT

New York Daily Issues Unusual Thirty-Two Page Section.

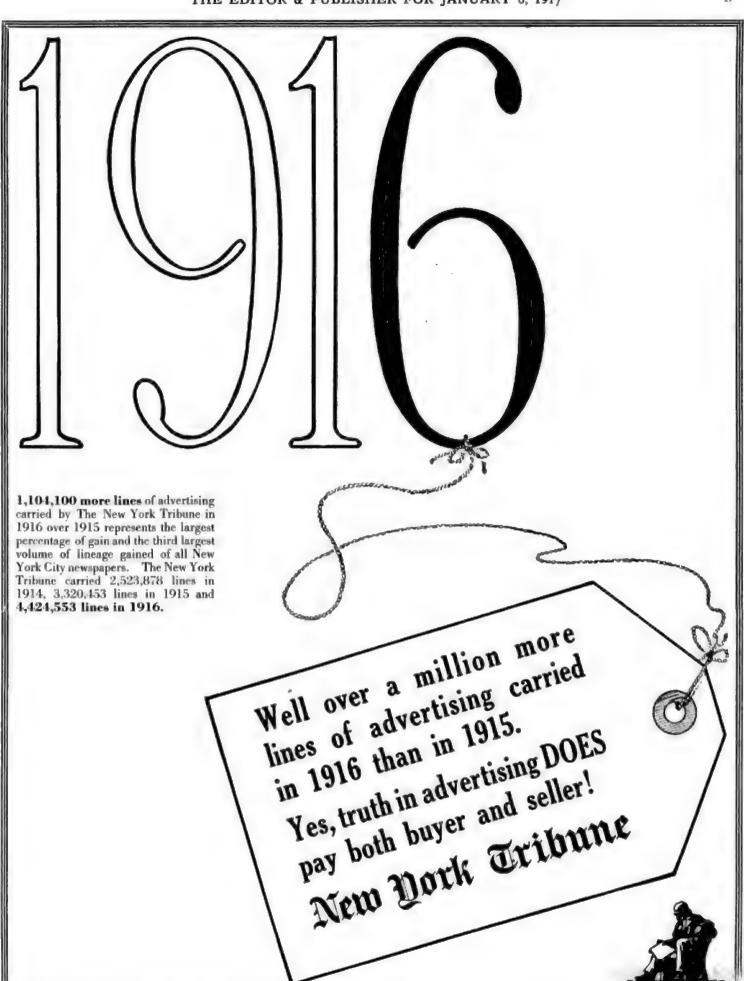
The Japanese supplement of the New York Evening Post, published December 30, was unique. The section consisted of thirty-two tabloid pages of the Evening Post, with eleven pages of advertising five of which were from the Japanese Government. It is said that the Evening Post is the first newspaper in the United States to obtain an advertisement direct from the Mikado's Government.

The front page of the supplement carried a picture of Mount Fujiyama, which is as famous in the isle of Nippon as is the Matterhorn in Europe. deals with the purpose of international good will, harmony between the East light of day by those in whose hearts and the West, the problem in diplomacy

rests the fear of thwarted hobbies and as found in the relations of Japan and the United States, the problem of Japaness immigration, Japan's international diplomacy, the rise of Japan as a world power, together with the views of Hamilton Holt and E. H. Gary, and an account of the increasing trade of the Eastern Empire, as well as other matter of interest. The supplement is well illustrated, and unusually attrac-

Trouble Through "Political Rate."

A large number of publishers of newspapers throughout the country are still awaiting payment for the advertising carried in the columns of their papers for the Democratic National Committee. The amount of these bills still due is estimated as over \$150,000. Auditors of the Committee have been busy going over the bills ever since the election, and it is reported that they have almost finished their work. Considerable difficulty was found in the audit, the Committee claims, because of the political rate charged by most of the newspapers, the Committee questioning the right of the newspapers to charge more for political advertising than for merchandise or commercial advertising. This is the only reason given by the Committee for the failure to pay the bills, but as the audit has now been nearly completed, it is believed that this excuse will soon be wiped out. The question of a political rate. It is claimed, was thoroughly understood by the Committee when the advertising was sent out by Google



BAKER SUCCEEDS IN TACOMA

19

Trained in Offices of Eastern Dallies, He Took New Ideas to the Coast. Frank B. Bister, who placed the Tacoma (Waith) Tribute on the map, was formerly business manager of the Chev-



PANK SHITE DAKE.

second the controlling interest in the Tritians four years ago.
The Tritians to wrate and Bussley,
The Tritians to an evening and Bussley,
publication with two leased wite, service, and the own rouge of correspondents toroushed the Huell Northwest.
Mr. Beker received his first enemgager existing in the office of the Plain tendre. In the control of the Plain tendtrolling in the tenders of the Plain tendtrolling in the tenders of the Plain tendperate tenders, and they publishes of the



CHIA. B. WHICH.

Associated with Mr. Baker Is Charles II. Welch, manualing editor. Mr. Welch was managing editor of the Buston Travelor when Mr. Baker was publisher of that newspaper, and accompanied has to the Decide Good. For a nearthy of pears Mr. Welch was with the Hearth papers.

The world is always looking for a witner—and sometimes the lower is looking for him, too.

GETTING WANT ADS THROUGH CARRIER BOYS

to the Classified Section of a Nanospaper.

By FRANK J. ARKINS.

By FRANK J. ARKING.

Tour classified advertising manager wants to increase his showing. He is

analous to do it as the ministram of expense. If the certier receive of his publeasure are effect excitation, the profess as simplified, and presents apportunities he would not otherwise existy. Curriers may be trained to solicit classified activitient, and because they are suffine to evok on economiscal solate. Dara is no loss involved, alone they are paid only for huminous which they being into the effice, and for which they collect in advance. There has no element of chance

in the transaction. Ht is had policy to go to the boys and put up the proposition to them without prefitnings pattern to account their interest. This raw be done by a number of transer virtualizer or annexacerumine norted in the crearer cross first averant days prior to making the proposition for them. On, certain buys may be selected, the respective complained to them, and the fact that they are making citizen moster proposition for the contraction of the fact that they are making citizen moster proposition.

now to intrinser the sor.

Begardless of the method adopted to arouse the boy's interest, the appeal

abouth in of such a chapterer half it sidd measured the relate attention. For measuring of the entermous in approximate, there is the question of states are such as the contract of the contract of the contract of a contract of a Contract their contract the contract of the contract of a contract of a Contract their contract the contract of the contract of a contract of a Contract their contract of the contract of the contract of a contract of a Contract their contract of the contract of the contract of the contract of a contract the contract of the contract of the contract of the contract of the state of the contract of the contrac

Having worked up interest, the next step is to present the matter in an attractive reasser, is leaff a spirit of competition, for the more fact that one is

d annual parties and resource

Pollowing the circulation enumager's method, you may harm up there peters the boys who do the best work. These may be in the form of extra compennation, a said of civiles, an order on a dry goods or a general whose-days way, in increase the point for which the key staffers.

The disa is to get the buyes to bring in an reasy force as possible. To do

this, all had in presency is to waith the dover and windows of the because already that receive. If there are recess for rest., the log-should coll and middle and verticement. If a house is for rest, be should report the fact, and give the mass of the wared on the hadis. If bounders are destroit, the log-should call is not activabilities the amount of business the BMS follows are being being and activabilities the amount of business the BMS follows are being in. No only low all recessing in our files there are set in the property of the contribution of the con

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The Max is not now or untried. It has been exceededly bried out by a number of small room papers—that is, accomplete in from an in-160,000 popullation, and in every case it has developed a class of shorty populars of the classified section.

THE JOURNALIST

[The following pringraphs are a 4ipest of news from the Journalist, and is tell what were the most interesting the logics of discussion in the newspaper and electronic cities toward are ware

spor filts overskinding."
"Impa" Walter, of the New York Waltel,
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Necessars, who there the boost
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cheatetive. Recorded the Billion
Chibb discovering Walter at work, followed him and formed out which he was
at. The tilebet theretayed second the
World in the former's availage delibon.

A conscription disner was held at the New York Press Clob on the sight of the forty-sixth birthday of the President, Col. Veckerill. The latter was tendered a hig reception.

Considerable convenent was heard throughout the "Raw" because the firm was filterableng its ade with pictures of feesibles under-garments. The Journalies said: "Last Berday's article or stockings pretty nearly reached the life. E. Cressidesk presecuted the Telegram for less cause."

The Journalist retried a freetipage article scatificativ forecasting the city colours of the New York Thisses for its order to reporters to either resign from the Press this or the Tristens. The acticle referred to the fact that the Tristense had been flighting 'Die '6' for some time, and was the celly non-vision paper in New York.

W. J. K. Kenny, of the City Record, was ensistened by Sugreme Coart Juntive Ingraham in string the contract for printing the City Record to Martin B. Howen for another year. William McMotterito Source season in engine, the making of the contract.

an explosion in the effect of the line. As Hernall, Vioranan recorder of the staff were dropped, and the system of was stated with "herner" that it was "an unconverse thing for seen to run "we weakly side of from 18 to 18 to and that "new the grosse that lable the that "new the grosse that lable the privative of the Fernall the reverse stated, were alazased at the "heavy load that were alazased at the "heavy load that were alazased at the "heavy load that was being piled up."

Allacha were being mode right and before the system of "fall culture" to return a system of "fall culture" to vegen in many New York offices. At 1745bbs was called to the fact that, if it is many "metrigs" ray above 446, that is many "metrigs" ray above 446, that firms 100 to 150 words be out from the 160 Tan attitude the faces of the citizen the object of the faces of the faces of the faces of the face of the

The Blacklyin collines of the New York World marcel into York and concern out? offers at 200 Woolshaten News From 250 billion Ninot. It was startion among the many controllerops to the staff would many over new day for the reportees solities should not in the profit of the reportees solities should not institute and the start of the start of the staff controllerops.

The Pittsburg Press Exceeds Its Own World's Record

During 1915 The Pittsburg Press carried 15,808,800 agate lines paid advertising, the greatest volume of advertising carried by any newspaper in the United States.

During the year just closed (1916) The Pittsburg Press carried

18,202,926 Agate Lines

paid advertising, surpassing The Press' own former record by a

Gain of 2,394,126 Lines in 1916

as against a gain of 1,318,394 lines in 1915.

This unprecedented volume of business not only reflects the Steady, Continual Growth of the Press, but shows also that the advertiser, whether local or foreign, display or classified, automobile or financial, recognizes the superior value of

The Pittsburg Press

Largest Circulation

Greatest Result-Getter

O. S. HERSHMAN, President-Editor.

H. C. MILHOLLAND, V. Pres. & Adv. Mgr.

New York Office, Metropolitan Tower
I. A. KLEIN, Manager

Chicago Office, People's Gas Bldg. JOHN GLASS, Manager

THE EDITOR & PUBLISHER FOR JANUARY 6, 1917

ALONG THE ROW A TOUCHUM AFFICE When the late Kenward Philip-be of creat wit and consisted teddin was city er New York, he let it leak out in some way that he would not be displeased if the staff should make him a New Year's

So the boys got together, chlosed in. The prescritation was made on New Year's Eve. after the paper had gone

admired him, etc. and handed over the Philip in reply made an elequent address, and concluded it by saying, "And this unsolicited and unexpected gen-

sucre gratitude than I can express, be-And it was even to. Philip had got his police two weeks previously, but did not advertise the fact on the city SATED BY POWER

Nearly every marning after the old until daylight. It was a democratic ing editors, presented, printers, reporters, artists, and stereotypers all that beard of the game, and it met with his desperoval, and there was a russer cir-Then there came a certain night when the big fires of the day and many lives The Recorder's policy warm was in

then everybedy stopped playing and respared for action, as the Night Edidropped two pairs, and abouted, Every one was at once on the ich fire, the pressures and sterestyper got rendy, and the compositors stead reads

When Col. Turner reached the office tater in the day, he said to John W. Keller, the managing editor: "How did story so long after the last edition had "Well," said Keller, "there was a little card wascon on, and I had the mrn

"Higgs," henced the Odered. "See that the game centiaues."

A autorian storesceper, who writes in the city recently and saw the folmade a secutal note of it, but evidently

WE SELL THE PEOPLE



DANGUET IN MAIL ROOM OF BAN FRANCISCO CHRONICLE. EMPLOYERS WERE HOSTS San Francisco Chronicle Heads Guesta

of Mechanical Department. The heads and employees of the meat a dinner at which the guests of honor Tufus, city editor. The tables were lights. William Wilson, assistant forrtold of the early days and straggles of the Chronicie, when he and his brother edited, printed, mailed, and distributed the paper. All of the greents spoke,

egirlt that prevails in the Chronicle POST STAFFS HAPPY AFTERNOON Employees Showed Appreciation of

Their Treatment by the Management. Men and women from all departments. Saturday in the Post's compasing room there was a parade, with blare of horns. to employees in the spechanical depart-

This was voted by George Habbage, one of the older employees of the composing room, master of ceremaking it increasingly difficult to by by menething for a rainy day. On he-Demald Garrison Villand, prosident of

Mr. Villand restanded to barroy win-

From to the speeches a musical programme had been repdired. A plane then of takens to President Villard.

Editor Rocks Ogden, Putduber Sixt M Clean, Publisher's Assistant T. P. Sey-

"Miss Spekare" Will be There "Miss Spokane," in the person of Miss resident of Spokane, Wash, will be among the Spokane delegation to the

Partific Coast Advertising Men's Conwill send a delegation of fifty in uniform to the Cakland convention and will the trip with a marque fitte and cabaret to be given early in the year at a Spo-Staff Changes in Gloversville

Recent changes on the staff of the include the following: James A. Relyea, of Cohleskill, has been reads assistant telegraph editor, and E. A. Pres in acting assistant city editor. Paul, of Terre Haute, Ind., has joined the staff. Charles W. Balley has resigned as specting editor to go with the Portland (Me.) Press. J. C. Hennelly, Johnstown city editor, has resigned to take a State position at Alteny. Stabgrt C. Hawai, telegraph editor, has gone

May Have Morning Daily H. G. Spaulding of Lewiston, St., is newspaper Mr. Spaulding is backed in well-known newspaper man of Okla. bores, who reade a forture out of an

Waste Paper Helped Schools mend (Va.) News-Leader and Eveweeks in December a waste paper camraise, in which the results in the public

agusines. Three were carted I. N. S. Advances Wages

ASKS FOR DIVISIONAL CENTRE San Francisco Chronicle's Fight Backed

by Induscrial Men. The San Francisco Chronick bas excited national interest by its recent sagment establish a divisional departmental San Francisco. The Hea is that to facilitate the business of the Govern-Orient a Endard Heilding he counted in

This suggestion has met with the onthustastic approved of the Collfornia deteration at Washington, the Federal of administration efficiency, and of bestcess of the decentralization plan in the management of the corporations of on-

will be erected in some Middle Western Coast Publishers Oversian An organization known as the Coast

Counties Publishers, has been formed being to bring the publishers clear together in the discussion of topics vital The members were given a lancheon by the press of Gilroy. as follows: Will F. Blake, Gilroy Advocute, president; H. R. Judah, ir., News. Pive vice-presidents or county chairfollows: A. Dellinic, San Mates, Nowa-Leader; Harry C. Smith, Interurban Press. Campbell: Duncan McPherson. Sentinel, Sents Crus; M. F. Hoyle, Free Lauce, Bollister; Wallace C. Cypress, Monterey,

Sank's Publicity Department A publicity department for banks is The announcement of the bank reads

New Members of A. N. P. A. The Plainteld (N. J.) Courter-News, the Kalamazoo (Mich.) (lazette, and the

Paid Tribute to Saldiers The Christmas number of the Sr. Thomas offer) Times contained four

INTERTYPE



sets a new record for one month's sales—

orders entered for

76 Machines

during December

We take this opportunity to express our appreciation of the confidence thus shown by publishers and printers in the Intertype and in our organization. It will be our constant aim to justify that confidence by building Intertypes so well that every buyer becomes a booster.

INTERTYPE CORPORATION

550 Carondelet Street, NEW ORLEANS

W YORK Old Celeny Building, CHICARO
At Thard Street, SAN FRANCISCO
Canadian Agent, MILLER & RICHARD, Toronto and Winninger

Community of the Commun

Raemaekers' American Ne



LORD NORTHCLIFFE

Publisher of the London Times, the Daily Mail and a host of other papers. He was the first publisher to discover the genius of Louis Raemaekers, the Dutch car-

BOSTON TRANSCRIPT

"If the measure of the influence wielded by a cartoonist is the extent and intensity of the emotion aroused by his work, then possibly there has never been a cartoonist in the history of the world who can be compared with Raemackers."

NEW YORK TIMES

"The history of the war is printed in letters of fire by these deeply emotional drawings, which convey intensified feeling as time passes and the plot thickens."

By The Led

THE newspaper copyright on the cured by the Ledger Syndicate. discovered by Lord Northcliffe, is now

Ir discriminate reproduction of produced them in December) will a service will be assured the exclusive their own cities.

What the Raemaeke

- A minimum of three new copyright cartoons weekly.
- Exclusive copyright release to one paper in each city.
- Cartoons in two-column or three-column measurement as desired.

Write for terms for your ci containing Raemaekers

The Ledge

Independe

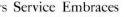
Philade

vspaper Copyright Secured

ger Syndicate

Raemaekers cartoons has been se-The work of this famous cartoonist, offered to one newspaper in each city.

e car oons (scores of newspapers rev. cease, and publishers taking this use of the Raemaekers cartoons in



- Each matrix will bear title line, caption, and a short historical reference to the events which the cartoon portrays.
- Special introductory features, such as brief history of the artist's personal experiences, etc.
- Special Sunday features.

o, also a copy of the booklet most forceful cartoons.

· Syndicate

ce Square

iia, Pa.



LOUIS RAEMAEKERS The great neutral cartoonist;

unknown before the war, now his cartoons circulate in newspapers and periodicals all over the world.

NEW YORK EVENING POST

"Raem ekers drives home a universal point that concerns not merely Germany, but every country. We cannot l.ok at his cartoons and be satisfied to remain ignorant of the truth on which they are built."

NEW YORK SUN

"In the distant years to come when the smoke of battle shall have settled and the histories of our stupendous war are being calmly written these drawings may excite the same interest that caricatures of Napoleon or George Washinston compel."

THE EDITOR & PUBLISHER

New York, January 6, 1917.

Entered as second-class mail matter in the New York Post Office. .

The contents of each issue of THE EDITOR AND PUBLISHER are protected by coppright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

Judging is balancing an account, and determining on which side the odds lie. -Locke.

HE New Year brings new problems THE New Year orings in a difficult for publishers—rather more difficult ones than usually confront them. But to the red-blooded men of this industry difficulties are not things to daunt-but spurs to action.

CONFRONTED with the need of in-creased revenues, some publishers still assert that these cannot be raised through an increase in rates for subaccintions and advertising. If new revenues cannot be obtained from these sources, whence shall they come? Have newspapers anything else to sell?

BUSINESS man asked the pub-A lisher of a New York newspaper, the other day, whether or not the advanced cost of news print would force a great number of newspapers out of business. The answer was: "No newspaper with strong and able management will be forced to suspend because of present conditions."

THE Pisher Company, operand disprocery stores in Cleveland, has dis-THE Plaher Company, operating fifty continued the use of trading stampsbecause their use interfered with the policy of the company to fix the lowest possible prices for commodities. That should be a sufficiently strong reason to decide any merchant to confine his activities to selling the goods in his own more.

S a publisher you know that the As a publisher you asset to increase his business during this year must increase his advertising. As a seller of advertising space you should know, with equal clearness and conviction, that the newspaper which is to increase its advertising revenues this coming year will have to increase its appropriation for advertising its advertising.

THE publisher of one of New York's cently that he would not oppose the plan of going to a two-cent basis if the other New York publishers would agree to it. If one or two of New York's influential publishers should take a positive stand in favor of the policy, and urge it upon the others, something might be done. The mere "receptive mood" will not accomplish much

William A. THOMSON, director of the Bureau of Advertising of the A. N. P. A., is a student of conditions in the field of national advertising He predicts that, in the year 1917, national advertisers will spend with the newspapers nearly one hundred million dellars. Thomson is not a guesser. He

FOR A SOLID FRONT

PUBLISHERS of newspapers must stand together. The bitterness of local rivairies, of competition, must be forced to rivairies, of competition, must be forgotten. In the effort to solve the news print problem there must be solidarity. The common interest is the individual's interest.

The publishers have an admirable organization in the American Newspaper Publishers Association. It is officered by the foremost men in the newspaper business; its affairs are administered by efficient executives of tested loyalty and proved ability. Since the beginning of the present news print situation, Lincoln B. Palmer, manager of the A. N. P. A., has labored with tireless energy in behalf of the publishers. He has shown rare tact, fine understanding of conditions and of courses of action open to the newspapers, and entire devotion to the interests of the great industry for which his organization stands. He is now ably assisted by the new representative of the Paper Committee, A. G. McIntyre, who brings to his task great ability, intimate knowledge of conditions in the news print industry and constructive plans of the greatest value to the publishers. The Paper Committee, of which one of the ablest men in the nation-Frank P. Glazz-is chairman, and which numbers in its membership some of the leaders of the publishing industry, is doing notable work for not only the A. N. P. A., but for all men engaged in the publishing of newspapers.

The A. N. P. A. should have the united and loyal support of its membership-that fact seems self-evident. No factionalism should find the slightest foothold. Any effort to foment discord and division of mentiment in the ranks of the membership is not merely a destructive effort-it is, at this time, an act of disloyalty that may not be overlooked.

The publishers must speak, and may at all times speak, through their organization, as one man. Organization does not mean conspiracy, of itself. It does not indicate illegal acts of collusion. These are distinct things, and more likely to occur outside an organization than within it. The foolish fear of some publishers in regard to getting together on issues of common interest, and of acting together, plays into the hands of those who would exploit them.

The Department of Justice is said to be preparing evidence of collusion and conspiracy to fix extortionate prices for news print against some of the men of that industry. Yet the fact of the existence of the News Print Manufacturers' Association, of itself, will obviously have no bearing on those cases. It is only when men, within or without an organization, commit fliegal acts that accountability to the law is exacted. Organization, for purposes of cooperation, is not illegal.

The publishers of the country are accustomed to fighting the battles of other people-but not to fighting their own battles. They hold the power, the might, to right the wrongs of mankind. Some of that power must now be exarciant in their own interests—for in the ultimate analysis the interests of the newspapers and the interests of the people are identical.

The mills are grinding. Congressional action seems probable. prosecutions are confidently predicted. The Government, jealous of invaded rights, relentless in its pursuit of those who show contempt for its laws, may be expected to carry the work of its Federal Trade Commission to its logical conclusion. Not only will responsibility for excessive prices for news print be fixed, but if guilt as to collusion and conspiracy may be established, the guilty will be held to rigid accountability.

Reliaf is coming. Prices now ruling for news print are excessive, extortionate. They are the result, according to many commentators, of "the panic of the publishers." It is high time for panic, or the appearance of panic, to end. It is high time for the publishers to present a united front-to cooperate in all measures for the common good-to stand loyally by their organizationsto conduct their businesses on aggressive yet sound policies.

touch. It is true, however, that the newspapers will not secure this great volume of national advertising UNLESS THEY GO AFTER IT. They must, as never before, ADVERTISE their adver-

HE woman is most concerned as To the policy followed by newspapers. She pays a large share of the publishing costs; she makes the advertising space in her newspaper valuable; she is the chief "ultimate consumer" whose favor is sought by all advertisers-and whose interest and loyalty are a newspaper's chief asset. Often she is required to pay an extortionate price for a commodity, such as butter or eggs, without receiving any additional value in such commodity. Then she protests. But if her newspaper costs her more, AND IS A BETTER NEWSPAPER, she will cheerfully pay the added penny a day.

THE readers of newspapers are just The reasons of They are fully capable of understanding the necessity of a higher price for a newspaper-if that necessity is explained to them candidly. As a body they are not given to intemperate judgment. As a class they have in collective form the reasonableness of the individual, the considerateness, the deals with facts known to him, with sense of fairness. If it is necessary for

prospects with which he is in close a publisher to charge them more for his paper-for THEIR PAPER-he will not be visited with their wrath and hostility. He will find their loyalty undiminished. The readers of any good newspaper will stand by that newspaper when the test

SOBER SECOND THOUGHT

WHEN the ugly features of the hone to the full understanding of the publishers of daily newspapers, and drastic economies were known to be inevitable, there was a feeling that "features" must be largely eliminatedthat they were in the category of things which might be spared.

With that sober second thought, with that next-day foresight which comes to men capable of analyzing courses of action, there came a change in sentiment and policy regarding newspaper features. It was generally realized that newspapers must rely in part-and in no small part-upon features for their distinctiveness, for that individuality which appeals to readers, and which decides them in favor of one newspaper as against another.

Instead of eliminating features, of the friend-making and friend-keeping kind, editors and publishers are planning to retain them and to add to them whenever possible. This decision comes

with the understanding that, in the meeting of higher publishing costs through higher subscription and advertising rates, A BETTER NEWSPAPER THAN EVER MUST BE PRODUCED. If a penny newspaper is to sell for two cents IT SHOULD BE AN IMPROVED NEWSPAPER. If advertising rates are to be raised, the advertisers must be given GREATER VALUE IN HIS MEDIUM. To these ends the popular feature contributes.

Instead of being a doubtful year for the feature-murketing syndicates, it is more than likely that it will be the best year in their history. Only the weak and doubtful men engaged in this line of work-if there be such men, in factwill face the outlook with misgivings. The strong concerns will grow stronger this year, and will demonstrate the value of the service they are able to render to publishers in developing and holding the one great asset on which all cise depends-reader-interest and loyalty.

ENERAL TAYLOR, in his simple Gut amazingly interesting story of his early career, printed in THE EDITOR AND PUBLISHER of December 30, recounts how, when he took charge of the Boston Globe, he struggled to pay off a load of debt. He did not seek to capture any of the business of other newspapers, but developed new business and a new following of readers. "While we gave a very poor living," he says, "to the sixty men on the Globe force then, the Globe gives a much better living now to a force of about twelve hundred men and their families." In this modest statement you have the measure of one of the big men of this profession of ours-a man whose genius has made itself felt throughout the land, and has influenced immeasurably life and thought in his own New England.

RADE newspapers are not usually Texpected to adopt daily newspaper methods in covering news. And it is not often that they do. The news print hearing of last week in Washington was held on Friday, the press day of THE EDITOR AND PUBLISHER. It was an event in which every publisher on the continent was deeply interested. As the trade newspaper of the publishing and advertising interests, it seemed importthe THE ENTOR AND PUBLISHER should ignore routine, and should cover that hearing. The issue of December 20, therefore, carried a full telegraphic story of the proceedings at Washington up to the adjournment-a more complete narrative than was printed by any dally newspaper of the same date. Attention is called to the matter merely because it illustrates the new spirit in trade journalism-the spirit of service which disregards precedent.

T is contended that, after the exces-I is contended the prices for news print have been broken, contract-tonnage will still cost a good deal more than in the past. The same thing will hold good as to future rates for advertising in good newspapers. The increased rates forced through present conditions will stand. A low price for white paper in the past has meant a too-low price for advertising space. The result has been that both commodities have been used profligately waste of white paper has been matched by waste of good advertising space, With space costing more, it will be used more intensively, with far better results from the investment.

An overcrowded mind-like an overerowded workshop--kills the efficiency of the production.

PERSONALS

To speak ill upon knowledge, showa a want of charity; to speak ill upon suspicion, shows a want of honesty. —Warwick.

NEW YORK -C. H. Rudolph, of the Buffalo Enquirer, Buffalo representative of the International News Service, was in New York this week.

Richard A. Miller, formerly of the New York Tribune, has recently accepted a position on the telegraph deak of the Detroit Free Press.

Hugh Bierne, of the World's rewrite staff, returned to his deak this week after a month's illness.

Joshua Wauhope, editor of the New York Call, addressed the Socialist Literary Society of Philadelphia last Sunday, on the zo-called Yellow Perli, which he said has transformed itself into a Monroe Doctaine for Asia with the motto, "Asia for Asiatics."

J. Thomas Lyons will address the New York Advertising Club on January 10. Mr. Lyons is service manager of the Baltimore Sun.

Lincoln B. Palmer, manager of the American Newspaper Publishers Association who was ill last week, is buck at his desk again.

Arthur Brisbane, editor of the New York Journal, was the principal speaker Thursday evening before the League of Foreign Horn Citizens, at 138 Second Avenue, New York. His subject was "The Americanization of the Native Born."

OTHER CITIES.—W. W. Shannon, former Mayor of Berwick, Pa., and a well-known newspaper man, was the speaker January 3 at the dinner of the Cincinnati Ad Club,

C. A. Radford, of Fargo, N. D., is now the manager of the Cincinnati office of the Western Newspaper Union.

Russell H. Downey, in charge of the Elkhart (Ind.) office of the South Bend Tribune, who was hurt recently by being thrown from a skidding automobile, has recovered sufficiently to return to duty.

Robert B. Waters, connected with the Troy (N. Y.) Times for thirty years, became business manager of the Journal, at Albany, January 2.

Harry R. Stringer, known throughout the Middle West as "the world's youngest copy-reader," is reading copy on the telegraph desk of the Detroit Free Press.

Peter Curiey, former police reporter on the Detroit Times, recently resigned and returned to his home in Chicago to attend the funeral of his father.

Lew F. Benton, formerly of the Philadelphia Ledger, has been made assistant city editor of the Detroit Free Press.

Lars Lue has joined the local staff of the Detroit News,

BOSTON.-J. A. Tyson has returned from New York city and rejoined the rewrite staff of the Post.

Paul Werner, of the Herald art department, has been spending Christmas and New Year's in New York.

The reporters covering Billy Sunday's campaign presented the evangelist with a gold engraved fountain pen at Christmas. Each member of the press received an autographed photograph from Mr. Sunday.

Joseph Brooks, of the Post, is on a vacation in New Hampshire.

George S. Decker and Thomas Phelan are covering the Small murder trial at Ossipee, N. H., for the American.

Proctor P. Lincoln, city editor of the

Cambridge Standard, has been made Cambridge representative of the American. Arthur Browne, who has been doing Cambridge for the American, is ill with nervous prostration.

Michael Quigley, who covers the South End for the Post, and Frank Fay, who covers Roxbury, are on sick leave.

James S. Collins has severed his connection with the Post city staff.

Walter S. Jacobs has been made Roxbury representative of the Post. He replaces Americo Brogl.

Halph S. Stratton, who covers Cambridge for the Herald, has been reflected councilman of Cambridge.

Charles 8. Manning has severed his connection with the Cambridge Chronicle.

Robinson Cook, a former member of the staff of the Boston Post and the son of a prominent Portland, Me., banker, leaves New York to-day for France, where he will join the American Ambulance Corps. He has volunteered for six months' service, and expects to be ordered to Salonica, Greece, for duty. He joined the city staff of the Post last spring, and worked until a few weeks ago.

PHILADELPHIA.—Richard J. Beamish, directing editor of the Press, who is coming to be recognized more and more as a man of extraordinary ability, contributed a superb poem, "The Three Prayers," to the Christmas issue of his paper.

Herbert Walter Crowhurst sails on Saturday for France, where he will join the American Ited Cross as ambulance driver. He comes of a family of nowspaper men, his father, now assistant-manager of the Walton, and his uncle, Ernest, being well-known for many years as sports writers. Another uncle, Frank, was identified with local papers before leaving for the Philippines, where he died, and the young man was a reporter before he went into the automobile business.

Charles Pierie Garde, night editor of the Inquirer, Ben K. Raleigh, city editor of the Evening Ledger, and R. J. Benmish, of the Press, were the judges who awarded the prizes at the annual parade of "the Shooters."

Lee Pape, of the Press, wrote one of the plays in this week's bill of the Stage Society at the Little Theatre. Henry Starr Richardson, editor of the Star, contributed an adaptation of a Bernard Shaw story.

John Gribbel, one of the stockholders of the Public Ledger, was reflected president of the Union League.

Bartley J. Doyle, vice-president of the World's Salesman Congress, and president of the Keystone Publishing Company, was the principal speaker at the twentieth annual dinner of the Stove Salesmen's Association, of Pennsylvania.

Edwin M. Giles, formerly of the staff of the Star, and more recently private secretary of Charles E. Carpenter, president of the manufacturing firm of E. P. Houghton & Co., has been made editor of the Houghton Pay Envelope, one of three unique house organs of the Houghton Line. He is turning out immensely readable stuff, interesting even to those who are not part of the hig family.

Dr. H. W. Hess, professor of commerce at the University of Pennsylvania, spoke recently at the University on "Advertising." He emphasized newspaper advertising as the greatest medium for the sale of goods, and praised the copy carried in the papers to-day as highly honest and trustworthy. PROVIDENCE, R. L.—Major G. Edward Buxton and John R. Rathom, of the Journal, participated in the first annual rally and conference of the fthode Island Boy Scouts. The former delivered an address, while the latter presided.

A. W. Talbot, Hugh McCabe, and Stephen A. Greene, of the Journal; Hinson Stiles, of the News; Arthur Holland and Martin Flaherty, of the Tribune, and Dan Lawlor and Thomas Dinneney, of the Pawtucket Times, are covering the Legislature for their respective papers. The session opened Tuesday.

David J. White, formerly a publisher; Senator William G. Troy, Richard W. Jennings, deputy speaker, and John B. B. Brazeau are former newspaper men, who took seats in the Legislature Tuesday.

CLEVELAND.—Elbert H. Baker, president, and George M. Rogers, assistant general manager, of the Plain Dealer, were the recipients of gold-embossed greetings from heads of all departments and the members of the editorial and business office staffs of the newspaper for a New Year's present. The names of three hundred persons appeared on the document.

C. S. Clark, president of the Cincinnati Advertising Club, has been appointed resident manager of the Western Newspaper Union, succeeding W. S. Edson, former Cleveland manager, who goes to Chicago.

CHICAGO.—Bert Clarke, formerly poclitical reporter for the Chicago Examiner, is now on the copy desk at the Chicago Tribune.

W. B. McCormick, of the Chicago Evening American staff, is conducting that paper's campaign against a reduction in the city's police force due to a shortage of funds.

Parke Brown, E. O. Phillips, Joe Pierson, George Morris, and several other men on the local staff of the Chicago Tritune received bonuses of 10 per cent of their salary. The Tribune gave these bonuses to men who have been employed five years or more.

MILWAUKEE. — Don E. Chamberlain, formerly rewrite man in the United Press Chicago office, is now managing the affairs of that association in Wisconsin, with headquarters in Milwaukee.

Julius Liebman, news editor of the Milwaukee Sentinel, has resumed his work after a few days' illness.

John Roberts, formerly of Racine, Win, is on the police run for the Milwaukee Daily Newn.

Dr. John Mulvey, for several years a reporter on Milwaukee newspapers, is now teaching languages in the Wisconson Conservatory of Music.

E. J. Moriarity and James Martin, two well-known Milwaukee newspaper men, the former for several years political man on the Froe Press, and the latter formerly a member of the Milwaukee Leader staff, have incorporated the Press Publicity Bureau here.

Miss Ruth Murphy, society editor of the Hentinel, has resumed her position after a month's leave of absence.

San Francisco.—Charles W. Herlenger, city editor of the Red Bluff Pally News, spent the holidays in this city. Hersinger is a member of the San Francisco Press Club and attended the boliday "Jinks" while here.

F. W. Kellogg, publisher of the San Francisco Call, has just returned from a trip to Los Angeles.

C. H. Rowell, editor of the Fresno Republican, and Harry Hammond, editor and publisher of the Byron Times, were holiday visitors in San Francisco.

VISITORS TO NEW YORK

William Z. Taylor, manager York (Pa.) Dispatch and Dally.

D. N. Slep, mechanical superintendent, Altoona (Pa.) Mirror.

W. T. Anderson, publisher Macon (Ca.) Telegraph.

H. D. Lemley Comes East

H. D. Lemley, of Ottumwa, Ia., has assumed the duties of circulation manager of the Elmira (N. Y.) Advertiser. Mr. Lemley has had a successful career in the West on some of the largest and best daily newspapers of that section of the country, including the Ottumwa Review; Star, Kansas City; Register, Des Moines; and other well-known newspapers.

Louis Wiley Improving

Louis Wiley, business manager of the New York Times, who was recently operated upon in a New York hospital for appendicitie, is progressing favorably toward complete recovery.

The Providence Journal has contracted for the Haskin Service for 1917.

THE EDITOR & PUBLISHER FOR IANUARY 6, 1917

OHIO CITY EDITORS Second Annual Convention Will Meet

at Columbus in January. The recognishme for the second ananal convention of the Obio City Editern' Association, to be held in Colorsbeen announced, and indicates an indelegates. At 3 P. M. they will be taktion will be called to order at the Cir-Automobile Club quarters. twee an informal session, at which he will speak on "What the City Editors of Stobile Cluba." At 8 P. M. the annual banquet will be held at the Heyrl Vir. gints, of which Maxor George Karb

the City Editor Can Do for the State What the City Editor Means in a News. paper Office": R. M. Williams. the city Editor Can De for Good Steads tor Can Do for Agriculture." Promotent A. J. Hammend, of the Youngstown Telegram, will be the total-January 14 the session will open at 10

Pally Times, will tell "How I Get By G. McCracken, of the Reliefontoine Exnumber, "How I Get By with a Conservative Paper." The annual address of



"MY HUSBAND AND I" Papers that want to start the new year off with an excellent

new marriage serial should send to us for samples of "My This is an unusual romantic serial, in which the interest is sustained from day to day

in a remarkable manner, and strill without that solded strain-Jane Phelps has written ita master of the art of the day-

by-day serial-and a woman with a lot of knowledge of human beings, married haman beings especially. "My Husband and I" runs about 400 words a day. It

has been a hig success in many papers, and is perhaps the very thing you want in this line for the coming year.

GEORGE MATTHEW ADAMS 8 W. smk 27, 38W 1088

sions on copy reading, head writing, art, feature stories, short features, bundling reporters, assignment desk, and depart-



Curre P. Stock.

needs. The officery will take up for discussion questions for adoption on chain policy exchange idea, bureau of Movers, of the Oxio State University

How Editors are Developed Through a DEENALISM HELPED MARKE

Tribute of Noted Editor and Author Recalled by His Death. An attack of untern an Lecenter 31 evened the death of Dr. Hamilton Wright Matte, nauxiate editor of the Outlook and one of the most widely Surgraft, N. J. He was accounty years

Scarcely had he begun to practice law, after graduation from Culumetts editorial staff of the Christian Union, now the Outlook, of which for many years he was the associate editor with In. Lyman Attest. While to that onsands of houses all over the country. and to these he directed every wood he Port, Dramatist, and Man," which won Non distinction, especially account Ear-

Dr. Mable was asked at one tiese if to enter journalism. He said by helicural

"In the first place," he said, "insernalferred upon him by many colleges and Sun H. Dince, Austin; Mrz. Mary Hunt

COTS WIR also take place. In the after. DARLING TO DRAW FOR TRIBUNE Will Bemain with Des Moines Register The New York Tribune furnishes to

> "Jay N. Darling, carteenlet of the Dee Mojnes Hegister, has made arto draw for them and their syndicate a daily curtoon. Mr. Durling will male. to New York from time to thus. The Tribune syndicate arrangement does not suctude the State of lows, which will continue to be hardled by the Dea us Mr. Durling signs hirmself, is a and his introduction to a wider Eastern audicace will doubtless be as

> come so was that of Briggs, whose dally carteen is one of the Tribune's test Mr. Darling and to Tue Borne on PUBLISHER & tringram, under date of

"It is my intention to remain permarently with the Des Moines Resister Any report that I expect to change to a New York paper, or may either paper is a reistake. The rumor in ques tion had reference only to syndicate Gardeer Cowles, publisher of the Dea Moines Rogister, informs The Europe

take, as "Mr. Darling has no such intention." The confusion about the matter arose, of course, from the fact that the ment. It is to be regretted that the im-

Herns that the artist was to sever his VETERAN TEXAS EDITORS MET

Fifth Annual Correction at Galveston Was Happy Renaice. The Types Editorial Association the paper work, held use fifth annual convention at Galvaniou on December

Officers were elected as fellows: Col-Parter L. Martin, Dallas Morning News, president; William A. Bowen, Ar. vice-president: R. E. Yantis, Athena Resiew, second ton, recording secretary; C. R. titteen, The feature of the meeting was a banquet to the visiting editors tenderof the Dalies Evening Journal, was land, Pares and Rauch, Dallas: Col Charles L. Martin, Morning Nows, Hamp Cook, Hous-Dallas; Col. Hamp toon, broad ton; John P. Landers, Galveston Hally News, George Waverley Briggs, man-Sam P. Harley, secretary Texas Press

Affeck, Benham and others.

WISHAR JOINS I. N. S. STAFF Will Be Eastern Business Manager with

Headquarters in New York John Merrogen Wishar, for the last



J. H. WHIME quarters in New York city on Eastern

and magazine work for the last fourfor of the Wasp, a weekly San Fran-Leight Mr. Withan has been sever-

my of the Market Street Association, own of the largest and most important

MINNESOTA EDITORS TO MEET University of Minnesota Offices Short Course to Newspaper Men.

University of Minneauty will offer its 16, in response to a dereand from the editors of the State. It is the correspond and editorial management, Supplementing this cinescopy work will be a

Oldsbue Returns to France Valentine J. Citisbue, formerly sity add-

BOSTON GLOBE FIRST IN 1916

In Total Lines of Advertising Printed

In Total Lines of Automobile and Accessory Advertising

In Total Number of Want and Classified Advts Printed

Total Advertising

Total lines of advertising printed in the Boston papers having Daily and Sunday editions, during the year 1916

GLOBE 9,665,316 Second Paper 9,099,484 Third Paper . 5,970,440 Fourth Paper 5,515,425

(The above totals include all of the advertising, wants, classified and display, printed in the various papers during 1916.)

Automobile Advertising

Total Lines of Automobile and Accessory advertising printed in 1916:

GLOBE 1,067,719

Second Paper . 801,807

Third Paper . . 432,269

Fourth Paper . 398,992

Total number of Want and Classified advts printed during 1916: Globe 578,347. Second paper 230,151. Third paper 110,370. Fourth Paper 93,632.

In placing business in the Globe's territory, its tremendous circulation in the Greater Boston District should always be considered. The Globe enters the year 1917 with a greater net paid average circulation, Daily and Sunday, than ever before in its history.

To get your share of the trade of the best clientele in New England, plan to use liberal space in the Boston Globe during the present year

Among the Four ownerships of Morning, Evening ownership stands Supreme in volume of advertising

The Morning, Evening and Sunday World printed in twelve months, 17,691,230 lines The Morning and Sunday American and the Evening Journal
printed in twelve months, 16,416,501 lines
World's excess volume over the American and Journal, 1,274,729 lines
The Morning, Evening and Sunday World printed in twelve months, 17,691,230 lines The Morning and Sunday Herald and Evening Telegram
printed in twelve months, 14,887,125 lines
World's excess volume over the Herald and Telegram, 2,804,105 lines
The Morning, Evening and Sunday World printed in twelve months, 17,691,230 lines The Morning, Evening and Sunday Sun printed in twelve months, 9,805,046 lines
World's excess volume over the Sun, 7,886,184 lines
The following figures show the gains made by the World combination as well as the gains made by the other combinations—again proving World supremacy.
The Morning, Evening and Sunday World gained in twelve months, 1,985,201 lines The Morning and Sunday American and the Evening Journal gained in twelve months, 799,072 lines
World's excess gain over the American and Journal, 1,186,129 lines
The Morning, Evening and Sunday World gained in twelve months, 1,985,201 lines The Morning and Sunday Herald and Evening Telegram
gained in twelve months, 102,362 lines
World's excess gain over Herald and Telegram, - 1,882,839 lines
The Morning, Evening and Sunday World gained in twelve months, 1,985,201 lines The Morning, Evening and Sunday Sun gained in twelve months, 1,127,853 lines
World's excess gain over the Sun, 857,348 lines

The New York World

and Sunday Newspapers, The New York World printed for the twelve months ending Dec. 31, 1916—

These figures are very significant. They are also very impressive. They accentuate the leadership of The World. They clearly point the way to advertisers as to how much of their appropriation for the year 1917 shall be set apart for use in the World combination.

In order to impress advertisers still further with World supremacy, it offers the following figures as showing the position of its Morning and Sunday Editions in comparison with the Morning and Sunday Times.

The Morning and Sunday World printed in twelve months

The Morning and Sunday Times printed in twelve months

World's excess volume over the Times

- 12,767,920 lines

11,552,496 lines

1,215,424 lines

The Morning and Sunday World gained in twelve months

The Morning and Sunday Times gained in twelve months

World's excess gain over the Times

- 2,260,993 lines

1,869,934 lines

391,059 lines

The New York World is the Barometer of Business. When business comes along a-plenty, The World shows a greater gain than any other paper. But whether business goes up or down

Always Stands as the Leader

EXPERIENCES IN THE ADVERTISING FIELD

Brains, as Well as Money, Must Be Put into Publicity to Obtain Satisfactory Results-Reckless Rushino into Tupe is Aut to Bring Disaster-Optimism Alone Will Not Gain Success.

By REX CASE.

HERE is nothing mythical, magic, or uncertain about advertising. It is as definite and positive a force as electricity. It is the faulty or skilful manner in which the power of advertis-Ing is harnessed that makes it appear to be somewhat freakish in its workings.

Whether your message is lengthy or brief, for good or for bad, for profit or for loss, the electric current will carry It that the same. Entally absolute and certain is the carrying power of publicity. The result that it brings in each individual case depends, not upon the efficiency of this great agency of communication, but upon the purpose for which, the manner in which, and the extent to which it is utilized.

Every merchandising or educational problem requires individual treatment.

Some three years ago a Broadway merchant who had conducted an unpretentious tailoring establishment for nearly twenty years, was induced to stray from his beaten path of conservatism and test, for his own satisfaction, the virility of newspaper advertising. A few orders a day had kept the shop door open, but that was about all. Would the right kind of publicity swell the count of his cash register to any appreciable extent? That was the question. A trial advertisement of a semi-sensational nature was prepared and published in one of the big evening newspapers. A definite plan of campaign had been decided upon. An attractive line of specially priced woollens was placed in The masses were appealed to. stoek. A small-profit price was featured. The results were awaited with doubt and misgiving. But the proposition being well thought out, the message to the public carefully framed, the medium of publicity wisely chosen, the advertising current was unhampered by cross-wire or short-circuit, and the inevitable happened. Over \$1,300 worth of made-tomeasure clothing was sold by closing time the night after the advertisement in question appeared. More advertisements were prepared and published. Other newspapers were added to the list. At the year's end seven additional stores had been opened and were doing a flourishing business. To-day there are more than twenty stores in the chain, and the one-time tailoring firm of but local repute is advertised as 'the largest merchant tailoring house in the world."

If the average advertiser would put half as much brains into the planning of his advertising campaign as he puts money into the prosecution of it, obituary notices of defunct business enterprises would be crowded from the newspapers by prosperity notes.

POURLY PREPARED COPY PORECASTS PAILURE.

It is a sad fact, but there are advertising optimists who are far more dangerous to themselves than an advertising skeptic ever could be. The latter may remain in a rut and forego reaping the rich fruits of progress, but the former is not only his pocketbook's worst enemy, but keeps striking the giant Publicity below the belt in his friendly but illusioned struggle for suc-

The advertising optimist is the man who seems to think that an advertisement is endowed with superhuman powers. He is the man who rushes recklessly into type, who is careless in the selection of mediums, downright criminal in the carelessness with which he prepares his copy, and then expects ently from others.

worlds to fall and suns to rise the moment his appeal thunders forth to hypnotize a waiting public. He is like the man who orders a suit of clothes by telephone or cashes a check just because it is a check. If he doesn't fare as he thought he would, it must be somebody else's fault.

An optimistic investment man recently bought a full-page space in a small country newspaper up the State. He wrote the copy himself, offering for sale no-called 8 per cent, stock in his company, which conducted a chain of "small loan" offices located in different cities. He illuminated the page with cuts of some of the loan offices he controlled. The advertisement looked wonderfully fine from across the room. And see how big it was! Surely, he thought (and actually predicted), his announcement would create a sensation and be pinned to the walls of many homes and offices. And what a lot of stock it would sell! Well, the ad, went forth on its gold-reaping mission. The optimist bought many copies of the paper in which the announcement was printed and sent them to friends as a masterpiece of his handiwork. Then came the inevitable duil thud. Scarcely a response came to his trumpet call. Not a single worthwhile lead was received to bolster up his now tottering faith in advertising.

In the first place, the advertiser was dazzled by the large space his announcement occupied. Secondly, it was a case where quantity again took the count from quality. As to circulation, a handbill, reasonably distributed, would have covered a much large field than the newspaper employed, and at a substantial saving in expense. But the real crime was in the copy. "We operate within the limits of the law," read the first headline blast that shattered public confidence in the ad. Then followed a lengthy preamble of the laws of the State governing the operations of loan companies. The best way to condemn an enterprise is to excuse it. The rest of the ad, was a rambling talk about what the company "wanted," with but scant mention of what it had to "offer."

Had the "8 per cent, interest" feature been played up and the proposed development of the company's interests clearly outlined, smaller space in a carefully selected medium used, or had a forceful, compelling prospectus, backed up by a series of strong follow-up letters, been sent to wisely chosen lists of prospective investors, Mr. Optimist in all probability, would now be spelling his name with a capital O.

(This is the third of a series of articles by Mr. Case on Advertising Experiences. The next will illustrate educational value, in creating in the reader the desire to possess the product advertised.)

Sphinx Dinner Postponed

The date of the January dinner of the Sphinx Club has been changed from January 9 to Tuesday, January 16, one week later. The notice of postponement states that it was made to "accommodate our very good friend, 'Oscar,' of the Walderf." The notice further states that it will be an "all-advertising night," and adds that the accommodation will be limited to 160,

The things you'll be remembered by are those things which you do differ-

BILL HITS POLITICAL ADS

Corrupt Practices Act Would Limit Paid President Rakin, of Mahin Advertising Campaign Publicity.

Washington, January 1.—The Corrupt Practices act, which will tend to minimise fraud in national elections, that is now pending before the Senate. having just been reported back to that body after having been re-committed. has several provisions relating to the part newspapers cannot play in national elections. This bill, that has passed the House and has been pending in the Senate for six or eight months, has been repeatedly urged for passage by Democratic members of the Senate, and it is believed that, in the amended form (having just been re-written), it will receive the approval of the Senate. The main features of this bill have been referred to in THE EDITOR AND PUBLISHED on several occasions. By the provision of the bill, election betting and advertising of betting odds would be made a felony. The bill provides that any percorporation withdrawing or son or threatening to withdraw patronage, advertising, or otherwise from any publication for the purpose of influencing its attitude shall be guilty of a felony.

Newspapers or periodicula charging for political advertising in excess normal commercial advertising rates or refusing non-libelious political advertisements offered at such rates, when it opens its columns to other political advertising, would be denied the use of the mails for thirty days.

The measure provides that no publication shall publish gratuitous'y any political matter during a campaign except that written by its own employees. unless the matter is signed by the real name of the author, and that no political advertising matter intended to influence an election shall be published unless marked as "paid advertising matter," with the name of the candidate or committee presenting it attached.

CLEARS SECRETARY DANIELS

Editor Britton Says Navy's Head Does Not Write Editorials.

Writing to the New York World from Raleigh, N. C., Edward E. Britton, editor of the Raleigh News and Observer, thus clears Secretary Daniels of an unpleasant imputation:

"I have been informed by some papers that an editorial appearing in the News and Observer of Sunday morning with reference to the refusal of the Allies to consider the German note with reference to peace proposals has been attributed to Secretary of the Navy Daniels, the President of the News and Observer Publishing Company.

"From the day that Mr. Daniels became Secretary of the Navy I have been entirely responsible for the policy of the paper, which discusses national and other public questions without suggestion or intimation of Mr. Daniels. The attempt to fix responsibility upon Mr. Daniels for that editorial is as unjustified as to criticise him for any other editorial on the News and Oh-SCEVEL."

Can Shop Through Paper

The Omaha (Neb.) Hee has a shopper, a member of the Bee's staff, a woman with discrimination of taste and buying judgment, to do shopping free for Bon readers. Her services are absolutely free, and she receives no commission from buyers or the stores. She is called "Polly the Shopper," and will be a permanent institution in the Bee office.

SEES OPTIMISM EVERYWHERE

Company, Talks About 1917.

William H. Rakin, president of the Mahin Advertising Company, of Chicago, declares in a dispatch to the New York Commercial that "advertising men, one and all, begin 1917 sure of prosperity because they are sure of thomselves." Continuing he said:

"Advertising and advertising men have taken long strides in 1916. It is an inspiration to review this progress. The progress of 1917, however, is bound to outstrip all that has gone before. Advertising has shaken itself entirely free of its stripling concelts and foibles, and has placed itself with the world's businesses and professions that have arrived.

"The business man of all classes, the average man in the home, has in the year past felt the forcefulness of good advertising. The nation has been swayed by its logic. Good advertising is today a fundamental factor in economics. If it is not the foundation of business, it at least is the lighting system of itthe windows through which the world may peer-the 'Slient Salesman' who goes forth and sells the inside to the great Outside. It would be hard to exaggerate the grip that advertising has on the United States; on the world. It probably means more to users and consumers than to the manufacturer and seller."

Here for Automobile Show

A fair-sized delegation of newspaper men from other cities are in New York to attend the annual automobile show in the Grand Central Palace. The show opens to-day and will end next Saturday. Among those now in New York are the following: W. F Sammons, Utica (N. Y.) Observer; E. Edenburn, Detroit News; Otis Moore, Detroit Free Press; Monte Sohn, Washington Times, Arthur Migler, Buffalo Times; E. B. Webe, Baltimore American; W. H. Hanscom, New Haven Union: Herbert Smith, Pittsburgh Press; F. E. Grunagle, Pittsburgh Gazette-Times: J. C. Kerrison, Boston American: J. T. Sullivan, Boston Globe: F. Marden, Boston Transcript; Ed. Westlake, Chicago Post; Howard Pisk, Washington Post.

New I. N. S. Connections

With the addition on January 15 of the Bellingham (Wash) Journal, the leased wire system of the Pacific News Service and the International News Service, working in conjunction, will cover all of the Pacific Coast, with the exception of a very few miles. On the same day that the Journal begins service on the leased wire, the Oakland Call and Post will also be hooked on the Pacific News leased wire. The San Francisco Call and Post has decided to establish a separate office in Cakland. and issue a special Oakland edition from there. This will discontinue the Call and Post's former custom of sending an Oakland edition across the bay. Oakland Tribune has just signed a long-time contract for the day-leased wire and Saturday night-leased wire of the International News Service, through the Pacific News.

Annual Editorial Conference

The annual meeting of the Editorial Conference of the New York Business Publishers' Association will be held on Tuesday, January 9 The Plan and Scope Committee of the Conference will prepare the programme for the meet-

UNCLE SAM'S BEST CUSTOMER

The exports from the United States to Canada for the year ending September, 1916, were \$518,848,540.00.

This is nearly fifty per cent. greater than all the countries of Central Europe combined, even before the war.

For the year ending June 30th, 1914, the total exports to Austria-Hungary, Germany, Bulgaria and Turkey were \$366,657,311.

Uncle Sam's safest and best customer is his nearest neighbor.

Canada never was so prosperous as now. Bank deposits are \$1,250,000,000.00, an increase since the beginning of the war of \$232,000,000.00.

The imports from the United States into Canada do not show as large an increase, proportionately, as those from other countries outside the war zone.

WHY

Because Americans have an erroneous impression of conditions in Canada and are not advertising as well as formerly.

Some American advertisers are losing a golden opportunity.

There is work for everybody in Canada. Canadians are making money and are spending it on comforts and luxuries.

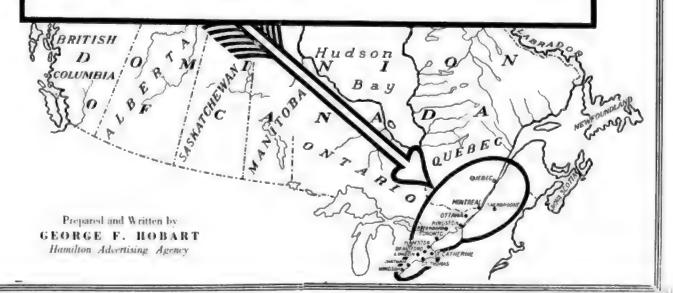
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	et Paid	2,5400-	14,0000
Brantford Expenter	P		
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Brantford Courier			
(81)	4.892	.0105	CHINE
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Hamilton Speciator			
(E)	28,200	.0 125	.41-8
Hamilton Herald			
4 150	16,000	,40·B	.025
Kingston British			
White (E)	5,430	.015	.4008
London toyerther			
(M. V & E)	33.000	.045	.4135
London Free Press			
(M. N.& E)	35,000	.05	.40-8
Montreal Bally			
Mail (20)	1.4.0.if)	.00	.00
Montreal Gasette			
(24)	34 EMM	.00	.03
Montreal La Patrie			
(19)	35,827	.00	.045
Montreal La Presse			
	149,000	.10	.43%
	100,000	-1.8	.005
Ottown Citizen			
1.78 (8:85)	20,740	.0-6	.49-6
Ottowa Journal-			
	*31.160	.05	.05
Ottown Le Broit (E)		.0281	DINE
Peterborough Kanm			
tuer (E)	4,900	.0131	.01
Quelice Le Sofell (80)	35,000	.05	.03
Mt. Thomas Times (E) 5,549	.4125	.41
St. Catherines	_		
Mandard (83)	T. 244340	.025	.0123
Sherbrooke Record			
(91)	10,684	.025	.0225
Torunto Giobe (M)	20,800	.115	.00
terente Watt-Kamptr			
(34)	71.390	.12	(94)
Toronto News (10)	-849,014940	-048	.03_
Toronto Star (E)	97.045	. 8 8	.439475
Toronto World (M)	861,1924	.085	.046
Toronto World (*)	\$12.1933 G	- 8 40	.07
Windsor Record (E)	9,650	+0/22	.0125
Publishers' state			



The Most Populous Portion of Prosperous Canada

Is covered by the Daily Newspapers of Ontario and Quebec shown above, and published within the circle below.

Nearly 5,000,000 of Canada's 7,440,596 Total Population is Centered Here. Distribution of Manufactured Products Can Be Economically made. These Str ng Home Newspapers Will Move Goods Off Local Counters.



CITIES NEWSPAPER ACTIVITIES MANY

Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.

inaugurated a special free information bureau in Washington, D. C., to be under the direction of Frederic J. Haskin. According to advertisements printed in the Journal, the purpose of the bureau is to furnish any form of information that its readers may desire.

The Ban Francisco Call made elaborate arrangements for several hundred of its readers to enjoy the novelty of spending New Year's at Truckee, in the Sierras, where all kinds of winter sports are enjoyed. A special train of Puliman cars left San Francisco on December 29, and the excursionists spent four days on the tour, making their home on the train when it was at Truckee.

The Spokane (Wash.) Press has added another feature to its list of public service activities in Spokane. The Press has created and put into effect the community noon luncheon idea. The luncheons are held on alternate weeks at some centrally located reataurant where business men, lawyers, lanks, workmen, teachers, ministersmembers of every profession or trade in life, are invited to gather to listen to informal talks on live, entertaining and instructive subjects by well-informed speakers.

The San Francisco Bulletin is cooperating with the Tourist Association of Central California in a prize contest, open to students in San Francisco, who are enrolled in the high schools and grammar grades of the city school department. Twenty dollars will be given to the high school student who writes the best essay on one of a half-dozen subjects suggested by the Tourist Association. Several smaller prizes are also offered. The Bulletin also offers a five-dollar prize for the next best essay written by any boy or girl in the pub-He schools.

The Santa Cruz (Cal.) News which in still undaunted by the high cost of paper and printing materials, has rereived a new fast press.

Taking its own medicine, the Cleveland (O) Leader is advertising its Sunday edition in seventy daily newspapers in Ohio within a radius of sixty-five miles of Cleveland. This territory is believed to cover the huying population of Cleveland. According to George F. Moran, assistant general manager, this is the largest number of newspapers ever employed by a newspaper in that niction to advertise its product. Tiadvertising plays up the rotogravure, motion-picture, and other exclusive features of the Sunday Leader.

The Nashville Tennesseenn recently furnished the whool children of that town with a treat. Through the efforts of Sepater Luke Lea, the president of the corporation, Vance Cooke, poet, auther and himmerist, went to Nushville and remained for a week. During that time he lectured and recited his verse at the different schools. His visit was a great speeces. Mr Cooke also appeared at the lunchern of the Snahville Ad this, and for thirty minutes dis-Is used happiness and humor,

The Pittaluigh Press offered prizes of \$20, \$10, \$6, \$5, \$4, \$2, \$2, and fifty It scats at a local theatre for the best

The Providence (R. I.) Journal has 150-word essay on "War Brides." Women and girl readers were eligible for entrance. The contest was only of four days' duration, and gained many thoumands of entrants from readers interested in the subject.

> The Cleveland (O.) Press is following up its fight for better traffic conditions in that city by waging a battle against automatic signals. Reporters were stationed at Euclid Avenue and East 105th Street, one of the most congested city crossings in the country, and they obtained enough data to prove that the signals are a menace to safety as well as an obstruction to traffic.

> The attention that is being given to church advertising of late draws attention to this feature in the Baltimore Starting Saturday, January 4. 1913, with a half-page ad, the church advertising has, through the untiring work of A. G. Turner, classified advertising manager, grown to a page and a half. The original half-page ad is still running, and has appeared regularly every Saturday. In view of the recently organized Commission on Church Advertising and Publicity, and for the organization of which Dr. C. F. Reisner, of New York, is entitled to much credit. It is interesting to note this growth. It is claimed that the Baltimore News prints the largest and most complete church advertising section in the United

More than 1,000 hooks were sold this week at the annual book auction of the Cleveland (O.) Plain Dealer. These events are held yearly to dispose of the books sent in by publishers for review. The proceeds go to the Plain Dealer Beneficial Association Fund. This Association is open to all members of all departments who have been with the newspaper thirty days or more. An admission fee of \$1 and 10 cents a week pays the bill. At the end of the year divicends are declared. Last year more than \$4 was returned to each member, although nearly \$800 in sick and death benefits was distributed.

The Cicveland (O.) Press has taken up the fight for city manager form of government in that city, and if the initial articles and editorials carried in the paper mean anything, the movement will go a long way toward obtaining silecess for the plan. The Press contention is that under the management of politicians, the taxpayers are getting little or nothing for their outlay. With the city manager form of government in force, the Press claims that the city has nothing to lose and everything to gain, and the interest taken in the matter by civic organizations seems to show that the people agree with it.

The Los Angeles Express-Tribune Company has leased, for the use of the Evening Express and Morning Tribune, a modern, fireproof, five-story structure. extending from Broadway to Hill Street, One of the features of the new building is a large display window. which will be placed at the disposal of national advertisers for exhibition purposes in connection with solling campulgus in Los Angeles.

One original, up-to-date, and progressive idea is worth a dozen of those betonging to grandpa.

BIG AUTOMOBILE NUMBERS

Cleveland Papers Break Records for Special Insues of this Character.

What is claimed to be the largest automobile number ever brought out by an American newspaper appeared last Sunday, when the Cieveland (O.) Plain Dealer published a 130-page newspaper. Six sections devoted to the show held during the week of December 31, automobiles at private shows, and accessories, of ten pages each, constituted the automobile section. The work was done by Edward Moore, automobile editor, assisted by Joe Zucker, of the editorial department.

The Cleveland (O.) Leader brought out the largest automobile number since it has been running this feature. Features of the Cleveland News section, published Wednesday, were a section devoted to local tire manufacturers, dealers, and sellers, and another devoted to made-in-Cleveland automobiles. parts and accessories. These numbers were prepared by W. H. Duer, of the Leader, and W. J. Salter, of the News.

Daily's Useful Doll Show

The Elgin (III.) Daily News had a doll show just before Christmas. Under the direction of the newspaper, a number of well-known bachelors in Elgin were approached, and they bought the dolls. These were then dressed by the girls of the high school, and were then placed on exhibition by the news. paper. The scene depicted was a field hospital, and the dolls, having been dressed for the part, depicted the wounded, the nurses, doctors, sightseers, etc. The day before Christmas the dolls were turned over to certain charitable organizations in the town. and found their way into the homes of the poor children of Eigin.

An Issue Worth Keeping

The Christmas issue of the San Francisco News Letter is one of the best special numbers ever issued by any pub-There is a wealth of beautilication. ful illustrations and attractive advertising in its 168 pages. Much space is given to half-tone pictures of the homes of wealthy Californians. The text includes many excellent special articles, and the color work and general typographical work are highly artistic. The News Letter is to be congratulated.

Newspaper's "Bundle Day"

Just before the holidays the Richmond (Va.) Times-Dispatch inaugurated "bundle day" on behalf of the Salvation Army, and bundles of clothing were sent to the various fire-engine houses and then collected by an automobile truck furnished by the newspa-Two days were required to complete the collection of 588 bundles, containing clothing, shoes, hats, etc., and practically all of the articles given for the relief of the poor were new.

The Evening Star.

WASHINGTON, D. C.

Yearly Circulation Record

									Daily	Sunday
									Net Paid	Circulation
1916.	۰							۰	78,672	57,564
1915.									72,364	53,807
1914				P					68,080	50,879
									65,641	49,509
1912.			a		٠				63,804	50,382
									57,797	47,382
1910:									48,345	44,046

Yearly Advertising Record

1916 Lines of Paid Advertising The Evening and Sunday Star. . 12,000,250 11,347,240 2nd Newspaper 6,828,102 6,457,558 3rd Newspaper 4,357,054 4,750,048 4th Newspaper 4,792,182

Advertising agencies generally consider Washington an ideal city for newspaper advertising in the introduction of a new article.

First: Results are easily traced.

Second: Its population is drawn from all over the United States and therefore advertising takes on a national character.

Third: The Star so thoroughly covers the city that the results indicate exactly whether or not a specific advertising campaign will be

Fourth: The expense is small because it is only necessary to use The Star to thoroughly cover the field.

NEWSBOYS HONORED SUNDAY

Gave Evangelist a Reception in Tremost Temple, Boston.

Billy Sunday was tendered a reception by the junior newsboys of Boston in Trement Temple on December 30 The evangelist was accompanied by "Ma" Sunday and Homer Rodeheaver, the choir leader, all of whom made addreases to the boys.

The chairman of the meeting was Isidore Stern, aged thirtisen. His introduction of Mr. Sunday was commented upon by all the newspaper writers passent, because of its jointedness and brevity. Isidore said: "Fellow newsboys, this meeting will now come to order. I take great pleasure in introducing the best man in the world. Three newsboy cheers for Rilly Sunday."

Previous to Billy's talk the newsboys showed what they were capable of doing in the entertaining line by having nome of the talented members of their traternity give a couple of recitations and render some selections on the vio-The recitations were lin and plane. made by Robert Mendolsohn and Joe recited "Tommy's Schneider, who Threat" and "Little Tim," respectively. The latter recitation was a piece relating to a little boy who refused to take a drink in a bar-room and made a promounced hit with the former baseba'l

The musical part of the programme was performed by "Solly" Cohen and Harry Wasserman. The former played the "Angels Berenade" on his violin in capital style.

Mr. Sunday gave a very interesting talk to the boys and showed them the way to lead clean lives and grow up to

be men worth while in the world. The newshops listened with marked attention throughout Mr. Sunday's talk.

Mr. Sunday was followed by Capt. Jack Crawford, the Fuet Scout, who gave an exhibition of kicking above his head and touching the floor with the palm of his hands without bending his knees. Capt. Crawford is over seventy years of age and his stunt delighted the boys.

The idea of holding the reception originated among the new-doys who sell R-courts outside the Fabernacle all of whom have become great favorites with the Bunday party, because of the manner in which they conduct themselves in and around the Tahernacle grounds.

The Record's boys are all English High School boys, and, in addition to supplying the Tabernacle visitors with Records, they act as guides for the many strangers who have come to the city to hear Mr. Sunday.

E. E. Keevin did much toward helping the boys conduct the Sunday reception so successfully.

CARRIERS USED AS SOLICITORS

Boys Who Bring in Want Ads Are Suitably Rewarded.

The Okmulgee (Okla.) Democrat has inaugurated a want ad contest in which its carriers are eligible, and prizes ranging from 15 in gold to a rain cape and cap to match are offered. The carriers are authorized to solicit want ads on their routes, collecting the price and issuing receipts for all ads accepted.

To the boy turning in the greatest number of want ads during a period of two weeks, h \$6 gold piece will be given;

to the boy turning in the next largest amount in want ads \$2.50 in cash will be given, and each carrier who turns as much as \$3.50 in want ads during the two weeks will get a rain cape and cap to match.

NOW HAS SUNRISE EDITION

New Circulation Venture of St. Louis Republic Io Proving Popular

The St. Louis (Mo.) Republic, which on January 1 took the initiative in its field by cutting off all returns, has started a Sunrise Edition for the purpose of resupplying dealers and newsboys. A fast automobile delivery serrice was instituted by Circulation Manager H. G. Haffer, and the edition, which goes to press about two and a half hours after the regular carrier edition, contains the latest news and bulleting received over the Republic's New York leased wire and by the Associated Press. The departure is already proving popular, and Mr. Haffer finds many patrons buy an extra paper, leaving the regular edition at home for the women members of the household to read.

The Sunrise Edition is only one of a number of things the Republic has done in the recent past to make the people of St. Louis sit up and take notice. General Manager E. B. Lilley was one of the first publishers in the country to see the necessity of a raise in subscription rates, and the selling price of the Republic was raised from one to two cents August 1. Since then its example has been followed by newspapers all over the country.

Incidentally, the Ropublic has regained practically all circulation lost by this action, and is now going ahead on

a sound basis. Advertising patronage during 1916 was the best the paper has enjoyed for many years, being 634,652 lines shead of 1915. Revent changes in make-up and manner of handling the news have caused much favorable comment.

Bank Books for Newsboys

The El Paso (Tex) Heraid made all of its newsboys happy on Christmas. First, all of the boys were entertained at dinner at the Harvey House where everything from soup and turkey to mince pie was on the bill of fare. Then every buy received a bank book with a \$2 credit in the savings department of the First National Bank. The only provise attached to the deposit was that It must remain in the bank at least one year, but the suggestion was made that it be used as a basis for systematic saving during the ensuing year. Prizes of \$25 in gold will be distributed next year to the boys that give proof of the most "thrifty and methodical habit of saving." Every employee of the Herald also received a \$5 bill from the publianers for Christmas.

A Fine Junior Paper

The Portland (Ore.) Telegram Junior, issued for the benefit of the carriers and delivery boys of the Telegram, had a Christmus number that was in every way the most up-to-date junior paper yet received. It was in seven sections, with a colored cover, colored comic section, magazine, and editorial sections and all of the other sections to make it a replica of the modern Sunday newspaper. Throughout the paper were articles that would appeal to boys and especially boys who deliver newspapers.

American Newspaper Annual and Directory is ready for delivery

THE New Year is here.
The new book is ready.

The 1916 volume was sold out last July. A purchase now will give twelve months use of the latest issue.

The book will be sent anywhere in the United States (all charges paid), on receipt of price—\$10.00 by the publishers.

N. W. AYER & SON, PHILADELPHIA, PENNA.

PUBLISHERS' PROBLEM HARD

A. P. REPORTS SUCCESSFUL YEAR

tion, Says Bridgman.

Hellert L. Bridgman addressed the In addyn Advertising Club at a recent recting. Win M. Horner, second vicepresident, presided, in the absence of President Stanley E. Gunnison, who was kept at home by the mortal illness of his brother, 15 Walter B. Gunnison. The meeting sent a message of sym-Lathy to Mr Gunnison.

Mr. Bridgman, who has been an active newspaper man for forty years, spoke of the beginnings of the adverusing-agency business in New York 1123. When he was on the Tribune, over thirty years ago, Mr. Hridgman said that there were but three advertising agencies in the whole country-Rowell, Pettingill, and Hates. Advertising as a business was then in its infancy, and, though each of these men had what we now know as advertising accounts, the development of the system of handling advertising had not begun. Mr. Bridgman recalled the first advertioning augents' convention held at the Astor House in 1876. All of the advertising agents of the country were accommedated in one small room.

Passing on to some of the problems of the newspaper publisher and the advertiser of to-day, Mr. Bridgman spoke of the high cost of paper as the great pressing problem.

Though who are not informed say that the thing to do is to pass the price niong, to let the ultimate censumer pay there," said Mr. Bridgman, "This is not stways practicable. Perhaps it is not a solution of the question. A smaller paper and a higher rate per line for advertising might be a solution. There are people who think the oil New York Sun of four pages, but with concentration in every line, was the best newspaper ever printed. It may be necessury for us to return to something of that kind. No trust or combination of newspapers can ever be effected. The publishing of a newspaper is a highly individual problem, and no other business probably so closely reflects the perconal qualities of its owner."

TO SUPERVISE BIG AD FUND

Bureau Will Control \$500,000 Yearly Appropriation for Fairs.

The American Association of Fairs and Expositions will establish at the Minnesota State Fair a bureau to supertow a cooperative publicity campaign involving the annual expenditure for an indictinite period of half a million dolland for advertising. The bareau will be in charge of Itay P. Speer, publicity manager of the Minnesota Fair. The American Association is presents the sixty largest fairs and expositions in the United States and Canada.

Full charge of the advertising policy of each fair will be exercised by the cooperative larreau, which will also help with out the advertising policies of all this wond organizations that furnish entertainment features. It is expected to proper a tremendous waste in advertis us officiency. Each fair will contration 2 per cent, of its advertising fired to the expenses of the bureau,

Conservation in Make-Up

em January 2 all of the Pittsburgh d'a i to wepapers, cao pt the Dispatch, mase the changes in the mechanical make up of the paper as previously noted in The Extres and Principling,

A was head and a wise guy are two different propesitions.

Smaller Papers May Offer Only Solu- Many New Offices Established and Lessed Wire System Extended.

The closing year has been one of unprecedented growth in the Associated Press. New offices have been established during the year at Topeka, Kan.: Oklahoma City, Sioux Falls, S. D.; Fargo, N. D.; Birmingham, Ala., and Sacramento, Cal. The leased wire system has been extended to Havana, and among its other nuteworthy extensions have been through the Northwest from St Paul to Spokane. This not only increased service to the papers in the States through which the wire runs, but affords an alternate route for reaching the Pacific Coast, a valuable adjunct in the event that the present trunk lines across the Rockies are obstructed by had wenther.

During the year 1916, there were 67 new newspapers added to the A. P.

DOPE SHEET FOR ADVERTISERS

Illinois Dailies Adont Race-Track Methods to Give Some Pointers.

Dope sheets are growing to be fashionable in the newspaper world. One of the best of the kind is printed by the Aurora (III.) Daily Beacon-News and the Elgin Courier. The dope sheet is a little pamphlet that gives the right tips about those papers, their territory, what they do, where they go and to whom, the number of families, what they are worth, and other interesting things that an advertising man wants to know.

There is a table showing circulation distribution by towns. Here population, homes, carrier delivery, and R. F. D. circulation are exhibited, with the totals properly carried out. Then there is a map, which permits one to visualize the territory, and on the back page the advertising rates of the papers. The front page is arranged like a postal card, so that, with a sticker to hold the pages together, it may be sent through the mails to advertisers and advertising agents.

It is a handbook of the papers boiled down to a few words.

Rate Raising Goes On

The list of newspapers throughout the country that are raising their prices still grows. The Athens (O.) Daily Messenger has raised from two to three cents; the Evening Herald and Daily Sentinel of Carlisle, Pa., have joined the two-cent class; the Gloversville (N. Y.) Leader-Republican, and Evening and Morning Herald have raised their subscription from 40 to 50 cents a month and from \$4 to \$5 per year; the Birmingham Newand the Ledger have increased their subscription rates \$1 per year, while the South Bend (Ind.) Tribune and the two Carlisle papers mentioned above have increased their advertising rates. All of the above became effective January 1.

Represent Canadian Papers

The Ottawa (Can) Evening Journal and the Morning Journal-Press have appointed the Chas. H. Eddy Company, New York, Chicago, and Boston, as their advertising representatives in the United States. The Eddy Company formerly represented the Ottawa Free Press, which amalgamated with the Evening Journal on January 1.

The Journal will retain its Toronto office, under the management of J. B. Itathiam, and its former representative, R. B. Owen.

No More Free Papers

The New Bedford (Mass.) Standard has discontinued its exchange and free list, placing the exchanges on a paid basis. Advertisers will only be allowed papers for checking purposes. This action was taken with the New Year. The publishers, E. Anthony & Bons, Inc., stated that it was necessary because of the increased costs of production. The Louisville (Ky.) Courier-Journal has taken the same action.

Washington Times's New Features

The Washington Times has made two feature changes-one the elimination of all cuts except those carried in ads, the other to print in full daily all Washington hotel arrivals, under the caption "Are people from your home stopping at Capital hotels?"

If you are angry, count 100 before you speak. If the other fellow is bigger than you are, count a thousand.

A New Era of Newspaper Competition



In Contest for Increased Advertising Revenues Every Publisher Who Has Space to Sell Will Carry An Aggressive Campaign of Promotion Through the Columns of His Trade Newspaper.

IGHER costs make increased revenues imperative. Haller costs make increased revenues imperative.
While advertising is a commodity, not all sellers of it nor all users of it have been in the habit of so classing it. YET THE MOST SUCCESSFUL PUBLISHERS AND THE MOST SUCCESSFUL ADVERTISERS DO SO CLASS IT.

Heretofore a great majority of publishers of daily newspapers have reasoned that it was not worth while for them to advertise their advertising space in the trade newspapers of their field UNLESS THEY COULD SHOW SOME STARTLING INCREASES OF EITHER CIRCULATIONS OR ADVERTISING LINEAGE.

Under altered conditions there may be general decreases in both circulation and lineage. BUT ADVERTISING SPACE WILL BE MORE VALUABLE TO THOSE WHO BUY IT, and—at a higher rate—will bring to judicious users of it greater profits than ever before.

The circulation and lineage arguments have never lieen the deciding tors with really wise investors in advertising space. The records The circulation and lineage arguments have never been the deciding factors with really wise investors in advertising space. The records of newspapers for INFLUENCING SALES have had the greater weight. IF ONE NEWSPAPER WILL INFLUENCE AS MUCH BUSINESS FOR AN ADVERTISER FOR EACH THOUSAND OF ITS CIRCULATION AS ANOTHER WILL INFLUENCE FOR EACH FIVE THOUSAND—and there are instances in which this may be literally true—the CIRCULATION ARGUMENT FAILS.

READER-CONFIDENCE, reader-interest, reader-responsiveness to advertising—these are the factors of value in a newspaper, and FOR NATIONAL AND LOCAL ADVERTISING AT ADVANCED RATES.

In this "new era" of advertising development competition will be keener than ever before. The race for new business will be spirited. The publisher who expects to sell advertising WITHOUT SHOWING HIS OWN FAITH IN ADVERTISING will fall behind to the rear of the procession.

Advertising in The Editor and Publisher influences the placing of national advertising appropriations quite as fully as advertising of partment stores in a local newspaper influences their volume of business. THE PUBLISHER WHO HAS NOTHING TO ADVERTISE IN THE EDITOR AND PUBLISHER TACITLY ADMITS THAT HE HAS NOTHING TO OFFER OR TO SELL TO NATIONAL ADMEDITIONAL ADVERTISERS

ADVERTISERS.

Is this statement far-fetched? Apply it nearer home. Do you not consider that an advertiser, seeking a market in your field, must use your newspaper if he would secure the business of your readers? Would not his failure to advertise in your newspaper indicate that he considered that he had nothing to sell to your readers? True, he may reason that he can reach and influence your readers? True, he may reason that he can reach and influence your readers by some other process than through using paid space in the newspaper which holds their interest and confidence. You know that he cannot.

If the reasoning is sound as applied to other advertisers, why is it not equally sound as applied to a publisher, who has a commodity to sell?

THIS COMING YEAR WILL WITNESS THE DEVELOPMENT OF CAMPAIGNS TO ADVERTISE AND TO SELL ADVERTISING ON LARGER SCALES THAN EVER BEFORE ATTEMPTED. Publishers who have FAITH IN ADVERTISING
THAT IS FOUNDED UPON "WORKS" ARE GOING TO TURN
ADVERSE PUBLISHING CONDITIONS INTO SOURCES OF
GROWTH AND PROSPERITY. For the laggard, for the publisher
who believes in advertising for the other fellow—but not for his own
business—it will be a critical time. For the forward-facing publisher,
grasping new conditions courageously—meeting the new problems with
grim determination to solve them to his profit—the new year and the
new era of newspaper competition for advertising will bring great
rewards. rewards.

The Editor & Publisher

Phone, Beekman 4330

World Bldg., New York City

An Advertisement written for

THE EDITOR & PUBLISHER

By WILLIAM C. FREEMAN, of THE ADVERTISING NEWS

I said to friends Brown and DelVitt, of the Editor and Publisher, when I met them the other day—
"You boys are very successful; your hard work is showing in the Editor and Publisher; you are helping
necespaper publishers more than they realize or appreciate. If hy not let me, one outside of your organization, write an advertisement for you to appear in The Advertising News, presenting the merits of your
publication as I see them." This will be somewhat of a novelty anyway—permitting a solicitor for
another advertising trade publication to write an advertisement for you." "All right, go ahead," they said
Here is the advertisement:

WHY NOT TAKE YOUR OWN MEDICINE?

Newspaper publishers are the most insistent of all publishers in their efforts to fill their columns full to the brim with advertisements. They work their solicitors as hard as they know how, in order to get all of the advertising—general and local—that they possibly can in their newspapers.

But they do very little advertising on their own account. They write letters, yes; they send out circular matter occasionally, and once in a while a tew of them advertise in the advertising trade publications.

I don't suppose that there are more than 200 newspapers in the United States that can be relied upon to do some advertising in trade journals during a year—a remarkably small number out of a total of approximately 2,000 daily newspapers, besides thousands of weeklies.

But one thing is very noticeable about the newspapers that do advertise in trade publications. They are very successful and they realize that the only way to hold on to success is to advertise that they are successful. Nothing succeeds like success. They know that advertisers just naturally gravitate toward the newspapers that remind them constantly of their standing in their several communities—how local merchants patronize them, how general advertisers use their columns, and why.

The Editor and Publisher devotes all of its energies to exploiting newspaper advertising. It concentrates in that direction. It is performing veoman service for newspapers. It offers advertising to them at an extraordinarily fair rate. A page 52 times in a year costs only \$70 a week—the price of an average good advertising solicitor. One

column run every week in the year costs \$20.00 per insertion, or \$1,040 for 52 times—about the price any publisher pays for a fair solicitor of classified advertisements.

Will the publisher spending \$3,640 a year for a page every week, or \$1,040 for a column every week, get his money back? Let's see!

What is he willing to pay to get general advertising? Is he willing to spend \$3,640 to get \$10,000 of new business started? Is he willing to spend \$1,040 to get \$3,000 of new business started?

Does he doubt that the Editor and Publisher will get this amount of business for him during the year? If he does doubt, he does not appreciate what splendid support an advertising campaign in the Editor and Publisher gives to his special representatives in the general field. He does not realize what a splendid impression regular advertising in the Editor and Publisher makes on the regular advertisers—the people who have started to advertise with him and who will stay in his columns only so long as it pays them to do so. They are more likely to stick year after year in a newspaper that shows itself to be progressive -and no newspaper can be regarded as really progressive unless it advertises regularly. Just as every newspaper publisher says to his local merchant, "Mr. Smith, the townspeople won't know very much about you unless you advertise; they will think you are not progressive unless you do advertise-not occasionally, but all of the time. Better get aboard the newspaper advertising train. It keeps going all of the time, 'round and 'round the town, up and down the town, never failing to keep you in touch with all of the people."

Messrs. Publishers, why don't you get aboard the Editor and Publisher train, which takes you everywhere, touching important places in all parts of the country, carrying your messages to advertisers who are keen to learn all they can about your newspapers? The same principle that you apply in your local field in arguing with your home merchants as to why they should advertise, we apply in telling you that you should advertise, and for the same reason.

Your special representatives are clever salesmen. They present your case intelligently and forcefully. They get quite a volume of business for you, but every one of them will tell you that if you yourselves advertise—doing yourselves what you urge others to do—you will give your newspapers a prominence and will win for them the respect and confidence of advertisers which you cannot obtain in any other way.

It is good business for you to advertise anyway. It is good business to advertise in the Editor and Publisher. It is good business to stand with and for a publication which stands for you week in and week out, month in and month out, year in and year out—stands consistently, intelligently, loyally and enthusiastically for your welfare.

Is not the laborer worthy of his hire?

Is not a trade publication sincerely devoted to your interests deserving of your loyal support?

TIPS FOR THE AD MANAGER

N. W. Ayer & Son, 390 Chestnut Street, Philadelphia, Pa., are handling the advertising of John Duncan's Sans, "Lea & Perrins" Worcestershire Sance, 241 West Street, New York city.

The E. T. Howard Company, 432 Fourth Avenue, New York city, is piscing orders for their pleasure cars with a few newspapers in selected sections, for the Locomobile Co. of America, Bridgeport, Conn.

Charles H. Fuller, 623 South Wabash Avenue, Chicago, Ill., is making 3,000line one-year contracts with a large list of newspapers for E. Lawrence & Co., "Gets-It" Corn Remedy, 4300 Prairie Avenue, Chicago, Ill.

The Boston Financial News Advertising Agency, Boston, Mass., is placing orders with newspapers generally for James O'Hrien & Co., "Seneca Copper Company," stock, 35 Broad Street, New York city.

The Procter & Collier Co., Commercial Tribune Ruilding, Cincinnati, O., is asking rates in newspapers on 20,000 lines.

The Lyddon & Hanford Co., 200 Fifth Avenue, New York city, and Cutler Building, Rochester, N. Y., Is again sending out copy and contracts to a selected list of newspapers for C. S. Clark, Bonopto, etc., 205 Pearl Street, Rochester, N. Y.

The H. W. Kastor & Sons Advertising Company, Mercantile National Bank Building, St. Louis, Mo., is making contracts with newspapers in selected sections for the Anti-Kamnia Chemical Company, "A. K. Tablets," 1624 Pine Street, St. Louis, Mo.

Pranklin P. Shumway Company, 453 Washington Street, Boston, Mass., is placing orders with newspapers in selected sections for the American Agricultural Chemical Company. "Bowker's & Bradley's" Pertilizer, 92 State Street, Boston, Mass.

The Snitzler Advertising Company, Garland Building, Chicago, III., is making 6,000-line one-year contracts with a selected list of newspapers for R. L. Watkins Company, (medical), Chicago, III.

Frank Seaman, 461 Eighth Avenue, New York city, is placing copy with newspapers generally for Liggett & Myers T-bacco Company, "Fatima Cigarcites," St. Louis, Mo.

The Philip Kobbe Company 212 Fifth Avenue, New York city, is handling the advertising of the Pantasete Company, 11 Broadway, New York city.

The Lawrence-Owald Company, Swetland Building, Cleveland, O., is senting out 14-line, 14-time, orders to newspapers in selected sections for the G. E. Conkey Company, "Conkey's Poultry Tonic," (Teveland, O.

The Robert M. McMullen Company, Cambridge Building, New York city, is placing orders with some Routhern newspapers for F. F. Dalley Company, "Two-in-One" Shoe Polish, Hamilton, Can

The E. N. Frickson Advertising Agency, 21 Park How, New York city, is renewing contracts with newspapers for the Alloock Manufacturing Compsiny, "Allcock's Plasters and Brandreth Pilla," 274 Canal Street, New York city.

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, I'a., is placing 3780-line schedules with newspapers in Minnesofa, Pennsylvania, and Texas Co. Laggett E. Myers Tobacco Company, "Velvet Joe" Smoking Tobacco, St. Louis, Mo.

The Fisher-Smith Advertising Company, 122 East 25th Stree', New York city, is again placing contracts with newspapers in selected sections for N. C. Polson & Co., "Putnam Corn Cure," Kingston, Ont.

Clarkson A. Collins, Jr., 120 Broadway, New York city, is sending out orders to rewspapers generally for the Texas Company, "Texico Roofing," 17 Battery Flace, New York city.

The Morse International Agency, Fourth Avenue and 30th Street, New York city, is making contracts with a selected list of newspapers for the Friedman Canute Water Company, 529 Cortlandt Avenue, Bronx, New York city.

The Moss-Chase Company, 110 Franklin Street, Buffalo, N. Y., is placing orders with a few nowspapers in selected sections for W. A. Schleit Manufacturing Company, Inc., "Wasco Garage Heating System," Syracuse, N. Y.

Malcolm Severance, 4 West 37th Street New York city and Asbury Park, N. J., is placing orders with some large city newspapers for the Board of Trade, Miami, Fla.

The Frank Presbrey Company, 456 Fourth Avenue, New York city, is placing six-inch double-column and seven-inch double-column two-time orders with newspapers in selected sections for the Baitimore & Ohio Bailroad Company, and is placing orders with newspapers for the New York Life Insurance Company, (statement), 346 Broadway, New York city.

The H. K. McCann Company, of San Francisco, has been appointed advertising agents of the American Tobacco Company of California, the Coast branch of the American Tobacco Company. It is now preparing data for the spring advertising campaign on the Tobacco Company's brands in the Pacific Coast daslies.

C. H. Fuller, Chicago, Ill., is placing 3,000 lines, one year, with a large list of papers for E. Lawrence & Co.

Earnshaw-Lent, New York city, is renewing contracts for Vichy Celestins.

Frank Seaman Advertising Agency, Inc., New York city, is sending out a schedule for Liggett & Myers (Fatima).

Kilmer Co., Binghamton, N. Y., is putting out schedules for Swamp Root.

Dauchy Co., New York city, is placing one inch, 52 times, with a selected list of papers for A. S. Olmsted.

Lydion & Hanford, New York city, are sending out copy orders for C. S. Clark (Bon Opto).

The Freeman Advertising Company, Inc., seventh floor, Mutual Building, Richmond, Va., is sending out orders for the Kline Car Corporation, to a selected list of Southern dailies. This

agency is also placing the advertising of the F. S. Royster Guano Company, additional orders for the Norfolk & Western Hailway in farm papers, and the classified departments of dailies, and the account of the Stockdell-Myers Machinery Company, Petersburg, Va.

The Fletcher Company, Advertising Service, Widener Building, Philadelphia, will handle the account of the Geodrich Accessory Association, Widener Building, Philadelphia.

HOSPITAL ADVERTISING

Interesting Data Found by Investigation of Subject in St. Louis.

The Modern Hospital of 84, Louis has been making two investigations along advertising lines that have developed some interesting data.

More than 90 per cent, of the architects handling or specializing in hospital or sanitoria work were found to favor educational advertising by material and specialty manufacturers, in acquainting prospective clients with meritorious products, thus enabling them to specify higher-grade and more suitable materials, without being forced to modify the specifications in favor of a cheaper and inferior substitute. They believed that such advertising would be of profit to the manufacturer.

They also found that hospitals and like institutions, as large buyers of food products, are giving preference to nationally advertised package goods sold under a brand name because of their general greater dependability.

Milwaukee's Ad Show

The Milwaukee Advertisers' Club will hold its second annual advertising show in the Milwaukee Auditorium on January 31, February 1, 2, and 2. The Club's committee of 100 members, headed by Frank Effinger, are husy with plans for the exposition. Invitations are being sent to Herbert Houston, president of the Associated Advertising Clubs of the World; Lafayette Young, Den Moines: Cyrus Curtis, Philadelphia, and other prominent publishers and ad men. School children will be given an opportunity to display their works in drawing, while a typesetting contest will be another feature. The big Auditorium will be filled with booths displaying advertising matter.

Ad Men's New Round Table

In Boston H. D. Vittum, advertising manager of Houghton & Dutton's; S. F. Wall, advertising manager of Stattery's, and Thomas Greenall, of the advertising department of the Record, have brought together a crowd of advertising and newspaper men that is known as "The Round Table." The big idea back of the plan is a get-together once a week, for food and entertainment. There is nothing formal, and everything is "Dutch treat."

Will Advertise Rice Widely

An organization of rice millers and growers of the rice-growing bult of Texas has been formed, with headquarters at Braumont, Tex., to carry on an extensive campangn of advertising in which the merits of rice as a food will be prominently exploited. The organization has a fund of \$200,000 to spend in the next three years in this campaign A committee, composed of J. E. Broossard, E. A. Eignus, Frank A. Godchaux, J. A. Foster, and Dr. A. W. Collier, was appointed to enlist the cooperation of all millers and growers in the Texas coast country in this movement.

Affiliated Ad Men to Meet

The Advertising Affiliation, comprising advertising clubs in Canton and Cleveland, Ohio, Buffalo, Rechester, and Syracuse, N. Y., will hold its annual meeting at the Statler Hotel in Closeland, on January 26 and 27. In addition to delegations from the clubs comprising the affiliation, delegations are expected to be present from London and Toronto, Canada; Toledo, Lorain, Elyria, Geneva, Akron, and Youngstown, O. The sessions will open with a "get-together dinner" at 6 P. M. on January 26, followed by sessions from 7:80 A. M. next day down to the big banquet at 6:30 P. M. The speakers for this banquet will be John Kendrick Bangs, the wellknown humorist and writer, the Hon. Josephus Daniels, Secretary of the Navy, and Walter Dill Scott, authority on psychology and salesmanship.

Jail for Libel on Washington

As a libeller of George Washington's memory, Paul Haffer, of Tacona, Wash, must serve four months in the county jail, the Washington Supreme Court upholding the conviction of Haffer on a criminal libel charge. Haffer published an article accusing the first President of drunkenness and other irregularities.

And you can't tell the size of a dog's teeth by his bark, either.

New Orleans States

Member Audit Bureau of Circulations. Sworm Not Paid Circulation for 6 Months Ending Oct, 3, 1916

36,660 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orients.

To reach a large majority of the trade prospects in the local territory the fitness is the logical and economic medium. Circulation data ment on request.

Circulation data ment on request.

The S. C. SECHEWITH SPECIAL AGENCY

Sole Poreign Representatives

New York Chicago St. Lou

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO., 747-748 Marquette Bldg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kreage Bldg., Detroit,

AD FIELD PERSONALS

Robert Kerfott has joined the staff of the art depastment of the H. K. Mct'ann Company's San Francisco office.

Henry Westfall, for some years advertising man for the largest department store in Lincoln, Neb., has resigned, effective January 1, to open the first advertising office in the city. Mr. Westfall plans to handle all sorts of publicity and to branch out into the agency business.

W. L. Weston, formerly manager of the want advertising section of the Montreal Star, has joined the staff of the Imperial Life in Montreal, whose manager is E. J. L'Esperance, formerly advertising manager of the Montreal Herald.

Horace Davis, formerly advertising manager of the Montreal Standard, is now with the News-Mail of Montreal.

John Duggan, advertising manager of the Montreal Financial Times, has resigned to join the Harris, Forbes Company's forces, being located in the Boston office.

R. E. Cox, of the Financial Advertising Agency of Montreal, has been spending the week in New York on special business connected with expanding his firm.

Richard Vernor, manager of the Torente office of the Financial News Bureau, has been spending the week in Montreal.

Charles Dorr, who has been representing Housewife in New England for five years and who once represented Today's Magazine in New England, hav been appointed New England manager for Today's Housewife with headquarters at 6 Beacon Street, Boston.

P. T. Harbour, who has been advertiming representative in the automobile department of the Chicago Tribune, and then advertising manager of the Atlanta Constitution, and of more recent days with the New York Tribune, is now with the Chicago Herald, and will be located in Detroit.

E. L. Johnson, advertising manager of the Minute Taploca Company, Orange, Mass., has become associated with the Manternach Company, of Hartford, Conn. Mr. Johnson will be associated with the planning and lay-out department.

J. C. Henderson, who has been assoclated with Paul Block, Inc., for the past neven years, has joined the staff of Modern Princilla, Mr. Henderson will represent this publication in the Western territory, with headquarters at the Chicago office, which is in charge of Mr. Earle R. MacAusland, Western advertising manager of Modern Priscilla.

John H. R. Arms has become advertising manager of the Oakland Chemical Company, New York. For two or three years he has been associated in an advisory capacity with several general

Norman E. Horn, for six years with Walter B. Snow and staff, Hoston, Mass., has become associated with the Hardware Age, New York.

Changes in Thompson Staff

James W. Young, former manager of the Cincinnati office of the J. Walter Thompson Company, has been elected a vice-president of the Company and will in future make his headquarters in the New York office. H. T. Stanton, associated with Mr. Young at Cincinnati, has been elected secretary of the Company and also comes to New York. Harvey M. Manss has been appointed manager of the Cincinnati effice-

BIG AD FIRM'S GENEROSITY

N. W. Ayer & Son Present \$50,000 to Their Employees.

N. W. Ayer & Son, the famous Philadelphia advertising firm, have distributed \$50,000-part of the profits of the most successful year in the history of the house-to their employees, even down to the office boys. The announcement was made by F. W. Ayer, who presided at a dinner given them in the Down Town Club. He spoke of many distinctive features which he believed were responsible for the great success of the firm, and said that the business of the past year had exceeded by 40 p.r. cent, all previous records. The organizais the oldest advertising house in the United States, and the largest of its kind in the world. It was founded in 1869 by F. W. Aver and was named after his father, who was associated in the business. The present members of the firm are: F. W. Ayer, H. N. Mo-Kinney, A. G. Bradford, J. A. Wood. Wilfred W. Fry, and William M. Gerdine, and their slogan, it need not be said, is "Keeping Everlastingly At It Brings Success."

WITH COLLIN ARMSTRONG, INC.

Elson C. Hill Leaves Thompson Agency After 31 Year's Service.

Elson C. Hill, for thirty-four years a director and officer of the J. Walter Thompson Advertising Agency, resigned Saturday la t to accept the vice-pre idency and a directorship in Collin Armstrong, Inc. It is understood that Mr. Hill takes with him all of his person-1 accounts, including the Central Railway of New Jersey, Baltimore & Ohio, E . t . ern Division, Hartsborn Shade Roller Company, Vose Pianos, and Peter Henderson seeds.

McCarthy Goes It Alone

John A. McCarthy, formerly of the firm of Harwell, Cannon & McCarthy, announces that he will continue in the newspaper brokerage business on his own account, with office at No. 30 East 42d Street.

Advertising Agents Annual

The Year Book of the Ameriation of New York Advertising Agents for 1916-1917 has been issued. varieties of agencies are listed in the names of members. Recognition by the A. N. P. A. and also by the Quoin Club is a pre-requisite to membership in the Association.

Industrial Edition 52 Pages

The recent industrial edition of the Niagara Falis Journal, produced entirely by the regular staff of that paper, consisted of fifty-two pages. An interesting feature detailed the daily routine work and the organization required in producing the Journal.

ANNOUNCEMENT

The undersigned wishes to state that he will continue, as Broker, in the business of selling Daily and Weekly newspapers and other publishing properties with office at Number 30 E. 42nd St., one block west Grand Central Station, Consolidations effected.

JOHN A. McCARTHY, NEWSPAPER PROPERTIES. 30 E. 42nd St., New York City.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified and itors or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed

ALABAMA.	NEW JERSEY.
NBW's Birmingham	JOURNAL
Average circulation for March, Daily 29,025;	
Sunday. 41,030, Printed 1,900,830 lines more	PRESS-CHRONICLE
advertising then its meanest competitor in 1915.	COURIER-NEWS
CALIFORNIA.	
	NEW YORK
EXAMINERLos Angeles	
A. B C. Audit reports abow largest Morning	COURIER & BNQUIRERBuffele
and Sanday circulation. Greatest Home Deliv-	IL PROGRESSO ITALO-AMERICAN. New York
AND CONTRACT TARREST AND AS AS	
MESSCUSIT-RESIALD	DAY
GEORGIA.	NEBRASKA.
JOURNAL (Cir. 87,881)Ariania	HEBRASKA.
	TRIBUNG
CHRONICLEAugmts	TRIBUNE
ILLINOIR	OHIO.
HERALD-NEWS (Circulation 15,190) Joliet	VINDICATOR
IOWA	
	PENNSYLVANIA.
EEGISTES & LEADERDes Moines EVENING TRIBUNEDes Moines	TIMES
Basectial to covering Des Motnes and vicinity.	The state of the s
AUCCERSFUL PARMING Des Motes	DARLY DEMOCRATJohnstows
More than 700,000 circulation guaranteed and	TIMES LEADER
proven or no pay. Momber Audit Bureau of	
Circulations.	TENNESSEE.
LOUISIANA	BANNER
TIMES-PICATUNE	TEXAS
MICHIGAN	
	The Chronicle guarantees a circulation of
'ATRIFF (No Monday Lasue) Jackson	The Chronicle guarantees a circulation of \$5,000 daily and 45,000 Sunday.
ast Gov. Statement—Daily, 11,405; Sunday, 12,568. Member A. B. C. and A. S. P. A.	
Fint Rates-One time ads. 50 cents inch; yearly	UTAH,
contracts, 35 cents inch; position 20% extra.	
MINNESOTA.	HERALD-REPUBLICAN Salt Laby Oty
MINABOUN.	VIRGINIA
PRIBUNE, Morning and Breeing Minnespoils	TIMUMA
-	DAILY NEWS-RECORD Harrisonburg
MISSOURI	DAILY NEWS-RECORD Harrisenburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
OST-DISPATOS Bt. Louis	WASHINGTON
is the only newspaper in its territory with the	WISHINGTON
enutiful Rotogravure Picture Section. Circu- ntion first four months, 1916:	DOWN INVESTIGATION
Scaday average	POST-INTELLIGENCES
Daily average	
10017111	CANADA
MONTANA	
(INR Butto	ONTARIO
Average daily 11,965. Sunday, 20,189, for 8	
nonths cading March 30, 1916.	FREE PRESSLondon

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

NERPARKA.

PRESE PRESENT (Ctr. 128,884)Lincoln

NEW YORK

BORLLETTING DELLA SERA.... 4-- 4--

OUT OF OLD NEWSPAPERS

Dr. Thomas Jesperson, of Neenah, Wis., Invents Solution that Removes Ink from Printed Papers, Turning Out Clean, White, Strong Stock, Without Using Additional Original Material.

The mill of the Combined Lucks (Wisc) Paper Company, located in Combined Locks village, has successfully manufactured clean, white news print paper from de-taked copies of old newspapers, by a process invented by Dr. Thomas Jesperson, of Neenah, Wis The sheet turned out is in every respect as good and as useful as paper manufactured from original stock. The black ink, which is composed of lampblack and oil, has in the past successfully resisted efforts to remove it economically.

It has been known for years that chlorine, one of the products of chloride of hime, would accomplish the de-inking result, but it has, as stated, heretofore twen impossible to remove the ink from the mass cheaply, so as to make it possible to salvage a greater portion of the white paper stock. The newspapers of the United States consume something like 6,000 tons of print daily, and during this period of shortage of original stocks with which to manufacture the supply, coupled with rising prices of everything that enters into the costs of the different ingredients, the problem is one that has threatened to seriously ctubarrass a number of publishers. Dr. Jesperson, realizing this, concentrated on the subject and entried his laboratory tests beyond that point, to successful temanufacture of salvaged newspapers. Neenah, where he lives, is a papermaking city, but he was unable to get any of the mills there to try out his

PUTTING IT TO THE TENT.

He finally was successful in getting n mill at Kalamazoo to make a run on his process of de-inking the old sheets. Then, a few weeks ago, the Combined Locks Paper Company made a run of the Jesperson paper. It was used in the printing and publication of a small fady newspaper at Neenah, and the movess of the experiments of the physician was thus put to commercial use for the paper was firm, white, and of excellent quality. Nothing but old papers were used to obtain this supply. the process being the same in its manufacture as in any news print sheet. Its this process the lamphlack and the of the ink are removed, the mass toing theached to a clear white. The pulp is washed a-veral times, to remove the excess of ink, before it is put through the rolls or cylinders of the paper-making machine

In paper mills usually about fifty girls are employed to nort out the old stocks. tto d for remanufacture. Out of the mass, about three tons of newspapers daily are thrown ande, to be utilized

MAKES GOOD NEWS PRINT in the making of cheaper grades, box boards, bogus paper, and that grade known in the trade as granite paper. Under the Jesperson process, the old newspapers are no longer regarded as cheap waste. Instead, it becomes firstclass raw material. No changes are necessary in the plant, and because it is possible to get the old papers at prices ranging from 40 to 65 cents per hundred pounds.

COTTON STALKS FOR PULP

Prominent Texans Meet to Discuss Utilizing Enormous Supply.

At Austin, Tex., a meeting was held this week in the office of State Commissioner of Agriculture Fred W. Davis, the object of which was to take steps looking to the development of paper manufacturing in Texas, using cotton stulks as a basis of the paper pulp. The meeting was attended by Commissioner Davis, Governor James E. Ferguson, J. A. Kemp, of Wichita Falls: C. M. Cureton, Assistant Attorney-General: Dr. E. P. Shoch, of the University of Texas; W. E. Long, secretary of the Chamber of Commerce of Austin; H. F. Wilhelm Wene, cotton specialist; and the following bankers: H. A. Wroe, A. J. Ellers, W. F. Gonkle, and A. C. Goeth.

Negotlations or now under way with men who have taken out patents on processes for making paper out of cotton stalks with a view to organizing companies in Texas for establishing such mills in this State. Texas annually raises approximately 12,000,000 acres of cotton and the stalks from these fields have an estimated weight of 15,000,000 tons, which would be available for the manufacture of paper if a plant for making paper from cotton stalks was available.

Manager Nevin Recovers

John E. Nevin, Washington manager of International News Service, is re-ov. ering from a serious operation, following a month of poor health. The operation took place last Monday. It was made necessary by an infection of the e) e following an attack of pneumonia. The surgeon also removed a tonsil and a small bone in the nose. Mr. Nevin's condition was serious for a short time, but he rallied quickly, and expects to be back at his desk within a few days.

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n Frederick Bldg. Cleveland

For 1917

DAILY Sexup Fucktons, Combes Under the Home Roof tree Sessie, Brauth is Weath, Petre, Evertaits and record) Hard for the Singles County, Fuskion, Children's and Pilet Petron, Pattern, Pattern, And Pilet Petron, Emberding Pattern, And Pilet Petron, Emberding Pattern, And Pilet Petron, Children as Smith The Advance of the Petron of the Pe

Features for Newspapers

NEW CANADIAN SULPHITE MILL

Plant Capable of Producing 45,000 Toris Annually to Be Completed in June.

The Mattigami Pulp & Paper Company, with capitalization of \$2,000,000 has just been floated as the latest exploitation of the paper trade in Canada. The larger proportion of the company's securities has been taken in the linited States and only a small portion will be underwritten in Canada. For over a year the company has had under construction a sulphite mill capable of producing 45,000 tons per annum of easy bleaching sulphite pulp. The plant is nearly completed, and should be turning out pulp by June of

President Talbot Installed

The annual installation of the officers of the Providence, It. I., Pen and Pencil Club took place on January 3, with Arthur W. Tallot as president. An entertainment comprising talent from theatres was furnished, while the evening was topped off with a buffet lunch.

Prosperity in McKeesport

The News Publishing Company, of McKeesport, Pa., is going to erect a \$25,-000 building at Fifth Avenue and Walnut Street, McKeesport, to house its plant. J. Denny O'Neil is president of the company.

Waynesboro Record Joins A. N. P. A.

The Waynesboro (Pa.) Record has been elected to associate membership in the American Newspaper Publishers Association.

CIRCU. ATION HOLDERS

The fall usual me the entitleting to the Automet Editional Section me & custing, Jan-ney 614, 1916. Wharton Barker, Author of "The Great

Newsco-theightens, Personal General and of Egypt and the American Mark Professor of 6. Scanti-Daiglelmh, Ferincia convenient and the American Hambrell Hard, Professor of the variant Hard, Professor of the error out in Harvard Inferestry.
Emilie Bondroma, triley of the Legion of H nr. Romara, Professor at the Frenche Lettree de Paris.
Lawrence P. Jacks, Prancipal of Manchest College Oxford, Editor of the Hitheast Jureal.

bert Jurgel.
Wilfred H. Schniff, Author of "American Connectes and Investment in South Amer

Write or wire for enter-National Editorial Service, Inc., 225 Tifth Ave., New York.

There is always room for the best

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

The True News -FIRST-

Alwars-Accurately

International News Service 238 William St., New York City

Want Quality Circu'ation

The Circulation Audit Committee of the A. N. A. has filed a report of its investigations of the question: "Does it prejudice you for or against a publication when it gives you a pro rata rebate?" A referendum was sent out to the advertisers and about 100 replies were received. The gist of the replies seems to indicate that advertisers are now looking for real guaranteed circulation, rather than quantity secured by various devious methods that do not bring the reader quality they expect The majority of the replies were along these line: The report concludes: "We all went the good, honest, sold-onmerit-to-the-reader circulation we can get. We are willing to pay for it And, moreover, we repretfully admit that the present situation is partly our fault. We asked for big circulation-meaning We got big circulations. better understanding between publishers and advertisers is what is needed right now."

The Corn Belt Publisher, the official publication of the lowa Press Assuriation, includes a creditable department known as the "State University of Iowa's Section," which is edited by Conger Reynolds, who is in charge of the instruction in journalism at the State University of Jown.

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest Circulation in the entire South (Helpher Post Office Blatement)

> Sunday 68,942 Daily 55.365

f Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

@ Many special representatives who know through years of observation recommend

AD ART SERVICE

212 Press Bldg. Cleveland, Q. to all papers on their lists.

NEWSPAPER prosperity is based on circulation,

FEATURE riements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED. Let us send you samples of our col-ored comes, doily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Measger 87 WEST SETH ST., NEW YORK

The INTERNATIONAL SYNDICATE

Established 1899 BALTIMORE, MD.

THE EDITOR & PUBLISHER FOR JANUARY 6, 1917

NEW INCORPORATIONS

Livenpool, N. Y. Holstein-Frieslan World, Inc.; capital stock, \$100,000; editing, printing newspapers, magazines, dairy forms, general advertising business; directors, Ward W. Stevens and Ralph J. Stevens, of Liverpool, and Frank T. Price, of Baldwinsville.

Canmer-Putnam County Conrier Corporation; capital stock, \$5,000; general publishing and bookselling business, deal in merchandise; directors, James A. Zickler and Emma W. Zickler, of Carmel, and Emma L. Sunkle, of New York city.

New York-Catholic Art Publishing Company, Inc.; capital stock, \$10,000; general publishing and bookselling business; directors, Alice J. Cavanaugh, M. Lithan Cavanaugh, and Clara R. Nation, all of New York city.

New York-Eureka Display Box Corperation; capital_stock, \$1,000; manufacturing advertising novelties, lithographic work; directors, Benjamin L. Bennett, Samuel J. Jacobson, and David Brody, all of New York city.

NEW YORK Atlas Linetyping Company. Inc.: capital stock, \$3,000; deal in publications, business of printers, and booktenders; directors, Frederick L. Cramer, Abraham Lillienthal, and Henrietta Stieglitz, all of New York city.

New York Bromide Manufacturing Company, Inc.; capital stock, \$5,000; conduct printing establishment: directure Abraham Guld, Paul Gersman, and Theodore Newfield, all of New York city.

New York-Classified Automatic Directory Company, Inc.; capital stock, \$100,000, general advertising business, construct cabinets for classified automatic directories; directors, Harold D. Puter, of New Haven, Conn.; Walter Marvin, and Sterling St. John, of New York effy.

New York Patent Record Publishing Company, Inc.; (apital stock, \$75,000; publishing, printing, deal in metals, paper, and paper products; directors, Walter D. Kemp and Ernest H. Ball, of New York city, and Harms L. Varian, of Schenectady.

NEW YORK C. J. O'Brien, Inc.; capital stock, \$600,000, newspaper proprietors and general publishers, printers. and stationers; directors. Charles J. O'Brien, Mary A. O'Brien, and Rose M. O'ltrien, all of New York city.

New York-Gravure Pictorial Publishing Company, Inc.; capital stock, \$25,000; printing and publishing; directors, Jeanette A. Bravy, and Edwin A. Falk, of New York city, and Carolyn Keechlein, of Plainfield, N. J.

New York-The Hollis Press, Inc.; capital stock, \$24,000; embossing, on-graving, and printing; directors, Edward T. Massey, of Richmond Hill; O. littiner, and Sophie The sdute Kaminkowitz, of New York city.

NEW YORK-Endless Spiral Service, Inc.: capital stock, \$100,000; general advertising business, manufacture devices, especially endless spiral-red machine; directors, Hugh F. Weston, David H. Miller, and William A. Sanders, all of New York city.

NEW YORK-The Jo Egestseg Company, Inc.; capital stock, \$500; general publishing and general advertising business; directors, Richard Kovacs, Elmer H. Farkas, and Ervin S. Acel, all of New York city.

New York-World Historical Association, Inc.: capital stock, \$10,000; printing and publishing; directors, Rufus W. Sprague, jr., Eugene C. Worden, and Ward M. P. Mitchell all of New York

New York-Temple Publishing Corporation, capital stock, \$15,668; general printing and publishing business; directors, Haley Fiske and Guy Van Arminge, of New York city, and George A. Armour, of Princeton, N. J.

LOCKPORT, N. Y.-Lockport Union-Sun and Journal, Inc.; capital stock. \$60,000; publishing and printing; direc. tors, Altee H. C. Corson, Egbert D. Corson, and George A. Castle, all of Lockport.

Ban Harron, Me. - Sherman Publishing Company; capital, \$25,000; directors, F. E. Sherman, C. M. Watson, Albion F. Sherman.

Mabilia, Tex.-The Record Printing Company; capital, \$5,000; directors, Grady L. Wehster, A. P. Brown, and David Russell.

CHICAGO-People's Printing and Publishing Company; capital, \$25,000; directors, John M. Stirmic, Barney C. Kay, and Henry Pollenz.

CLEVELAND, O.-The Hagan Printing Company; capital, \$1,000; directors, Frank Naegel, William H. Hagan, Raymond E. Hyre.

Dallas, Tex.-The Dallas Dispatch has filed amendment to its charter at Austin dividing its capital stock of \$10,-008 into 568 shares of common and 500 shares of preferred stock, a par value of \$10 a share

New York City.-International Authors' Bureau, Inc.; carry on business with \$500; act as agents for publishers. authors and composers; directors. George H. Payne, Nathan Frankel, and Anna H. Wagner, all of New York city,

NEW YORK CITY.-Reliable Finishing Co., Inc.; capital stock, \$30,600; general finishing business, general lithographing, printing and publishing; directors, George H. McCauley, Frank J.

PREMIUMS

Publishers of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

8. BLAKE WILLSDEN
Previum and Advertising Reschiftles.
1005 Heyworth Bidg., Chicago

Robb, and Dora Rosenthal, all of New York city.

New York City.-Mitchell Fashion Service, Inc.; capital stock, \$100,000; publish fashion plates and manufacture patterns; directors, F. B. Knowlton, William A. James, and Guy D. Anderson, all of New York city.

NEW YORK CITY.-Consumers Paper Mills, Inc.; capital stock, \$1,000; manufacture paper; directors, Max B. Dizik. Herman L. Rosenberg, and Harold Kushel, all of New York city.

CHANGES IN INTEREST

WinLasund, W. Va.-The News, the only Democratic newspaper in the county, has been sold by John C. Kerr to A. J. Crouse, of Wheeling Junction.

PASSAIC, N. J .-- The Daily News has been sold by Charles Rust to George H. Hart and James T. Barker. Mr. Hart has been the editor of the paper and Mr. Baker manager.

RANDOLPH, lowa.—C. C. Schaeffer, owner of the Randolph Enterprise for twenty years, has sold the paper to C. E. Huffaker, of Malvern, possession to pass February 1.

OCHANSIDE, Cal.-B. W. Alexander has sold his interest in the Register to Charles B. Walker.

GLENWOOD, Iowa.-O. O. Buck, of Newman Grove, has purchased the Opinion.

BLOOMFIELD, Neb .- John D. Reins has sold the Journal to F. E. and C. A. Anderson, of Wausau.

DULUTH, Minn. - The two Finnish newspapers controlled by the Finnish-American Publishing Company have been sold to W. F. Johnson, of Westerville, O., and Magnus Martinson, of Minneapolia.

NEW ENTERPRISES

Dit.womit, Okla.-The New Era, a daily, started publication January 1. Homer S. Chambers and J. H. Blagrave are the owners-the latter editor and manager.

HE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR **ROCKY MOUNTAIN NEWS** DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept. SHAFFER GROUP

12 S. Market Street Chicago

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

They have written us letters giv-ing their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

New London, Conn.

Viscitt, In.-The Clarton, a weekly, has made its appearance. J. C. Johnson is editor and publisher.

WACD, Tex.-The Texas Free Lance, C. J. Stanley editor, has been launched bere.

Conservation in Chicago.

Although Chicago newspapers are still selling for one cent, notices have been posted in many of the editorial offices urging reporters to "be brief" on account of the increasing cost of print paper. The result, it is declared, is that the papers have enhanced their quality. The Chicago Tribune has eliminated the real-estate transfers which were formerly published daily and occupied two columns or more of space.

Discontinue Journalism Instruction

W. S. Ament, professor of English and director of the instruction in journalism at Pomona College, Claremont, Cal., is on a two-years' leave of absence. At present he is studying at Columbia University, New York. Until Professor Ament returns to Pomona College, the work in journalism will be abandoned.

Mr. National Advertiser:

Miss Elsie Janis, America's most popu lar actions, recommends the Tarrytown i.S. Y.) Dolly News as an advertising A tramp stele ber pet dog. but the Daily News located it in Connecticut. "Care into two thousand homes overy day."

You can capture

Slim Jim

and put him to work in your He's a full page COMIC FEATURE that gets away with a bunch of fun each week.

Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.

Send for proofs.

World Color Printing Company R. S. GRABLE, Mer. ST. LOUIS. MO. Established 1900

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street New York



Digitized by Google

The McClure Method

Our features are sold on individual merit. Any service may to ordered singly. THIS MEANS.

The greatest possible variety from which

to chouse. The submitting of each feature to your own efficial judgment. The inperianty to order a budget consisting only of what you went. A material reduction from individual prices A minter's

Write us for complex of our Sunday Col-ored comiss, daily comics, momen's features, hadtime stories, fiction, ste.

The McClure Newmaper Syndicate 120 West 32nd St. New York

USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bidg., New York

National Electric Bulletin Corp.

The Northwestern AT OSHKOSH

Has a Field with 100,000 Population Where Times are Good

and Money is Plentiful.

The Hicks Printing Company Oshkosh, Wis.



Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN This means that those who OWN it, BLY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

210,658

lines of advertising carried in the December 10th issue of the Detesit FREE PRESS, which, we believe, in the largest volume of adactising ever published by any Sunday newspaper in the United States.

The Detroit Free Dress

"Michigan's Geratest Necespaper."

VERREE Foreign Rew York
Chicago
Representatives Betreit

Largest two cent marning eleculation in

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bidg., Chicago Foreign Advertising Representatives

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Bufalo neuropaper that em-sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many reasome why.

MEMBER A. B. C. Fereign Advertising Representatives KELLY-SMITH COMPANY Lyston Building CHICAGO NEW YORK

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Bronewick Building, New York
THE FORD PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estata Teum Building, Philadelphia

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

THE ADVERTISING OF MARSHALL FIELD & CO., Chicago, is showing signs of retrogration and, while standards back of the advertising are evidently as high as ever, the work itself is not nearly as good as it was. It's a shame, too, for, under the direction of Waldo P. Warren, and his successor, J. J. Stokes, Marshall Field & Co.'s advertising was of a standard never reached elsewhere.

It looks painfully amateurish now.

JUST NOW ONE OF THE MOST POPULAR PASTIMES of the so-called "popular-priced" clothing emporiums is the gag of having the store on the second floor, thereby being enabled to "save" at least \$10 on the price of a suit or overcost.

John David, Browning, King & Co., Sak's, Gimbel's, Macy's, Altman's, Mc-Creery's, Lord & Taylor, Bloomingdale's, of New York; Marshall Field & Co., Carson, Pirie, Scott & Co., Mandel Brothers, The Hub, Maurice L. Rothschild & Co., of Chicago; Filene's, of Boston; Wanamaker's, of Philadelphia, and countless other big clothing people have their clothing stores off the street floor, showing that line of bunk to be bunk, pure and simple, and nothing more,

HERE'S SOMETHING REALLY WORTH WHILE—the same being an interview with Mr. A. H. Woods, the big theatrical man, and reported by Anna Steese Richardson, in the January issue of McClure's Magazine.

"The day has passed when you can fool either the New Yorker or the stranger in town with hig advertising or cut-rate tickets. The minute a New Yorker sees half-page advertisements of a show, he says, 'No good!' A success advertises itself. Mouth-to-mouth advertising is the only kind that counts in the long run. The man who spends five thousand dollars advertising his show may get that sum back, but he won't get anything

"The out-of-town man doesn't want to see a cut-rate-ticket show. He knows it is a play that hasn't made good. He would rather pay a premium to see the best on Brondway. He'll go back home and tell all the boys to see a play at regular prices or a premium, but he never mentions the cut-rate attractions.

"The manager who tries to force a play the public doesn't want by big advertising and cut-rate tickets is only kidding himself. The man who pays two dollars for a ticket to see that show looks over the house and says, 'This bunch never paid two dollars a sent,' and he is sore. Clothes may not make the man, but they certainly give away a theatre sold out at cut rates,"

While Mr. Woods's comments are based solely on theatrical advertising, the same brand of philosophy follows through practically every line of business in which advertising is used.

As evidence, it is shown that the biggest stores use the smallest per cent, of their receipts for advertising, and most of that is spent in truthful advertising, without bombastic claims of any kind.

This is merely another way of saying that, as a general rule, publishers are compelled to earry advertising that is not backed up by the merchandise exploited. Which is why advertising does not pay better than it does,

SHE WAS A "PILL," to all appearances. She went into a store to buy a coat. She told the clerk she had been shopping around, and wanted to see a coat for twenty to twenty-five dollars. She had a pretty good idea of what she wanted, and told the clerk just what her idea was. She found just the cost she had been looking for -the right color, the right size, and smart lines. She tried it on, and admired it greatly. How much was it? Twenty-five dollars, Fine! Had it been reduced? No; it was a new coat. But she wanted a coat that had been reduced. and nothing but a "bargain" would satisfy her. All right, here were some coats reduced in price. But she didn't like them. They were not so smart as this one she did like.

And, by golly, she went out without a coat!

Why? Well, simply because she had always read advertising, and advertising up to a very short time ago had mirrepresented all goods as "hargains" at reduced prices, and taught her never to buy any regular goods at regular prices.

She was not to blame. She is a relic of the system of untruthful advertising which is going out of fashion now,

ARTHUR BRISBANE ON THE COMMON CARRIER IDEA OF JOURNALISM

[Republished by request from an interview in a recent issue of The Editor AND PUBLISHED,]

THE GREAT DANGER.

"My opinion is that in newspaper advertising, as in all other things, money will have a certain adjustage,

"I consider it fortunate that the great corporations and others weem permum ntly incapable of realizing what the power of publicity is

THE GREAT SAFEGUARD.

"If an editor feels convinced that to accept the advertising of a certain political party or carolidate in harmful to the public welfare, it is not only his right, but his duty, to exclude such advertising,"

Supreme

la December, 1916, The New York Times published more advertising than any either New York pewsyaper -a total of 1,000,005 agate lines, which is over 25,000 lines more than the second newspaper, and more than 275,000 mure than the third newspaper, Advertising in The New York Times is 52% cheaper than in 1900. In 1900 the daily and Sunday excellation was 131,140 copies -- 80c. an agote line, \$,0005 per agate line per 10,000 circulation. In 1916 the circulation was 340,904 copies -forc, an agaze line, \$ 0147 per agaze line per 10,000 excests-

Food Medium

New Jersev

Trenton Times

A. B. C.

-12c Per Week

KELLY-SMITH COMPANY 220 Fifth Avenue NEW YORK

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN

World Dubling.

C. GEORGE EROGNES,
Marquette Building,
CHICAGO

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kanson City, Chicago

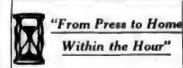
In Philadelphia For over half a century

THE EVENING TELEGRAPH

has reached some men and women of education, reducincent and BUY. 13/3 PUWER than any other Pul-adelphia newspaper, and its post tion is stronger today than even before in its history.

More than a million and a half lines of paid advertising gained

during first eight months of 1916—a greater gain than that of ANY other Philadelphia newspaper, morning or evening,



It a exclusive carrier service enables the Evening and Sunday Star-to by delivered on every city block in Washington, D. C., "from press to home within the home." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

CLUBWOMEN STUDYING WRITING

As a Result, Milwaukee City Editors Bless New Idea.

Joseph S. Smith, professor of Journalism at Marquette University, Milwaukee, has undertaken the task of teaching Milwaukee clubwomen the rudiments of the newspaper business.

Recently a member of the Citizens' Study Club, composed of some of Milwankee's most prominent women, appealed to Professor Smith to answer this question: "Why do editors throw notices of our meetings, which we write and send in, into their waste backets?"

"If the members of your Club really want to know, I'll be glad to attend one of your meetings and address your organization on the subject," he replied. And his offer was accepted.

One address on the whys and where-, fores of the newspaper business brought an appeal for more talks, and now Professor Smith has undertaken to direct the Club in a course in journalism. He is giving weekly talks before the Club, which has opened its meetings to all clubwomen in the city.

And city colltors of Milwaukee newscorners are extending their thanks to Professor Smith. They no longer have to rewrite the notices of the Citizens Study Club, for the women have shown themselves to be ant publis.

Newspaper Photographers Hurt

In Newark, N. J., on Wednesday, Arthur Allen, of West Orange, and August Shutz, of South Orange, photographers on a Newark newspaper, were assigned to get pictures of the scenes attending the swearing in of the appointees of Mayor Raymond. As they were about to set off a flash, their magazine exploded, and their faces and hands were burned. Police Chief Long hurried the two men into his automobile and rushed them to the Newark Eye and Ear Infirmary. There a little later, it was said, the indications were that both men would save their sight.

A Live Press Club

The South Bend, Ind., Press Club recently gove its third annual dinner and cabaret in the Oliver Hotel in that city. It was a most claborate affair, and attended by more than 200 newspaper people and friends. The South Bend Press Club is one of the largest and strongest newspaper men's organizations in the Middle West.

Opens Newspaper "Murgue"

"The only newspaper 'morgue' open to the public" is the way Charles J. Gotthart, formerly of the Chicago Tribune staff, advertises his new enterprise, the Chicago Clue Company. For years Mr. Gotthart has been devoting his spare time to the accumulation of an extennive reference library of newspaper clippings, which is said to be more complete than any newspaper "morgue" in the city. Mr. Cotthart proposes to sell his "clue" service to newspapers, lawyers, and detective agencies. While he was on the Tribune staff Mr. Gotthart was often assigned to special investigations, including advertising frauda where his "morgue" stood him in good whench

John D. Wells, Editor-Poet

John D. Wells, managing editor of the Buffalo News, is gracefully sliding into the seat vacated by the late James Whitcomb Riley, the Hoosier Poet, as a writer of verse that appeals to the

human side of life. Wells is an excavalryman, farmer, mechanic, and now editor. His "Go Ask Your Maw," "Go Wash Your Neck and Eurs," "The Man Who Used to Know You When You Didn't Have a Cent," "Findin' Fault," "Shadders," etc., are said to have the same ring that Hiley's masterpieces had -the ring that reached the hearts of the people.

H. F. Harrington, professor of journalism in the University of Illinois, and T. T. Frankenberg, of Columbus, Ohio, co-authors of Essentials in Journalism, published by than & Company, plan to make a thorough revision of their book

The seventh annual meeting of the American Association of Teachers of Journalism will be held in Chicago during Easter week. The exact dates have not been set.

HELP WANTED

Advertisements under this classification, After cents per line, such insertion, Count i words to the Nes.

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SITUATIONS WANTED

4 freetiaments under this clearification, for evals per line, each insertion, Count size areds to the line, For these memploped, set to second 50 words, two describes FREE.

MECHANICAL SUPERINTENDENT PORE.

MAN experienced all ground newspaper may seeke
positis on duity or even in juster metropolatan
represented, praeciest violenzatatielling of weeking
conditions, convention ability reference us to
character and ability. Address O 3160, care Edi-

CHRUTATION MANAGER Now employed on delly paper with 52 000 eleculation in a 50 000 elty for personal reasons wishes to make a change. Asy 32 married 6 fever years electricis in experience. Can successfully handle expectage. What is position that will be personally described by a successfully in expectation. What is position that will be personally described on a semilability and commits when the control of the personal description of a new last particular particulars address flex and the control of the personal care Editor and Dublisher.

CHRUTIATION MANAGER 15 years experience. For the past three years on eyesing and Nax ay pages with circulation of 20,699. Thoroughly femiliar with any detail of the circulation department. 35 years of age, margied lead of offenencies. Address N. 1185, care Editor and Publisher.

pasticultat. WRITER Well educated theroghly Italiaed man words place with magnifuctwo-jupe or syndricity. Two perms work with
one of the best magnitude. Easy strained as writer
of news, size als and features, with newsparse
and syndrestes. Experience in the National Capitlat and focusing correspondence fields. Thirdsen in hard work and requested by the Reliable, martiest, are 30. Address N. 3162, care Editor and
Patit does. EDITORIAL WRITER Well educated.

NEWSPAPER WRITER Position wanted by percented nowspirer writer, familiar with cell-cial writing and work in all departments, sin-re, good bould, best of reconstructuations as to sense describer and equitabilities. Address N. 165, once Iditor and bubblehor.

ADVERTISING MAN Young man. 24: Byency advertising experience. 2 years' solirising with New York Special Agency: booking for modigating on ansall or https://doi.org/10.100

FOR SALE

Advertisements under this classification, Aftern cents per line, each insertion, Count size words to the line.

LINGUYPE—Model No. 1, Berial No. 2449; I magazine, moid, liners, ejector blades, associ-ment two-letter matrices. Murdoch-Kerr Oc., Pittsburgh, Pa.

LINSTPYPE-Model No. 3, Serial No. 10100, magnetine, assertment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

I.INCFFY!'E Model No. 5, Serial No. 14243, 3 magnatines, and motor. Cantwell Printing Co., Madison, Wis.

Linguy P. Model No. 5, Serial No. 10412, magnator, matrices, etc. Con. P. Curran Printing Co., St. Louis, Mo.

LINOFFFE. Model No. 1, Sectal No. 8010, and Model No. 1, Sectal No. 8011, with 1 magazine, Illoren, ejectoc bindiss, fant of mariane (for each maraine) Tribune Printing Co., Charteaton, W. Va.

LINOTTPE Model No. 4, Serial No. 11600, nagasine, matrices, spacebands, liners, and lades, Winston Printing Cu., Winston-Salem.

SITUATIONS WANTED

Adsertisements under this classification, issuests per line, each insertion. Count els words to the line. For those mempioned, and to exceed 10 words, two describing FREE.

EXCEPTIONAL NEWSPAPERMAN-1 buking for connections with a paper requiring the sections of an exceptional and fully oxider enough measurement. Have postunity within all signed article work. Would ensisted any remainable proposition. Address 6, 1328, care Ritter and Publisher.

ADVERTISING MAN with reputation as ADVERTISION MAN with represents as active of hig store local or forted, ages to examplement. Experienced as advertising its scalar and polyttor on New hark City during a set elsewhere. Also experience as according to the set of section of partitions door advertising message? Would consider building up sentil rity proceeding. Address O. 2175, care Latter and Publisher.

BURDER OF STATE AND SYSTEMATIZER, 25, eight verse experience. Take there or complete set of leoke Thoroughly fundiar with edvertaining and circulation departments. Whith the commert with some big upper leaking for a bright and and thousand young man. Nature 300, Excellent references, Address Charles L. Adams, 978, Lafayette Ave., Brooklyn, N. V.

REPRIETE: Wanted position on reporter city officer or advertising manager on new-viouer in team of february populations or more is Fennsylvania, New York or New Jersey Extensive or winner in every department on Metropol Landscopping of Address 0 3175, care Folitor and

PHENSIGOOM FOREMAN or superintendent with highest mechanical business and executive adulty devises position on large daily where results will be appreciated. Employer's interest away, superiment. The larger the presences equipment and pressures the greater in value. It is not not of employment, but want to death of the presence of t PRESSIONM FOREMAN or superintendent th highest mechanical business and execution dility desires position on large daily where

and Publisher

NEWSPAIKE MAN—A newspaper men of
wide experience in edit gial and reporterial fields
now in charge of delty in widdle cities city, the
other products on news, cits or maintaining elite
on excatte newspaper effecting opportunity for
a excatte newspaper effecting opportunity for
housdor results. Cincible of taking conspicts
charge of editorial department. A man of vident
and a hustler for news and circulation pretting
fortunes. Absultately rehable, local, age 35;
Recognitive salary in start. Address G 3174,
care Editor and Publisher.

ADVERTISING MANAGER Connected near super trans, now employed, seeks larger episetism for as business instance of advertising wanninger Can take complete sharge of editorial, business and developing the contraction of the contract of the cube Editor and Intelligence

ADVERTISING MAN wants interview from not some "heavy" unlanding satisfactibility MAN wants intercliew with the boss—not some "theory" malacolombe, 17 years, "calorismos as advertising manager leviling manager leviling managers and beg department above Raissonne, acretice man, advertising writer and executive Publisher or general activations in or man New Publisher or general activations in or man New Publisher or general activation for him or man New Publisher or general activation in or man New Publisher of the page 18 and 18 an

Finiteshilal, Workkill -Position as an editorial assistant wanted by somen, cellege grady are experienced in city pub-ashing losses work part of the control of the control

Index (FYESCISSIN) WHITING—Young woman with publishing leases experience (collage trainings) white to do work as a copy perfect, leady writer, with initiative, wilding to be fact tried and on they work. Neuronal salary to start. Address V \$168 care follow and Publisher.

our on the war. Nominal salary to start. Address N 1168 care (Gilliar, and Pullisher.

118/10/19/19/19 MAN — His work souken of in monomous terms by all componens and unqualified by endorsed by noted advertising authority. Has been newspaper reporter; publishly man, nivertising enteresters, publishly man, nivertising enteresters. Publishly man, nivertising enteresters. Publishly man in monosity and of control of the publish of the control of the publish of the control of the contro

try and less existence. Address N. 2003, care Editors and Publisher.

PH SINESS Off CHRCTLATION MANAGER—Property of the Annual Publisher.

PH SINESS Off CHRCTLATION MANAGER—Chair at less unamed with tractly they years' expectation of the control of particles of departments and tractices of the control of

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition O. Q.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Aubrer Harwell

Henry F. Cannon

CONSOLIDATION

In the present crises of newspaper sub-lessing Consolidations and Morgens with grove the only so wallow it many ownersated fields. We are restreed in the thell's necessary for conducting successful negativations le-twom constantismizes, as we have been re-spectful content of the mergers and con-sidentians effected in the publishing field in recent justice.

HARWELL & CANNON

Neuropaper and Magazine Properties Times Bldg., New York

EDITOR

Middle West ornarrowice Democratic daily expensenced nemepaper man who can cells and produce first-claim paper. Must be prepared to invest at least \$3,000 diggras parts of voting shork Will lear strict investigation. Ask for desails about

We want a enjoyed collier for an agricultional publication in the Southwest. Incomp-ment required. Ask about No. 8306.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher maintains as efficient corps of paid correspondents at the following important trade centres: Roston, Philadelpila, Dertext, Cleveland, Pittaburgh, Claran, Parallel et al., Parallel et

prince Rearroy 2121.

The Editor and Publisher page containe 672 agate lines, 168 on four. Columns are 13 giens wide and twelve inches deep.

Advertising Hate is 25c. an agate line, \$100 a page, \$75 a knif page and \$42 a querter page. Postion extra. Time, space and cash discounts are allowed on contracts.

are allowed on contracts.

Small advertisements uniter proper classification will be charged as follows: For Sale and
Belp Wanded, fifteen cents a line; Bandinea of
popertunity and Miscellineous, twenty-five cents a
line, and Stimations Wasted, ten cents a line,
count six words to the line. For those uperaplaced a Sity word or eight-line advertisement
will be published two times FREE,
fixeders are urged to have the paper mailed to
the home address. This will insure prempt delivery.

The Editor and Fublisher colle regularly at 10c. a cryp. 32.00 per year in the United Matrix and Olionial Posecasions. 32.50 in Col-ada and 33.00 foreign, and is on asle each week at the following news stands:

at the following news stands:

***Rew Tork -- World Building, Tributo Suident
Park Row Building, 140 Nasau Street, Manming's (opposite the World Building), 83 Park
Row; The Worldworth Building, 72 Building,
Forty-accord Street and Broadway, at basement
outraines o Bulway; Broatton's Book Store,
Twenty-statts Street and Fifth Avenue and
Mark's, Mary's corner, at Thirty-fourth St. es
traines.

Baltimore-B. K. Blwards, American Suitding Philadelphia L. G. Rau, 7th and Chestant Streets; Wm. Sobel, Sulledin Budding News Stand. Beston-Parker House News Stand.

Pittsburgh-Davis Book Shop, 416 Wood

Signet.

Washington, D. C.—Reyt E. Trettin, 511 Four-testith Sircet, N. W., Riggs Bödg., News Stand.
Chicago.—Powner's Book Steve, 57 N. Clark Sirrett, Post Office News Co., Monroe Street.
Ches. Levy Citer, Ch., 57 N., Fifth Avanue.
Clareland. Schresder's News Store. Separior
Kiret, consulte Post Office; Solomon News (n. 1111 Walnus Street.

Detroit- S lunor News Co., Ob Larned St., W. San Prescuses-R. J. Sidwell Co., 942 Mariand.

VINCENT'S COOKE DIES.

Well Known New York Newspaper Man Succumbs to Attack of Pneumonia.

VINCENT S. COOKE, a newspaper mandied on January 4 of pneumonia in the Lawrence Hospital. Bronxville, Westchester County. Mr. Cooke at one time was city editor of the Philadelphia Press. He came to this city twenty years ago and was connected with the New York World. In recent years he was engaged in literary work for the Standard Oil Company.

OBITUARY NOTES

Joseph Montis, twenty-six years old, for seven years employed in the editorial department of the Detroit Free Press, died suddenly last week following on attack of pneumonia.

REMAID SMITH, head of a London publishing house and editor of the Cornhill Magazine, is dead from suicide white temporarily Insane, having thrown himself from a window.

DR. CLAUDE L. WHEELER, editor of the New York Medical Journal, and a brilhant writer on medical topics, died at his home in New York city on December 30 of brenchial pneumonia, aged fiftytwo years.

GEN. Howard Carrott, aged sixtythree, journalist, author, and soldier, deed at his home in New York city on becomber 39 from hardening of the arteries. During his young manhood he was a reporter and afterwards correspondent for the New York Times. He was that paper's correspondent in Weshington in 1877 and reported the yellowfever epidemic in the South.

WILLIAM WALLACE MAXWELL, aged forty-five, died at his home in Brooklyn, N. Y., on January 2. Preceding his retirement from new spaper business mome years ago for a political position he was connected for ten years with the Brooklyn Daily Eagle.

A. W. Thosseux, for more than twenty-five years with the Cleveland (O.) Press, died in Indianapolis last Sunday Mr as the result of an operation. Thomson was a member of the Clevetand Typographical Union for forty years, serving as president four years and as treasurer twelve years. He was instrumental in perfecting the union laws relating to the eight-hour day, the old-age pensions, and the mortuary lem fits of the union. He had gone to Chicago only the week before his death to perfect plans for instruction of newspaper printers' apprentices by correapondence.

Thomas R. Ilsooks, a veteran newspaper man of Cape May and Philadelphia, died at his residence in Philadelphia in his seventy-mint year. He was for many years owner and editor of the Cape May Star and Wave. He is survived by a widow and two children.

A. MARLY GREAM, for twenty-five years sports editor of the Philadelphia Record, died of pneumonia on Wednes-

FOR SALE

Goss High-Speed Straightline Five Roll Insults Width Press, equipped with all resident improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 16 and 20 page papers at 73,000 ev: hour; 22, 24, 26, 26, 30 and 32 page papers at 150,000 per hour.

Walter Scott & Co.

day night. The news of his passing came as a great shock to all who knew him, and his loss will be keenly felt in Philadelphia newspaper circles.

JOHN MAYWOOD, editor of the Bad Axe (Mich.) Independent, died recently in his seventy-second year. He had been in the newspaper business for over thirty-three years.

DR. CLAUDE H. WHERLER, editor of the New York Medical Journal, died at his home December 30, in Brooklyn. He had been with the Medical Journal in an editorial position since 1902.

SERGRANT ROBERT E. GONZALES, son of the proprietor of the Columbia. (S. C.) State, himself a well-known writer, died December 25 while on duty with the Second South Carolina Infantry at the border. He was twenty-cight years of age.

STEPHEN H. OLMSTED, editor and publisher of the Marin County Journal in San Rafael, Cal., former Assemblymen from Marin County and Republican leader, died at the Cottage Hospital, of cancer of the stomach. He was fifty-nine years old and a native of Ohio. Before going to San Rafael he published newspapers in San Diego, Colorado Springs, Hastings, Neb.; Hendley, Neb.; Denver, and one or two Ohio towns.

FRANK S. MORTON, aged fifty-six, assistant business manager of the Portland (Me.) Evening Express and Advertiser, is dead of pneumonia. He formerly was business manager of the Portland Daily Press, on which he began work thirty-seven years ago.

MRS, SARAM G. SMOOT, aged seventynine, mother of the late Asher G. Smoot, manager of the Austin (Tex.) American, died at her home in Austin on December 22 after a brief lilness.

WEDDING BELLS

Jeff. D. McLemore, Congressman-atlarge from Texas, and editor and publisher of State Topics, published at Houston, and Miss May Clark were married at Gaiveston, Tex., at the home of the bride's mother, on December 27. Congressman McLemore has been in the newspaper business in Texas for many years and is one of the best known members of the profession in the South.

Friends of Eugene V. Brewster, lawyer and publisher, were surprised to learn January 3rd of his marriage on December 27th to Miss Eleanor Cator, the daughter of Mrs. A. Cator Hervoy, of Far Rockaway. Mr. and Mrs. Brewster returned to the city on Wednesday after a short honeymoon trip to Old Point Comfort. After Mr. Brewster arrived at his office, 175 Duffield Street, Brooklyn, he announced his marriage.

LOS ANGELES E X A M I N E R

Sunday Circulation 150,000

Successful

Men in every welk of life are all

Romeike's Press Clippings

Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day. HENRY ROMEIKE, INC., 106-110 5er anth Ave. New York City Miss Mildred M. Marquette, special feature writer for the Des Moines (Iowa) Capital and formerly city editor of the Daily Messenger, was married on Sunday, December 24th, to W. E. von Bary, of Des Moines. The ceremony took place at the home of the bride's sister.

In honor of Samuel Hart Chase, who for a number of years has been financial manager of the Richard A. Foley Advertising Agency, of Philadelphia, his business associates last Saturday night gave a dinner at the Arcadia. Mr. Chase is to be married to-day to Miss Susan Lynah Bruce, of Germantown. At the dinner Richard A. Foley, head of the concern, acted as toastmaster. The guest of honor was kept busy responding to the felicitations of the score or more friends of the prospective bridgeroom, who were called upon to speak by the toastmaster.

Entertained by Their Chief

All of the employees of the Williamsport (Pa.) Mun, together with the wives, sweethearts, and sisters, were the guests of George E Graff, publisher and editor of the Sun, and Mrs. Graff, at a dioner served at the Country Club on December 22. About eighty guests were present. Mr. Graff and several of the employees made affeches, while others rendered vocal and instrumental solos. During the evening the host was presented with a diamond stickpin and a leather-covered copy of the programme and menu, signed by all present, and Mrs. Graff received a bouquet of roses.

Canadian Press Association

Hallots have been sent to the membership of the Canadian Press Association asking for a choice as to the place of meeting for the 1917 convention. Three names have been suggested by the board of directors—Hallfax, Winnipeg, and Toronto, and members are asked to indicate their preference. The meeting will probably take place in June. A very gratifying increase in membership is reported by the Association. Since April 30 last, eighty-eight new names have been added to the

Colorado Springs

THE TELEGRAPH An A. B. C. Paper

J. P. McKINNEY & SON New York Detroit Chicago

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent, of the newspapers and publications of CANAILS.

We cover every frost of Canada and Newfoundinal at our head office.

foundiand at our head office.
74.76 CHURCH ST., TORONTO, CAN.

Price of service, regular press elipting rates special rates and discounts to Trade and Newspapers.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City Established a Quarter of a Century membership enrolment; the total is now 756. All but four daily papers in Ontario are now members of the Canadian Press Association.

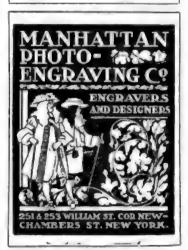
New Bureau at Washington

A new enterprise in newspaper circles in Washington is the Foreign Affairs New Service, started by Edward L. Conn and George Garner, who long have been members of the Washington correspondents' circle. The object of the service is to specialize on international affairs, and national affairs as related thereto, and to distribute such news to the many newspaper bureaus in the capital. This service will relieve overworked bureau forces of a large amount of labor and on the other hand the diplomats have welcomed it as a medium through which they can give accurately their news to the American people, through the leading papers of the country. As operated, the service covers the State Department, the Embassics, and the Legations, and the White House and Capitol ends of forolien affairs

"Today's Housewife"

Guaranteed Circulation 1,100,000 Every Issue 95% Net Paid

George A. McClellan



R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street SAN FRANCISCO

"OHIO FIRST"

Beyond all cavil of prejudice, doubt or argument, Ohio looms up as one of the great wealth-producing states of the nation.

Because of her enterprise, the liberal American manner in which her people live and take pride in the up-keep of their happy homes, Ohio Newspapers are recognized by National advertisers as mediums of the first power.

Ohio State Newspapers hold the pinnacle place in Ohio. And here lies the vital value of of the Newspapers soliciting your patronage, and which have been proven by time and test to be all they claim—Business producers of the Dominant Class.

Ohio State Newspapers give most for the money and return most.

This, too, has been proven by thousands who have paid their money that they might know of their own knowledge.

Ohio has 1,138,165 families of 4.2 persons. Ohio has 15,131 manufacturing establishments, which disburse in annual salaries and wages

\$317,597,000.00

The value of products produced each year is \$1,437,936,000.00

		First						
		Netpaid	2,500	10,000		Net paid	2,500	10,00t
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Limitin News	(1351	12,316	.0214	31214	Lima News	(H) •9,322	.02	.015
Indlicathe Scioto Gazette	(E)	2,436	11157	.0057	Mansheld News	(E) •7,631	.019	.019
Unlike the News-Advertiser	(11)	2,451	JU1245	.0072	Marion Daily Star	(E) 7,467	.111.29	,0129
Cincinnati Commercial Tribu	ne (M)	tts 1,723	.11	.002	Newark American-Tribune	(17) 5.318	,Flor85	,0EB
Cincinnati Commercial Teibi	ne (5)	£26,330	.14	.12	Pigna Dark Call	(E) 4.012	(117.2	.007.
memmati Morning Enquirer,5	131451	56,583	.14	.12	Post-mouth Daily Times	(E) 9.075	.015	.015
level and Leader		117 432	.17	.15	Sand issy Register	(M) 4.660	.0093	,009
	(1.)	112,513 1	10	.16	Springle'd News	(E&S) 12.453	.02	.02
Teveland News	_		.18		Stenl enville Gazette	(E) 3,620	.0143	.007
Combination L. & N.		229,945	.30		To halo Blade	(E) 50,508	.11	.09
Clevelated Londer	(M)	90:191	.15	.13	Yearn, stown Telegram	(E) 16.199	.03	.0.3
Teyeland News	(17)	112,513 1	.18	4.4	Young stown Vindicator	(E) 18/658	.03	.03
Coms mation L. & N.	-			.16	Young Jones Vindicator	(8) 16.716	.0.3	.03
		202,704	.27	.23	Zancsville Stand	(E) \$10,000	.02	.02
Cleveland Plain Dealer	(M)	143,103	.18	.16	Zane-ville Times-Recorder	(M) 16,711	.025	.1135
Teveland Plain Dealer	(8)	181.825	.21	.19				-
Columbus Distratch	(11)	72,120	.10	.09	Totals.	1.762.181	2.9376	2.568
Columbus Disputch	(E)	67,528	,161	,419		., .,		
Dayton Herables	4 E.	• 22,114	.05	0.35	* * * * * * * * * * * * * * * * * * *			
Dayton Journal**	(M88)	0 2 7 4 311	.05	.035	*April, 1916, Gov. statement			
**Combination	n (MAS)	the per line	e.		†Publishers' statement. Of	her ratings, October	1, 1916.	
Dayton Journal	(8)	0.2.3,10.001	.07	.045	National Advertisers and A	Advertisme Agents w	ishing det	ailed in
Dayton Journal Dayton News	1 1 1		1435	045	formation in respect to mark	et conditions and dis	tributing	facilitie
Dayton News	(5)	201,388	.03	.0.3	in OHIO should communica	te with The Editor	& Publish	ier. Nev
East Liverpool Tribune	(31)	4.392	.0115	.01	York City.			

New York Advertising Situation

A Statement of the Volume of Advertising Carried in New York's Evening Newspapers for the Year 1916 as Compared With 1915.

(From figures compiled by statistical department, N. Y. Evening Post)

				1916	1915
EVENING JOURNAL	L	-	-	7,085,606	6,937,617
THE GLOBE -	-	-	-	5,921,522	5,547,018
EVENING SUN -	-	-	-	5,721,399	4,879,697
EVENING MAIL	-	-	-	4,949,645	4,516,760
EVENING WORLD	-	•	-	4,923,310	5,199,102
EVENING POST	-	-	•	3,790,898	3,515,064
"EVENING TELEGRA	M	-	-	7,122,720	6,941,737

^{*}The GLOBE was forced to omit over 250,000 lines of display advertising from department stores and other large local advertisers during October, November and December by reason of paper shortage.

THE NEW YORK GLOBE

The average n	et pa	id ci	rculat	ion of	The	Globe	for	the Ye	ar ended
December	30, 1	1916,	was	-	•	-	-	-	201,000
As compared	with	the	year	ended	Dec	ember	31,	1915	181,000
A gain of -	-	-	-			-	-	-	20,000

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

^{**} Figures include mass of classified not carried by other evening newspapers.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$2.00 a Year Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, JANUARY 13, 1917

10 Cents a Copy



ONE YEAR 1916

THE CHICAGO TRIBUNE printed 54,974.66 columns of advertising in the year 1916.

This was a gain of 9,088.11 columns over 1915, the biggest previous year.

This volume was 4,208.43 columns more than was printed by the other Chicago morning and Sunday papers combined.

It was also 12,944.37 columns more than was printed by the first Chicago afternoon paper.

THE CHICAGO TRIBUNE'S gain in 1916 over its biggest previous year was the largest gain ever made in one year by any Chicago newspaper.

This gain was 2,874.83 columns more than the *combined* gain of the other Chicago morning and Sunday papers.

It was also 306.90 columns more than the combined gain of all the Chicago evening papers.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over

600,000 (500,000 Sunday | 350,000 | 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City Pacific Coast Advertising Office: 742 Market Street, San Francisco

One Thousand Women Readers

of The New York Evening Post During the Past Four Weeks Have Requested Copies of the

"Unusual Shops"

This interesting booklet is published by The New York Evening Post to help our women readers. It contains a number of shopping articles which have appeared daily in The New York Evening Post, written by the "Particular Person." Every day we receive a great number of inquiries regarding the merchandise mentioned in these articles.

NOW IT IS UP TO YOU

Are you neglecting the thousands of women readers of The New York Evening Post. Never mind what the other fellow says about circulation. It is UP TO YOU to reach the

22,000 That Buys Like A Million

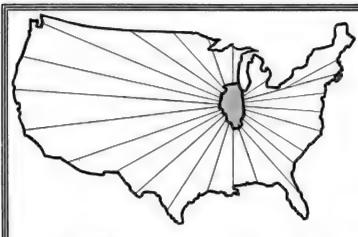
The New York Evening Post reaches the most desirable class of women buyers of merchandise in this community. You cannot tell a woman reader of The New York Evening Post to look for your advertising announcements in another newspaper. She has CONFIDENCE in The Evening Post. That is why she reads The Evening Post and is interested in the shops that are advertised in her choice of newspapers.

Right At Your Door —OPPORTUNITY

If you have confidence in your merchandise being all that you claim, why not grasp the OPPORTUNITY of presenting your story (in advertising copy) to the women readers of The New York Evening Post and gain their CONFIDENCE in your merchandise.

The New Hork Evening Post

"More Than A Newspaper-A National Institution"



Get Your Profits Where The Profits Are

In ILLINOIS

The Great Central State

THERE are big profits in Illinois this year—farm profits, mining profits, manufacturing profits, commercial profits.

Illinois has added materially to the new wealth of the world, and has also greatly increased the world's quantity of finished products—particularly these last few years.

There is wealth in Illinois-plenty of it.

The population is nearly six million. It is almost equally divided between city and country.

There are 242 cities of over 2,000 population. There are 251,872 farms.

The value of the farm lands is nearly \$4,000,000,000,000—over \$1,000,000,000 more than the next richest state.

The value of manufactures is now over \$2,000,-000,000 annually.

There are \$2,007,918,000 in bank deposits in the state, and over 250,000 people own automobiles.

With the greatest grain market and packing and rail center in the world located in the metropolis—Chicago—the state is covered with a net-work of nearly 12,000 miles of trunk line railroads, affording better transportation facilities than any state in the country, while its location—the axis of all north and south and east and west traffic—is ideal.

All in all here is a wonderful market—wealth, intelligence, industry and commerce. And so easily reached, too.

Through the Newspapers of ILLINOIS

Modern, well edited, progressive papers these, with their circulation in the wealth iest centers throughout the state.

They are known advertising mediums, every one, and alive to the interests of the adveristers in circulation, co-operation and in the general worth of the editorial policies.

No better market is there than in wealthy, energetic Illinois. No better way to get the profits of that market than by advertising in these foremost Illinois papers.

		Paid Cir.	2,500 Lines	10,000 Lines	
	Aurora Beacon News (E)	16,079	.04	.04	
	Aurora Beacon News (S)	11,381	.04	704	
	Bloomington Pantagraph (M)	15,741	.03	.025	
	Champaign-Urbana Daily News (E)†	6,593	.015	.015	
,	Chicago American (E)	400,031	.40	138	
	Chicago Examiner (M)	232,528	.28	.23	
	Chicago Examiner (S)	513,217	.50	.46	
	Chicago Herald (M)	203,229	.35	.30	
	Chicago Herald (S)	222,265	.40	.35	
	Chicago Journal (E)	122,447	.24	.21	
	Chicago Daily News (E)	431,189	.40	40	
	Chicago Post (E)	61,879	.25	.12	
	Chicago Tribune (M)	392,483	40	.30	
	Chicago Tribune (S)	619,023	.53	.42	
	Elgin Courier (E)	6,577	.0142	.0143	
	Freeport Journal-Standard (E)	6,154	.015	aus.	
	Galesburg Evening Mail (E)	8,208	.0129	.0129	
	Motine Dispatch (E)	8.280	.025	.025	
	Peoria Star (E)	19,261	.045	.039	
	Quincy Journal (E)	7,131	.02	300	
	Rockford Register-Gazette (E)	11,758	.025	.025	
	Rock Island Argus (E)	5,000	.015	.015	
	*Rate after June 1, 1917, 3c, per line; 2,800 lines or over.	10,054	/02	.015	
	Springfield State Register (M)	1 as age!	.035	.035	
	Springfield State Register (\$)	21,286	.035	.035	

ILLINOIS First in farm land value -- \$3,-905,321,075 First in packing industry Largest grain market in the world Largest railroad center in the world Most centrally located for water and rail Iranamertation d in railreads—11,878 miles Third in population-5,638,591 Third in manufactures-value \$1,919,277,000 Third in coal mined and pig iron produced Value of farm and dairy products \$500,000,000 Bank deposits \$2,007.918.000 Walter G. Pietsch Chicago

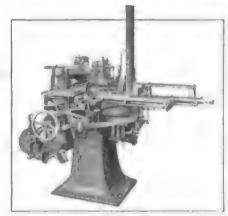
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WHAT IS NON-DISTRIBUTION?

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type&Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus, Recasting replaces Distribution.

We created the Non-Distribution System which is possible only with Monotype equipment, and originated the word Non-Distribution to fittingly describe it. The success of the system has induced imitating competitors to use the word in connection with less efficient methods, but there is only one Non-Distribution System

Composing Machine



Type&Rule Caster

LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

NEW YORK: World Building Boston Wentworth Building CHICAGO: Rand-McNally Building Toronto: Lumsden Building

SEND FOR OUR FOLDER ON NON-DISTRIBUTION

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York Weid Bubling, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4500. The Journalist, established 1884: The Editor and Publisher and The Journalist, 1907. Januar Wright Brown, Freiderier, Editor and Publisher and The Journalist, 1907. Januar Wright Brown, Freiderier, Editor and Publisher and The Journalist, 1907.

NEW YORK, SATURDAY, JANUARY 13, 1917

"LA MAISON DE LA PRESSE" A SERVICE BUREAU

French Newspaper Clearing House Affords Fullest Co-operation to Foreign Correspondents-Its Officials Arrange for All Visits to the War Fronts Collect and Distribute News from the Grand General Headquarters-Unique Plan to Serve for the Press of the World, on Broad and Progressive Lines. Worten for Tox Sorror and Princeton, by PHANCIS MILTON'N MANSSTELD, Paris

I SING the past two years of the District the past two years of the world

what you want at the Malson de la

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NOW ONE PARCETAN ASSESSMENT WHERE. not one of efficiency. I know one Part tiles once and again which they are

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(L) DIPLOMATIC SECTION, divid

journalists from 10 to 12 and 4 to 7 trica, and prepares highly documented the radics sent out from the Kiffel Tow. (2) MILITARY SECTION, IL

tion, and making public all military infront, in conjunction with the Ministry Freeign Affairs. graphic department of the army forms ing, and the photographic department supplies other sections with documencircles. Its work is grouped into innguage wellogs as follows: Ground Dusty translations and analysis

However, beyond the codec green and departments are made; the subject mat-

developments industrially, politically, and otherwise are made into a weekly résumé, and a consensus of opinion is compiled from the foreign press upon Indications received from one or another government department. There opinions are objective merely, reproducing only the mind of the foreign press and not that of the translators.

(4.) PROPAGANDA SECTION, properly called, and divided by sections; General-where are prepared and put into execution various plans for a useful propaganda according to the characteristics of the particular region en-visaged. Other divisions are neutral, English, Portuguese, Russian, Serbian, Moslem, Balkanic, North American, Bouth American, Far East. To this South American, Far East. fourth section are attached the numerous bulleting issued in various parts of the world, and the distribution made of photographic and cinematographic documents.

IN THE SERVICE OF PRANCE.

The personnel of these four principal nections is composed of diplomats, journalists, university men, and specialists of all ranks, largely recruited from the army auxiliary, among the slightly wounded or incapacitated for active service, those who may be convalencent, or otherwise incligible for immediate service in the ranks. All are directly under military discipline of the Colonelin-Chief of the Section Militaire. Stenographers and telephone and telegraph operators are mobilized from those of military rank so far as possible, and women are largely employed in the various interdepartmental services.

In addition to the four chief services another has charge of the interior conduct of the building, upkeep, and expense-the business management, as it were-another is devoted to the organigation of the Foreign Press; another to the French Press Syndicate (each having its special quarters set spart for it). Besides there are various reception and writing rooms at the disposition of frequenters of the institution, as well lecture halls, reading, and writing rooms for the correspondents of the Paris and Provincial press.

All this presumes a profound recognition of the power of the press, which indeed, since it has been increasing in power in France since the Gazette de France was first published in 1631 and which has grown to date so that there is one newspaper to every 20,000 of the population, is to be admitted. And truly there is hardly a country on earth where the press is more powerful as a moulder of public opinion than in France. That its newspaper press In open to criticism from the point of view of mechanical consideration of its make-up, typography, and press work in no way detracts from its undeniable value in other respects.

If, before the Maison de la Presse was formed in order to coordinate all loose ends and stray elements that its labors neight be as near efficient as most of ue can over dream of coming in our chosen work geography has ben the weak point of the Frenchman, it is likely to be so no longer. If foreign proper names, their pronunciation and their spelling, have been his bete-noise it is small wonder that the French proofreader, or correcteur de la presse, te weak too on these points. Up to now his editor didn't bother much about what he considered unessentials, his readers cared still less.

Now all this is to be changed, is This ideal pubchanging every day. licity bureau of the Maison de la Presse, following the best precepts of Preuch culture, has gone logically back

ter of a period of foreign tendency and to prime sources and is sending its matter out right in the first instance. It is by no means an amateur organization, nor is it a coterie of pedants in spite of its aristocratic connections. It has no contempt for other men's foibles and is just as willing to spell programme with one m as with two m's and an e. It recognizes the transatiantic language, as it properly should. A digression may be pardoned; in these last dave we in Paris have read in one of the leading Paris dailies that "Sir Whiteman" has just been relilected "Governor" of the "city" of New York. Had the editor sent his proofs up to the Maison de la Presse for correction the thing would never have happened. At the head of this marvellously com-

posed battalion of the craft, the link between diplomacy and the language of the people, as it were, is Monsieur Louis Forest, the columnist of the Matin, whose editor. Stephan Lauzanne, you have just had in your midst in New York, than whom there is no more able. energetic, widely-known, or obliging journalist in the ville lumière. "If Louis Forest doesn't happen to know him. he knows some one who does" you are told when you are asking for a blographical note on a newly discovered poet of the trenches, some prelate who recently been elevated cardinal, some painstaking scientist who has discovered a new welding compound.

FOREST A MAN OF VERSATLLETY.

"Ask Forest," you are told. And you ask Forest. And Forest puts you right. as be has been putting the hotel-keeper of the French countryside right for years as president of the "Club de - that hundred automobilists. Cent good livers all-by pretty nearly having killed out in France chemically prepared soups and copper-colored beans and petita-pole in tine -- "export them to America," he mays, "they like them bright green over there, but give them to us Frenchmen as naturel." It's only a sidelight of course, but as a "contact" between the arts of diplomacy and those of an up-to-date publicity Forest seems to be as necessary to the Maison de la Presse as motive force to a dynamo.

If there is to be a paper shortageand I must say it looks like it over here the Maison de la Presse does not seem to take it very seriously. Being under government tutelage it probably expects to get its white paper as does its coal, each of them commodities which the rest of us get at proverbial black diamond prices-when we can get them at all. The journalists and editors of the itue François Premier have hung their hats on their pegs and gone to work on a circulation propaganda which would make the reputation, and perhaps the fortune. of a business builder with even an excess of optimism in America. It tosues at least five publications of its own. printed rather badly on rather bad paper to be sure, but with a certain grace of form and presentation which is in many respects a big improvement over the blanket-sheet or broadside mediums which are so often used for "official bulletina"

The best-known and largest circulations among these are the Bulletin des Armées, Bulletin des Usines de Guerre. Bulletin des Françaises, Nouvelles de France, Bulletin de la Chambre de Commerce, etc.

To sum up: If the Maison de la Presse may not be compared with the editorial machinery of a newspaper it may at least be called a University of Journatism, and a highly stentalized one, as well as a highly efficient one, endowed with all the resources of the French Government, all the wealth of the

French themselves. The fact that it MORE NEWS PRINT was precipitately called into being for a special purpose in no way mitigates against the value of the organization, for its very operation is a veritable exposition of the refining expansion of the journalistic idea to the nth degree.

It has grouped in this rucke of activity an intelligently recruited corps d'elite of editors, special writers, reporters. photographers, interviewers and experts in all lines-from explosives to silks and tine percelains: linguists versed in the See distinctions to be remarked as between Americans and English, and travellers who know the difference in latitude between San Diego in California and Santiago in Chili.

A RUBEAU OF SERVICE.

Nine-tenths of its labor are in no manner war-like, as I found the other day when a young woman from Amer wa came to me and asked where she could get some information and lantern sildes concernings a feminine hotel school which was, or was about to be, founded in France. "We'll go | Maison de la Presa," I told her. "We'll go to the William went. We asked Forest. She got her "documentation." She left by the next heat for her home town in the Far West, where she purposes to give a lecture on the subject before the local "Mothers' Club."

There has been a lot of this sort of thing since the war benan-young lady nurses looking to "save France" by a month's dishwashing in a military hospital, but when winter comes and the steam heat is found wanting they generally quit. The young lady journalist comes to write about the "Soul of France" or the "Renaissance of France" or "France Finds Itself'-a week in Paris and a trunk full of propaganda documents from the Maison de la Presse, and she may go back to her admiring constituchey who envy her "adventure" about as well fitted to discuss the subject as she would be if she stayed a month and a half. Some of us have been at the game for fifteen years and can't for the life of us see that France is being peborn. She isn't. France is France. and the French people are the French neonle as they have always been. The rest is all twaddle. The Paris Press and the Regionalistic Press is what is welding France; nothing else could.

The fine thing about it all is all news and facts-not fancies-which are sent out from the Press Clearing House are propaganda-publicity, of a desirable sort. Its effectiveness is in its cumulalive properties. Ask Forest!

The last time I went to the Maison de la Presse was to get a portrait of Monsieur Berthelot. He gave me that which accompanies this article, showing him in conference with Monsieur Aristide Briand, the French Premier, on the conduct of the Maison de la Presse in its relations with the foreign press. It shows how close we can really get to things at the fountain head when we have the proper credentials. But then, Monsieur Briand himself was for long years one of the leading lights of Paris fournalism. The Maison de la Presse is founded on something more substantial than sand.

First Woman So Honored

Mrs. Harriet L. Cramer, publisher of the Milwaukee Evening Wisconsin and widow of W. E. Cramer, founder of the tuper, is the first woman to be cheted to honorary life membership in the Milwanter Press Club. Mrs. Cramer becan ber is a spaper work fifty two years ago in the compacing from of the Evening Wisconsin.

IN SIGHT FOR 1917

Reduction in Consumption Forced on Publishers, It Is Believed, Will Curtail Demands to Such a Point that There Will Be Sufficient to Go Around.

Drastic measures for curtailing consumption of news print have been adopted by publishers. They are carrying their economies to such an extent that, it is believed, there will be sufficient paper for all in 1917. All free comes have been cut off, exchange lists have been channed to the limit, or have been placed on a cash basis, rates in hundreds of cases have been raised from 1 to 2 cents a copy, and from 10 to 12 cents a week, or 12 to 15 cents a week, as the case may be. As the news print paper contracts become effective January 1, publishers who had not previously cut the size of their papers made noticeable reductions. In the meantime, the campaign to save wrapping paper, which was launched among the retailers of the country by Secretary of Commerce and Labor Redfield, is beginning to have its effect. Already the consumption, it is said, has been cut something like three car loads a daywhich means that three machines that were formerly used on this grade may be available for the manufacture of news print.

BLANTON PREDICTS QUICK REGIEF.

A special meeting of the Missouri Press Association was held in St. Louis yesterday to consider the news print situation and discuss the reports of these who have been endeavoring to get an equitable distribution at a reasonable price. H. J. Blanton, president of the Association, who recently returned from Washington, where he attended the hearings of the Federal Trade Commissions, and the conferences of the various publishers' associations, sald that he believes there are prospects for immediate relief for the smaller publishers

The report of the Federal Trade Commission has not yet been made to Congress, nor has Assistant Attorney-General Todd, to whom the print paper matter has been referred by Attorney-General Gregory, indicated what action he will take, in response to the application of the Federal Trade Commission that the Department of Justice cooperate with it in investigating the present shortage and price of news print.

The supply of pulp wood for the International Falls, Minn., plant of the Minnesota and Ontario Paper Company. was threatened a few days ago by members of the I. W. W., back in the forests, where the wood is cut. The mill, which makes 360 tone of paper daily, has been working day and night to keep pace with an abnormal demand. The forty car loads of pulp wood used daily by the mill comes from a point near Gemmell, where the laborers have threatened a strike. The International mill manufactures more for the Kansas City Star, the St. Louis Globe-Demecrat, Des Moines Capital, New Orleans Item, Omaha World Herald, Chicago American, Billings (Mont.) Gazette, and a number of other papers.

Advertisers and the A. B. C.

The Advertising Agency members of the A. H. C., bandle approximately 5,435 accounts of national advertising repre-* nting a until appropriations of over \$200,11% one, we endowed to statisfies just compiled by Russell Whitman, of the Audit Bureau of Circulations.

MILLIONS MORE FOR AUTO ADVERTISING IN 1917

\$18,020,480 AUTO ADS IN DAILY PAPERS IN 1916

Increase Over 1915 Amounts to \$10.201. 022-Average Advertising Cost is \$15 a Car Daily Newspapers Get 65 per cent, of All Automobile Advertising, Plus 20 Per Cent. for Accessories.

Duily newspapers obtained \$15.017 .-067 worth of automobile advertising in 1916, to which must be added \$3,003,418 for accessories, making the total \$18,-The total advertising for the country amounted to \$23,103,180. The daily newspapers were given 65 per cent. of all automobile advertising. Of the \$15,017,067 automobile advertising in the newspapers, \$9,010,240, or 60 per cent, was paid for by the manufacturers, while \$6,006,827, or 40 per cent, was paid for by dealers. This is \$10,221,022 in excess of the amount carried in 1915.

HOW THE COSTS WERE DIVIDED.

The amount, which is declared to be conservative, is the best estimate that can be made from the figures and information gathered from ugency advertising men, the automobile advertising managers of daily newspapers, and others. The results are reached on the basis of the number of cars manufactured for the past year. The total number turned out of American factories amounted to 1,617,708, of which 17,496 were exported. This leaves 1.540.212 cars sold in the United States, and includes motor trucks, as well as passenger machines. The average advertising cost is calculated at \$15 a car, which makes the advertising bill \$23,103,180, the various percentages being as indicated This gives an average advertising cost of .0223 per cent., or approximately 2¼ per cent.

WHAT IT COSTS TO ADVERTISE SOME CARS.

Advertising costs vary with the car and the concern that manufactures it. For example, one large company, manufacturing a motor that sells for \$1,000 and up, has an average advertising cost of less than \$5 a car. In some cases, the manufacturer does no advertising Whatever, passing that expense on to the dealer, while a number of the higher priced cars utilize newspapers only at trregular intervals, use the magazines or do not advertise at all. The very high priced cars seldom advertise, it being said that their output is limited to a few hundred machines-as much as the market can absorb. Some motors have an advertising expense of as much as \$100 a car. The average, based on the hest information that can be gathered, and collected from numerous sources. seems to be in the neighborhood of \$15 n car, and this figure was declared by all those who discussed the matter at the automobile exhibit to be somewhat below, rather than above the actual amount.

The increase in advertising-that is, newspaper advertising-in 1916, compared with 1915, was \$10,221,022. In arriving at the totals the same method has been followed as obtained in getting the figures for 1916.

ESTIMATES FOR 1917.

It is estimated by manufacturers that the 1917 output will be more than 2,000,-000 cars. Allowing 5 per cent. for export, with \$15 advertising expense, the total advertising for automobiles next year should be \$28,500,000. Allowing 65

lation for 1916), the dailies should ket \$18,525,000 during the coming year. With addition of 20 per cent. for accessories, \$3,705,800, the total advertising revenue the daily newspapers should receive from automobile accounts during 1917 should amount to \$22,230,000, or \$4,209,520 more than was collected during 1916.

These estimates, made by advertising men at the Automobile Exhibit at the Grand Central Palace, they insist, are rather under than over the actual figures. No attempt has ever been made to collect definite data on the subject The information has, therefore, been gathered from all sources, being the average experience of men in widely separated sections of the country. In both the daily newspapers, advertising departments, and in the advertising

HOW THE EXHIBIT APPEATED ADVERTISING.

The effect of the Automobile Show on advertising in the daily newspapers of New York was notable. Last Sunday the papers carried enormous automobile sections, several having in the neighborhood of 150 to 200 columns. It is estimated by advertising men connected with the daily papers that, by the time the show shall have concluded, the evening newspapers will have carried a total of 150 columns each, and the morning papers 215 columns each of automobile business. There are ten evening and six morning newspapers included in the calculation, which would give 1,500 columns for the evening and 1,290 columns for the morning group, or a total of 2,790 columns for the week. The length of the columns of the metropolitan newspapers are not all the same. Counting 21 inches to the column, and taking 30 cents as the cost of each agute line, the amount of revenue the daily newspapers of New York city will derive from the Automobile Show will be approximately \$246,078, each column on this basis being worth \$38.20.

The number of passenger cars and motor trucks manufactured in 1914 totalled \$15,000; in 1915, 703,529, and in 1916 1 617.708. The retail value of the cars of all lines sold last year in the l'nited States was \$1,058,025,373, passing the billion mark for the first time, and if 2,000,000 cars are manufactured in 1917, the value will be \$1,344,000,000.

ADVERTISING HAS LOWIGIED THE COST PER

The effect of advertising on the average cost per car is interesting. Ten years ago, when the manufacturers and dealers first began to turn their attention to daily newspaper display advertising space, the average cost of a motor car was in excess of \$2,000. In 1916 the average cost of passenger machines was only a trifle more than \$600. The average cost of all automobiles, estimated by Alfred Roeves, general manager of the Automobile Chamber Commerce, is \$672 each. So, as advertising has increased competition among manufacturers-and it is the hardest and keenest kind of competition the business world has ever witnessed-the selling price per car has steadily declined. While the profits on the individual cars have decreased, the number manufactured, in response to the demand created by advertising, has increased to such a point that there is greater profit in the industry, apparently, than ever, for cash dividends to stockholders of automobile manufactur. ever been the case in the past.

to 200 per cent. or more—on an average advertising cost of approximately 2% per cent.

And automobile men tell you that the industry is in its infancy!

Cheap as some cars are, it is stated that the actual era of the low-priced car is yet to arrive. There are those who state that it is possible to sell a car to any man whose average income is \$1,000 a year, and that he can afford to own one. No one laughs at the party who makes that prediction, because ten years ago they laughed at the man who said it would be possible to manufacture and sell cars at a profit for \$1,000 each. The figures show that the average cost to-day is only slightly more than \$600. the cheaper cars going faster and in greater volume to-day than ever before, The demand is stimulated, of course, by advertising.

DAILY NEWSPAPERS GIVE QUICK RESULTS.

Newspaper advertising-that is, daily newspapers, give the quickest action. It determines the man who has been mulling over in his mind the matter of a motor for his family. He sees an ad in his newspaper, and after reading it a number of times, he finally calls writes. The inquiry is all that is necessary. The salesman does the rest. "The newspaper has accomplished its part of the work when it delivers the reader inside of the branch agency, in response to the advertisement," said a prominent agency space-buyer.

Just how far an automobile concern should go in advertising is a question. According to the best estimates made, it was figured that one large company could go three years without a line of advertising. "But then," a prominent advertising man stated, "they will have to spend more money in the fourth year than they had saved in the previous three to get their grip. They can actually run on momentum three years. Do they do it? Not at all. Their advertising man is too keen for that. He knows that he cannot slip-he must maintain the interest for future sales, and to obtain his share of the resales which occur every three years. The same car is seldom purchased and he must be in the market for the men, three years from now, who bought cars other than his own. Now you get the connectionyou understand why it is possible to run on momentum for three years, and the reason the firm that fails to advertise for that period will lose out at the end of that time."

NEW YORK SHOW STIMULATED ADVICETIBING.

The effect of the New York automobile show on the other automobile exhibits in Chicago and other cities will be tremendous, advertising men say. Manhattan always sets the pace. amount of advertising in the metropoliian papers this year from the automobile exhibit breaks all records. The pace set here stimulates other sections. Chicago newspapers usually carry more advertising for the automobile exhibit beld in that city than is the case in New York, for the reason that there is greater dealer cooperation in Chicago than in New York and the spirit of competition is keen. This is true in the other cities where shows will be held, each taking the one from New York city. The exhibit here was the most successful ever held, more cars being sold on the floor of the Grand Central Palace. where the exhibition was held, than has

ALL RECORDS IN 1917

More Copy to Go to Newspapers than Ever During the Coming Year-Manufacturers of Motor Cars Realize Value of Newspaper Advertising, and Show It During New York Exhibition.

New York's automobile exhibit, which closes to-night, has set the pace for 1917 motor-car advertising in the daily newspapers. More advertising was used in promoting the present show than ever before, and this means that the Chicago exhibit, the second of a national character, which will be held the latter part of this month, will be bigger than in past years, and will mean an extension of the automobile newspaper advertising campaign. There will follow something like 200 other exhibits in different sections of the country, the advertising of which is usually determined by New York's volume, which this year broke the record. Some will be in the nature of State affairs, others will be confined to counties, and a few to the limits of the cities in which the exhibitions are given. Some idea of the importance of the New York exhibit, from a newspaper advertising standpoint. may be gained when it is stated that 422 advertising and editorial representatives of newspapers outside of New York city reported at Press Headquarters in the Grand Central Palace, where the show was held. These men came to get a line on what was being done in the first of the big national auto exhibits. and to arrange for local shows that will be held in their towns later on, and to see the advertising managers of the various companies, to obtain greater cooperation in backing up the efforts of local dealers. That they were successful, all admit, and the smiles that wreathed their faces indicated that they were more than satisfied. They were all confident that 1917 will be the greatest year for automobile advertising the newspapers have ever known.

AUTO ADVERTISING IN ITS INFANCY.

The consensus of opinion of advertising men of the out-of-town newspapers is that, great as has been the volume of automobile advertising in the newspapers during the past few years, it has only just started. It is increasing every day, in proportion to the steady increase in the number of cars sold by manufacturers. Competition is keener, notwithstanding the fact that there is a market for practically every car made, and in order to maintain present sales, to stay in the market and familiarize present owners with other models, the volume of advertising is not only continued, but is increased for the purpose of influencing resales, that occur on an average of every three years.

Out-of-town newspaper representatives were given assurances that there would be unusual representation at the local automobile exhibits to be held in about 200 other towns, which means, they say, a greater volume of newspaper advertising than ever for 1917.

Sales of cars on the floor of the Grand Central Palace this year were larger than ever before-in some cases beyond all expectations, and these sales were brought about largely by advertising, the purchasers as a rule stating that they had been reading the advertising, and came in to see how the particular car, the advertising of which had attracted them, compared with others One firm sold six cars during \$20 IN ADVERTISING the first two days, where information of this character was volunteered. More than ever manufacturers are impressed with the value of newspaper advertising. What is more to the point, it is, in the opinion of the advertising managers of the manufacturers, improving in quality, due to the service the papers are putting behind their advertising.

The daily newspaper fortifies the local dealer, and giving him the assistance necessary to bring to him a steady stream of inquirers and prospects, making it unnecessary to exert the same expense and force expended in the past to search for prospective buyers.

DAILY NEWSPAPIERS GIVE RESULTS.

"I am more than ever impressed with the value of daily newspaper advertising," said Ward M. Canaday, advertising manager of the Willys-Overland Motor Company, of Toledo, O. "The newspaper exerts a tremendous influence, and effects the sale of a vast number of cars. I have nothing to say against any other form of media, for we use all kinds, and with good results that's the reason we continue it-but I want to say that we realize the pulling power of the newspaper. That explains why we are using more daily papers all the The same story is heard on evtime." ery side.

Some idea of the manner in which the newspapers are extending the industry may be gathered from the efforts being put forth by the newspapers of New Orleans. D. K. Roberts, advertising manager of the States, of that city, said:

"We want to hold a Latin-American Automobile Exhibit in New Orleans. We want to develop the market for American trucks and motor cars in South America. To do this we are advocating New Orleans as a logical point, due to its location, geographically, with reference not only to the east coast of South America, but the west coast as well, which is brought nearer to us by the Panama Canal. The market for motor cars in that section of the world is growing, and an exhibit such as we are planning will bring to New Orleans visiturs from all sections of South America. to see the products of American fac-

SOME OF THE AD MEN PRIMENT.

Following is a partial list of the outof-town newspaper men who are attending the exhibit, not all of them regintering at Press Headquarters:

E. W. Preston, Boston Herald; W. A. Clinnin, Chicago Journal; P. T. Barbour. Chicago Herald; George Thompson, Philadelphia North Amerienn; E. L. Gilchrist, Philadelphia Rec. ord: C. H. Fehling, automobile editor, the Philadelphia Telegraph: Hector Mc-Intosh, the Washington Post; W. P. Sammons, city editor, the Utica, (N. Y) Observer; E. Edenburn, Detroit News; Otis Moore, Detroit Free Press; M W. John, Washington Times; Arthur Migin, Buffalo Times; C. B. Weiss, automobile editor of the Baltimore American; W. D. Lahey, Milton (Mass.) News; W. H. Hanscom, New Haven Union; C. H. George, Baltimore American: H. S. Smith, Pittsburgh Press, P. Pl Grenngle, Pittsburgh Gazette-Times; H C. Stevenson, Watertown (N Y) Standard; W. Hummel, Bayonne (N. J) Evening Review: T. H. Parker. Springfield Union; H. B. Haines, Pater. non News: E. V. L. Beche, Rochester Dont-Express: Irving Kahn. No. 16 Brunawick (N. J.) Home News: H. G. Beleher, Providence Tribune, R. E. Tayfor New Haven, Journal-Courier; M.

SELLS AN OLD MOTOR

Average Cost to Dispose of Second-Hand Machines, Taken in Trade, Is 25 Per Cent. in Excess of Amount of Advertising Necessary to Sell a New Car-Some Useful Information.

The newspaper advertising cost of selling a second-hand car is higher than in the case of an original sale. Usually it amounts to \$20 a car, or 25 per cent, more than the average advertising cost of selling factory products. Of course, as in the case of original sales, the costs vary, running from a matter of cents to as much as \$100, but the average is in the neighborhood of

Second-hand motor car advertising it is estimated, amounts to something more than \$5,000,000 yearly. Some believe that it will be half again as much, but \$5,000,000 is thought to be conservative.

While the advertising cost per car has been fairly well worked out, on first sales, there is no rule to go by in arriving at an advertising appropriation for the resale of a second-hand machine, except the general one that the dealer should come out even.

Some dealers pay all of their own advertising expenses, while others divide it with the factory, up to a certain amount, say, \$1,000 to \$5,000 a year. On the other hand, some factories, relying on the judgment of dealers, stand all of the local advertising expense. Others divide with the factory regardless of the amount of money expended for newspaper advertising.

In effecting a sale, where the prospect already has a cur, it is frequently necessary to take the old machine in This is done wholly at the risk trade of the dealer, the factory declining to participate in any exchange arrangement. The dealer must effect the exchange on a basis within his commission, walch usually amounts to 25 per cent. If he is selling a car worth \$1,-

G. Vanderwater, Passaic (N. J.) Herald; C. P. Peers, managing editor Bridgeport Post; W. Lee Tuller, White Plains Reporter; George R. Gould, New Haven Itegister: Wm. Greene, automobile editor, Washington Post; F. H. Burns. Boston Evening Record: C. O. Reville, automobile editor, Baltimore Bun; H. H Robertson, Newark Ledger; Douglas Hawley, Dallas (Tex.) Times-Herald. E. C. Mason, Rochester Herald; J. C. Welch, Dallas (Tex.) News-Journal and Galveston News; Charles H. Higbec, Chicago Excuence; John Dempsey, Boston Herald; S W. Dubots, St Louis Past-Dispatch: Albert H. Oisen, Chicaro Examiner: A. H. Story, Philadelphin Record; George S. Snyder, Pittsburgh Chronicle-Telegraph; Howard S. Fish, Washington Star; John A. Cleary, Philiphelphia Ledger: Anton Renson. Harrishurg (Pa.) Telegraph; W. E. Hartwell, jr., Boston Globe; W. E. Berland, Pittsburgh Leader; J. R. Scalore, Chicago Daily News; R. W. McLaughlin, Chicago Hernid; R. E. Taylor, New Haven Journal Courser; Paul Frank, Chicago Daily News; "Si" Grogati, Chuago Dally News: Washington Herald, John H Ische, Secuntor (Pa.) Republican, C H. Poster, Providence Journal; John C 12 bens, St. Laute Glube-Democrat; Frank B. Bull, Indianapolis Star; C. W. Biddle, Philadelphia Morgen Gazette and Demokraf; Wm Scott, Baltimore American, New 1) K. Roberts, Orleans Daily States, and others

600, his commission amounts to \$250. The chances are that he is taking in exchange, as part payment, a car of lower price, repurchases usually being of higher priced machines. If the old motor was valued originally at the same price for which the new one is going, it is necessary to take the old one in trade well within the commission of the dealer, usually in such a manner as to permit of the payment of some cash, especially if the dealer has no purchaser in sight for the old second-hand car.

In soliciting advertising for these second-hand motors, the dealer is frequently at a loss to know just what percentage of the price for which he sells the old machine should be applied to advertising. The newspaper advertising manager does not always know, The consensus of opinion of agents who visited the automobile exhibit in New York this week as well as the automoblic advertising managers of newspapers who attended, seems to be that at least \$20 should be allowed, though there are exceptions to the rule.

CLARRIFTED ADD OFFICE URBS.

In one southwest city, for example, the classified columns of the newspapers are used to excellent advantage. the resale seldom costing more than a few dollars, and ranging upwards to perhaps \$10. Some dealers, realizing the value of newspaper advertising in giving quick results, adopt the same aggressive methods, in disposing of second-hand cars, that they pursue in effeetive original sales. They take a fullpage advertising in a newspaper, setting forth the merits of the car they have, adding the cost of the advertising to the machine. In this way they focus the greatest amount of attention on the second-hand motor in the shortest possible space of time, and if more than one person is looking for such a bargain, the element of competition between huyers brings about a sale. Experience has shown that it is not even necessary to sell every old machine at an average advertising cost, or for a stated amount on the trade price. A dealer may sell one machine at a profit; and another below cost, but, so long as his average protects his commission, he does not care what the cost of advertising may be.

There is no set rule, except the very good one that \$26 per car seems to be the amount of advertising necessary to effect a resale of every second-hand machine taken in trade.

ADS AND COST OF LIVING

Agents May Be Called Upon to Defend Publicity Expenditures.

National advertising agents were urged to prepare to answer charges that advertising serves no economic purpose, which may be made in connection with a possible Federal investigation of the high cost of living, at a meeting of the Boston Advertising Agents' Association in the Exchange Club in Boston.

President A. W. Ellis, of the organization, told the members that a Federal probe would involve a searching inquiry into the justification, as a selling force, of the annual expendence of nearly a fullion dollars in advertising. serted that advertising agents should be ready to meet with facts the charges that advertising is nearly an added burden to the consumer of advertised products. Such facts are available, he said. By a unanimous vote the gathering offered its support to the punishers or caroxations on whom primarily rests the torrelets of defeater.

DAILY PAPERS TO GET BIG AUTO ADVERTISING

Manufacturers Appreciate Pulling Power of the Newspapers, and the Service They Place Back of the Space They Sell Biggest Year for Auto Adv

BY WILLIAM A. PRITCHARD.

Detroit Manager for Taylor-Critchfield-Claune Co.

There is no question about this year's Automobile Show at the Grand Central Palace going down into history as the biggest thing of its kind ever held. Not only did the show make history, but a whole lot of automobile history was made at the show.

It was not only the surface work, but it was the serious-minded, minute-byminute attention to business that char. acterized the event as unprecedented.

Heretofore, the average automobile manufacturer has looked on the New York Show as more or less of a publicity affair and Chicago and the other shows as selling events.

This year there was a bigger attendance by many per cent, of dealers at the Grand Central Palace than ever before. In fact, a selling pace was set that it will be difficult for the other shows to equal. Many things entered into this. It will be necessary to go back a little bit to discover the reason for this change of attitude. The majority of people, primarily the banker, have bloked on the automobile-until the last two years-as a luxury. It was a pleasure vehicle. But the strenuous business life of the day-the man's fast convenience on the part of the prosperous farmer-have combined to change this frame of mind until to-day the automobile has taken an unshakable place in the economy of the country.

SALJOS UN PROPEDENTIED.

Again this has been a wonderfully prosperous year. Everybody seems to have money, and the accumulation of money has its first vent in the purchase of a motor car, with the vast majority.

The dealer has recognized this, with the result that he is now mighty particular about the car he handles. He does not want to depend entirely on this or that salesman to tell him either. He wants to see for himself -and there is no better place than the show where he can look them all over and find out just what he wants.

From an advertising standpoint there has been a peculiar evolution, as far as the automobile industry is concerned. It is not necessary to go back more than a few years to remember that nothing but the publication of wade national circulation were sectionally considered as an automobile medium. Then some of the smaller publications the monthlies of standard size the women's publications-the periodicals or masszines with small town circulation all came in for their share and still do.

APPRECIATES NEWSPAPER ADVERTISING.

The early stage, however, showed little attention paid to the daily newspaper. As dealers became more numerous and stronger, however, they began advertising in the daily paper. The factory, slowly, but surely, appreciated this immeasurable power, until today the dally newspaper has captured a position of prejuinence for this class of advertrung. This does not mean that the national mediums are nedected or with be. They are and always will be a

(Continued on peop 24)

ASSOCIATED PRESS SEEKS INJUNCTION TO PREVENT NEWS LEAKS TO INTERNATIONAL

General Manager Stone, of A. P., in Bill of Complaint, Charges International News with Systematic Pirating of Foreign Dispatches, Citing Specific Instances and Describing Methods Used-Manager Frank J. Wilson, of the I. N. S., Promises Lively Fight in Defence of His Service.

HARGING that the International these members to violate the by-laws News Service has been "pirating" their news, the Associated Press has secured from Judge A. N. Hand, of the United States Instrict Court, an order requiring the International and its officers to show cause why an injunetion should not issue enjoining the Association. "Its officers, agents, servants, employees, assigns, and all others acting for them" from "inducing or procuring any agents or employees" of any A. P. member to communicate to the defendant (International News) for a consideration or otherwise, any news received from the A.P., and from "purchasing, receiving, selling, or transmitting the same," and for "such other and further relief in the promises as the nature of the case may require."

The bill of complaint, together with five affidavits, takes up a printed book of tifty pages, time affidavit is made by Melville E. Stone, general manager of the A. P.; one is made by Fred. W. Agnew, up to November 20 last manager of the Cleveland office of the International, and the other three by employees of the A. P., who have at frequent intervals worked in the New York American on the Morkrum receiving muchine of the A. P. All of these affidavits furnish the material on which the bill of complaint is based, and all of them, to a marked degree, subs antiate the charge of the A. P. In addition to these, it is understood that the A. P. is in possession of a number of other affidavits, covering a long period of time, and every one substantiating the claim of the A. P., that the International has been continually and consistently "pilfering" the A. P. news, and that this was accomplished by "bribery of employees and through other wrongful and illegal methods."

MR. STONE'S COMPLAINT.

In the complaint Mr. Stene alleges that "ever since the organization of the defendant (the International News), it has constantly and continuously engaged in the practice of obtaining unlawfully, and in some cases corruptly, and without any substantial expense to itself, the news which the Associated Press has gathered at very large expense for the use of its members, and appropriating the said news," that they sold and transmitted the said news to their own clients as if they had gathered it themselves, and that in frequent enses. International elients had been able to punish that news simultaneously with or prior to its publication by members of the A. P. The complaint then continues and states that "this practice" was pursued by numerous methods, citing among them, that it (the International News) arranged with telegraph editors and other emplayers of newspapers, owned or represented by members of the A. P., by which, "for a consideration regularly paid," they communicated to the 1 N st different items of news as soon ns it was received and before its publication by the A. P. papers; the memberships held by representatives of the New York American, San Francisco Examiner, and Los Angeles Examiner, and has unlawfully induced

of the A. P. and to disregard the secret and confidential character of the news transmitted to them, in that they per-

tant foreign news, in large part by bribery and corrupting employees of members of the Associated Press, inducing them by such bribery and corruption to secretly and furtively furnish to the I. N. S. the current news of the day as supplied by the A. P.," Mr. Stone states that the "principal and most flagrant case of such corrupt arrangement and the principal source of such leakage of news, has been through an arrange ment between the Cleveland office of the I. N. S. and employees of the Cleveland News, which receives the service of the A. P." He states that for a considerable mitted representatives of the L. N. S. time the L. N. S. has had an arrange-

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHEN AN UNDERST CREDETOR IN HOT ON HIS TRAIL-THE DRAWATE EDITOR'S FIANCER'S WEALTHY FATHER DROPS IN THE & CHAT.

to copy news immediately on its reccipt from the A. P. and to sell and transmit the same to I. N. S. customers. and clients prior to the publication of the same by A. P. members; that it has copied the A. P. news from early editions, and has sold and transmitted the same to I. N. S. customers throughout the United States, and that by taking advantage of the difference in time between the Eastern and Western cities, been enabled to supply its Western client at the same time and even prior to the time it was received by A. P. papera.

ALLEGIATIONS AS TO METHODS USED.

The principal must of the story, as outlined in the bill of complaint, however, deals with actions in Cleveland, O., and New York city The two papers involved are the Cleveland News and the New York American. The American is owned by the same interests as the International. In Cleveland the management of the paper is not involved, the only charges being against certain employees, principally in the telegraph department. After reciting on information and belief in his affidavit that the 1, N. 8 "gets the news which makes up the daily reports, and especially impor-

ment with the telegraph editors of the Cleveland News, by which for a consideration, regularly paid, such editors have telephoned or otherwise communicated to the I N. S., important news as promptly as it was received. In support of this contention Mr. Stone reproduces in his affidavit a copy of a letter dated November 21, 1916, from Barry Farls, the day manager of the L. N. S. in New York, to F. H. Ward, the new manager of the Cleveland office of the L N. S. reading as follows:

"Agnew had an arrangement somewhere in the Cleveland office whereby he could tip us off on big news stories that the Associated Press was carring

"I wish you would find out from him just what this connection was and if you can make use of it. It proves very valuable to receive a tip on what the A. P. is carrying as soon as it puts it out on the wire. Don't mention the A. P. in any messages of that kind, but a maly say 'Ansonia carrying fifty dead Pennsalvania wreck near Pittsburgh,' or whatever it may be,"

Ansonia and Apathy, it is alleged, were the code words used to mean the N. Y. AMERICAN AN A. P. CLIENT.

Continuing, Mr. Stone states that these employees of the Cleveland News were only paid "the trifling sum of \$10 per week for betraying the interests of their employer." As to the New York office, the affidavit states that the New York American receives the A. P. service through the medium of a printing telegraph service, that such service is confidential, and the New York American has no right to permit the news so conveyed to be delivered to unauthorized Despite this, however, Mr. Stone alleges that it has been customary for representatives of the International News to copy regularly from the machine in the New York American office, such news as was received from the A. P. and to "sell and transmit the name to its clients or customers."

The statements made by Mr. Stone in his affidavit, particularly in reference to the Cleveland matters, are substantiated in full by Fred. W. Agnew. Mr. Agnew states that he was in the employ of the International News from January 17, 1914, for one year as a telegraph operator, and that from January. 1915, to November 20, 1916, he was manager of the Cleveland bureau of the I. N. S .- Since that time he has been a telegraph operator. He swears that during the entire time that he was connected with the L. N. S. office that they had an arrangement with B F. Cushing, telegraph editor of the Cleveland News, 'hy which, for a consideration regularly paid" to Cushing, that Cushing "delivered to the representative of I. N. S. at Cleveland information in respect to important items of news which had been received by the Cleveland News from the Associated Press." He also states that later they had an arrangement with T. J. Thomas, assistant telegraph editor of the Cleveland News, by which Thomas telephoned the items to the I. N. S. office. Agnew further states that, immediately on receipt of these items from Cushing or Thomas, that he at once wrote the same out and transmitted them by wire to the main office of the I. N. S., and that the same was sent out from there "to their clients and customers."

DISSERVATION SYSTEM.

Agnew cites a large number of instances where such dispatches were received from Cushing or Thomas, giving copies of the dispatches and messages, with days and dates. Two in particular he cites to show how mistakes were rectified. At 12:11 A. M. on November 22, 1916, he says, the A. P. sont to the Cleveland News a dispatch announcing from London the sinking of the British hospital ship Britannic, with a loss of eighty lives. At about the same time the Pittsburgh office of the 1. N. S. bulletined New York naming the ship The New York office sent Britannia. the dispatch out as the Britannia. receipt of this bulletin the Cleveland office wired New York, "Apathy calls ship sunk Britannic. Ward." (Agnew here interjects that Apathy is the code word for Associated Press). On receipt of this message, the New York office sent out a dispatch stating that the versel sunk was the Britannic, not the Britannia, Another dispatch on November 25, 1916, telling of a road on the English coast by German vessels, had the armed trawler Nazzel missing. When this finally reached New York through the usual channels outlined above, it had the warship Neptune missing Later Cleveland was queried as to the correct name some one in the Quadand News was solved about it, and the cor-

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BUCKEYE CITY EDITORS MEET AT COLUMBUS

Second Annual Convention of Organi astion Whose Membership Includes Resementatives of Majority of Live Daily Newspapers of Ohio-Have

Code of Ethics. Columbios, Ohio, to-day and to-merrow, will be discussed. The Association in composed of the city editors of the dalles of Ohio, and this will be its secend annual gathering. In addition to the large active memberable of city edifors, the organization has an associate membership composed of manufacturera, business and professional uses. The officers are Civile P. Steen, of the Lima Daily News, president; A. J. Hansmond, of the Youngstown Telegram, vicepresident; Mary A. Young, of the 81dney Daily Josephal, sperstary; A. M. Minchell, jr., of the Martin's Perry The president, tosether with A. F. Hardman, of the Findlay Republican, C. E. Ayers of the Mt Vernon News; P. H. Ward, of the Columbus Monitor, and Lucas J. Beecher. of the Toledo Blade, compose the exgrasses of the convention was publish-

M NEW CHIANGEATHER. The Obje City Editors' Association was regarded in Murch, 1916, at Liess. Chio, after a two days' session. Just force these office officers of manufacture in Ohio, including four women, registered and attended that season. The conetitution of the Wisconsin Am of City Editors was adopted, which allows copy readers as well as city ediform to become members. After bearing a number of good talks on subjects of Interest to powspaper men, the Associa-That we fover the drafting of a code of professional othics to be made a part changes without credit, the publication of unfounded russers, and in favor of the general south of the traditions of

"That we consider accuracy the prime requisite of the journalistic profession, facrease the confidence of the reading

believe all efforts should be made to extend the membership until we shall cannt as members all eligible men in Ohio, the better to spread the princiexchange ideax hear expert evidence from the leaders of the profession and encourage greater personal acquaint-

News Phonographers Dined At the third annual dinner of the New

York News Photographers two honthe Imperial Russian Sailet. The comchalcoun; A. C. Doff, secretary; W. Warnecke, transcer, and Philip Leur The dinner was unique, in that no



ON C. SELTS is a master of newspaper economy. He couples efficiency of effort or expense. He is a man of amazing activity, who understands New time. Mr. Sells thicks in terms of facts. There is no guess work in his met lieng to be recucated with-and relied upon. Here one sees the offers of his early investigating turn of mind, digs does and works constantly, he is always disovering something pre. When he concentrates on a problem, he reasters it, onfronts the newspaper world, it is usually discovered that fron secta either has previously worked it out, or has progressed so for toward a solution that it is a sealter of but a short time before he can effer a remedy. Mr. Setta was one of the first to realize the value of the again-line cost to the readuction of a during the shoulder on type used in the text, and by elitainating the shoulders from the rules placed between want sile. The eaving in each case was recall, Because of his practical knowledge of the business, he is familiar with evto such an extent that when the present-day increases in the expense of daily repaper publication broke with starting sufficences, it was found that Due papers he manages. If some publishers were cought rapping, the World was

Nelts-his friendships. He is a man of strong personality, who altracts and

TRISTATES PAPER MILL

Publishers Asked to Meet Next Week Letterman, Ny., January 6-H. C. Chargett of Middlestons Ky, has writ-

tucky, Tennessee, and Virginia to more in Middlesbero on Hatunday surnias. wene effort to establish a paper pulp still near Middlesboro, to manufacture Kentucky, Tennessee, and Virginia organization of this kind in the only relation of the news print pager situarion. The pine and other pain produc-

dured in 1912 a book entitled "The Burearly American navy fame, that occuin yerse a series of historical facts, For nothing but facts, that Mr. richt has forged to the front. He considers it oil very storple, and it to-to Mr. Selia. others, and most of all to his many perand smoothly, francant so a breath of gentle breeze, his the 'Northern Lights,' which he we'd 'er the billions

Monthly Somewhere north of the Pale, you know, The give owner up when the one goes down. White or block or fixture. Her as lear on the number sphray

When we there a setted to brigh the gloom. We steel but a bit from the dynamic

The picture showing Mr. Seits at his

CIRCULATORS ENDORSE TERRITORIAL IDEA



Weiner, P. P. Vern, D. T. Williams, C. F. Bridey, H. L. Prickenbarn, Harry Block, Gen. H. Raynebla, vice-persident; cofficial attempts person J. W. Nolan, W. B. Pitchett, E. F. Burjer, J. A. McNiel, president; T. J. Marcney, Eile, Clans, F. B. Lynch, L. P. Montinen, J. M. Luling, M. J. Julien.

EASTERN CIRCULATORS MEET AND ORGANIZE

New England Association of Circulation Managers Lausched at Springfield --Lively Discussions Marked First Seaalso: Charter Membership Represen-

titins, and Quick Growth Auerosia. We Williamship, Janeary Le, Buship on the Williamship of the Hotel Kolman in Refrigerick, Many, which was attended to a heast towards for a of the more promised towards towards for a distinct towards managerier of Manusch towards for a distinct towards for a distinct towards for the towards of the towards of the towards of the control of the first field of the first field of the first field the field of the f

from the control of t

One of the first matters brought up was the non-criters proposition. Among the papers represented who do not al-

the papers represented who do not allow returns were the Waterbury Bernoceal, Waterbury Espablicas. the Recitative Dairy News. Bridgeport Post. Vietgram, blardierd Tisses, Werconter Cassette, Hardford Cuesant, Werconter Date, and New Bedderd Standard. The subject was thereughly discussed and many suggestions were offered. Quite

annihally citting their continuously like exchanges, and corresponded in the exchanges and corresponded in the exchanges and corresponded in the exchange and continuously continuously continuously continuously continuously continuously continuously control pages over continuously continuous

time, and that the advertising department comparate to the extent of seeing that it reactes the comparing room early.

View or SULLIPINA,

Abother informating suggestion on leafwilling was attenually the offer-

inviting was along to count only when currently office. They should not come certainly office. They should not come certainly office. They should not come certainly information in a door, reduced information in the succession in the control of the country of th

Postion.

During the luncheon the Recognists of materials Areong the latest reported Republican very generously supplied are the following: In New York—Synauck mander with a survenit in the case Jeersal After Enterprise. New

or shape of a leather rigar case filled com-

Those present were:

H. M. Wheeler, the Times, Hartford,
Conn.
P. F. Velta, the Courant, Hartford,

s H. C. Webser, the Courant, Hartford,
d Conn.
a E. F. Dwyer, the Post, Hartford,
c Conn.
y F. M. Johnson, the Tauxton Gasette,

Tannico, Mass.
George H. Reynolds, the Biardard,
New Bedferd, Mass.
1. M. Harranood, Ir. the Transcript,
Boston, Mass.

Charles M. Behodeld, the Gasette, Wercester, Mana.

If A. Wenige, the Post, Wercester, Mana.

J. M. Laing, the Telegram, Lawrence,

Mass
D. T. Williams, the Transcript, North
Adams, Mass
P. B. Lyuch, the Democrat, Waterbury, Cons.
L. F. Ministeran, the Republican, Wa-

L. F. Minnienan, the Republican, Waterbury, Coan.
J. A. McNiel, the Post and Telegram, Hridgeport, Coan.
Thomas J. Maroney, the Journal.

John W Notas, the Union, Springsheld, Mass. E. H. Beach, the Republican, Hydrig-6-54, Mass. M. J. Jairen, the Dully News, Spring-6-54, Mass. Harry, Stocks, the University Spring-

C. P. Hosley, the Register, New Haen, Conn.

Lowell, Mans.

Newspapers from all sections of the consists conflicts to raise their weekly and monthly subscription prices on account of the great increase in the coar of materials. Among the latest reported see the following: In New York—System

ord, Balabridge Republican, Senyrna Press, Sherbourns News, Edweston Loolog Tribune. In Prencyleans.-- A toons Tribune and Times morning, and Mirror afternoon; Butler Engle dally Times, Bloomsberg Morning Press. Times and Giste, Stroudsburg Times, In Herald and Morning Journal, Martin's In Kentucky-The Louteville Courterenstore, and Lexington. In Indianaeing News Logansport Beperter and Gazette and Evening News, Bochester Daily Reguldican, Laforette Journal, Bedford Evening Democral, Gary Titleane and Post, Tipten Daily Tribune. In Maryland-The Comberland Evening

Bertin See, Unadilla Times, Belowy Sec.

Told Newsbeys to See

Magneran Merzylo, on New York, in deschaping two positions for willing papers in the subway a day or two skin and "This say shaded never hear here and "This say shaded never hear here and see the company for false arrows are that setting consequence in the said are the company. The false arrows are that setting consequence in the said of the consequence of the said setting the consequence of the said setting the consequence of the said state of temporary. "Other duttion, created that he saw the how point passengers in endrances to dissons of their papers. "Thirt is faithful point passengers in endrances to said the said state of the said state of the passengers of the said state of the said state of way through adversar executive," exterior

Bengrathe \$5,000 to Newshor

At Namert, N. Y., arrong the leave deletion of the will of the late I'm J. Norton is Homer Kustler, a resemble, aged states. He restress \$200 for roading the newspapers by Tay says! I'm More for two years before he deal.

SYSTEMATIC ECONOMIES NOW THE VOGUE IN A MAJORITY OF NEWSPAPER OFFICES

More Reports from Circulation Managers as to Methods Adopted for Eliminating Waste—Distribution on Cash Basis—Some Dailies Carry Less Text Matter and More Advertising—Exchange Lists Vanishing—Free Copies to Advertisers Cut Down.

Reports from circulation managers of daily newspapers in every part of the country show the radical steps taken by publishers to do away with avoidable waste of white paper, and to adjust aubscription rates to meet the need for additional revenues.

MORE ADVENTIGENCE; LERS READING MATTER.

J. P. Junco, Circulation Menager of the Moron (Go.) Telegraph:

"We have eliminated all returns from news agencies, gone up on the price of our subscription, almost entirely climinated foreign newsdealers, and have restricted to a great extent our credits, which heretofore have been extended to every one on most liberal terms. We are randily working our way towards a strictly paid-in-advance basis. However, this is very hard to accomplish in this section. We have increased the percentage of advertising in our paper from approximately 50 per cent, to approximately 60 per cent., and for a while we eliminated the comic section. We are keeping a very close watch on nll waste. For a number of years the Telegruph has made everybody, even employees, pay for his paper, which, of course, meant that we had no complimentary list to discontinue, and our exchanges, correspondents, and advertisers' list has been cut to a minimum."

"Brokomt our Watchword."

G. E. Hough, Circulation Manager of the Mushoger (Ohla.) Placete;

"A few changes we have made recently have saved us money and print paper. Returns from all newsdealers, agents, city dealers, etc., have been discontinued, and which resulted in an increase in circulation from a large number of dealers. The railroad news companies have increased about 20 per cent, since the discontinuance of the return privilege. Exchanges were chiminated, and those desiring our paper paid our subscription price, and we theirs, where their paper was wanted. All sample copies were cut out. Complimentary, service, correspondents', office use, and advertisers' copies were cut to the minimum. Department stores which had been given several copies are now allowed only one and charged for all additional they may need. Mail subscribers in arrears over thirty days were cut off after a vigorous solicitation for renewal, which resulted in a large number paying up and renewing after their paper stopped. Our policy soon will be 'stop at expiration.' Then, too, our mail subscription rate was increased from \$4 per year to \$5 per S POLE. Print paper left on cores is stripped off and used for wrappers in our mailroom. While this paper is not used for all, it is, however, used for the majority of bundles. A saving here of n neat sum in a year's time. Economy to our watchword."

"NO PROBLEM TO PACE."

Educa L. Mimpisine, Circulation Manager of the Bon Jose (Cal.) Marcacy-Herald:

"We have no problem to face, inasmuch as we have a contract for paper at a reasonable figure that does not expire four years; and we have, during tenst years, put into effect such econoes as we consider consistent with

-1 business policy."

PROTECTED BY CONTRACT.

H. C. Bottorff, of the Secremento (Col.) Union: "The Union is fortunate in having a contract that extends over a period of some little time, so we are not confronted with the increased cost of news print at this time. Notwithstanding this fact, we have reduced our waste circulation to a minimum. Have cut off a great many deadhead copies, advertisers, and other sources, and reduced our return privilege to newsdealers to the lowest point to which it has even been cut in the history of the paper. We find that this has not affected our circulation to any extent, and when we explained the reason for doing this to our dealers and agents, they have been very prompt in cooperating with us. and cut off their surplus to the very lowest possible amount. We also made a considerable saving in our pressroom on our waste. We have also arranged to keep the white waste at a low point, and are utilizing every scrap of it for our various departments. We are also using printed waste for wrappers for our mailing-room bundles, and find by double-wrapping these bundles it answers the purpose and saves buying kraft paper."

NO ROOM FOR IMPROVEMENT.

B. P. Hopwood, Circulation Manager of the Partiand (Gre.) Oregonian:

"It is the system of the writer to have the circulation department working at all times so that the waste is at a mindmum, and when the shortage of white paper occurred there was nothing that we could do to cut. We think it the duty of every circulation manager who is on his job to work at all times as we do, for if he does not, he is of but little use to his publisher. Horry that we cannot accommodate you with a big story of saving."

USING SPORTED COPIES.

P. M. Hatch, Circulation Manager of the South Bend (Ind.) Tribune:

"We have met the crisis in news print prices by trimming in every direction where we could make enough of a showing to warrant it. In the first place, we stopped all returns to the outside dealers of any and all descriptions; next we cut the central news agencies in South Bend and Mishawaka to such a minimum that the returns will not cut very much figure in the present dilemma. In the press room we ran the rolls a little closer so as to use them up entirely, as far as possible, even though we had to alack up a little to get down to the end of the roll. Then we took spoiled copies out of the waste-basket that were good enough to use for the free advertising exchange list, and in many cases they were plenty good enough to take the place of papers that would go into the mailing room for the regular issue. The Tribune has always been on a basis where we delivered most of our circulation to the homes of people, either by carrier or by mail, so that the return, waste, and complimentary list has never been as large with us as if we had been selling a larger percentage to dealers who have transient trade, or street salesmen who cannot tell from night to night very closely as to how many they will actually require to meet their demand. We have made progress in cutting down

the waste and returns. Our complimentary list has always been kept to the very closest mark consistent with what is due from a newspaper to patrons that are directly connected with the management or ownership of the paper."

CHANGE IN PRIME TO SAVE PAPER.

J. F. Bason, Bariness Manager of the Grand Forks (N. D.) Hereld:

"I have noted with interest your reference to saving of news print, and after reading the many methods that have been used, I believe that the Grand Forks Herald has adopted most of them. For example, we have cut off exchanges, put our correspondents on a paid basis, sending only copies containing their ad to the advertisers, and have cut down our service copies very materially. In addition to the above, we have spent approximately \$600 in changing our Goss press to that we may save 4 inch on our 334-inch rolls and % inch, at least, on our 50%-inch rolls. In addition to the above, we go on a strictly stop-at-expiration policy on January 1, and in this manner eliminate at least a few people who do not seem to incline to settle for a newspaper. If your organization can induce many small city papers like the Heraid to adopt similar methods, I am positive that the grand total of the saving in the print paper consumption will he very material to the world supply of paper."

RATES INCREASED IN SVANSVILLE.

H. F. Buller, Circulation Manager of the Krunsville (Ind.) Courier:

"Since June 1, 1916, we have cut off all return privileges, and abolished the exchanges with all daily and weekly newspapers; we pay them the full price for theirs, and they pay us our regular rate, and have no complimentary copies. Increased the price of the Sunday Courier to news dealers from two and a half cents (2%c.) to three cents (3c.). Increased the price on all mail subscriptions from three dollars to four dollars for the daily, and from five dollars to six dollars for the daily and Sunday. Cut the number of copies to advertisers in half; adopted a special file for damaged copies for office use, and a 10 per cent, increase in local advertising rates October 1, following a 10 per cent. increase one year

ISSUED UNDER DIFFICULTIES

Bucksaw Helped to Get Out Montreal News and Mail.

A good story story comes from the mechanical department of the Montreal Evening News and Morning Mail concerning the getting out of a four-sheet which was accomplished under great difficulties owing to the fact that the heaviest sharoholder had withdrawn his support which in turn caused temporary suspension until other financiers could be interested and a reorganization of the paper could be accomplished.

On the morning after the papers had suspended the former publishers wished to announce to the public that they were securing new capital to reorganize, and to this end with a depleted staff four pages of news matter were put into the forms. The plates were cast, but when it came to going to press there was only rolls of eight-sheet paper in stock. There was no way of cutting this and with only four pages of news there was a problem. Finally some one suggested a bucksaw and after a protracted hunt this was procured and the roll was sawed in two, the press was started and the four-sheet came out to the public delight.

SELLS NEWSPAPERS WITHOUT NEWSBOYS

Papers Left in Sacks Are Taken by People of Rochester, Who Deposit a Coin, Few Failing to Pay- Plan Doos Not Affect Regular Sales and It Is Obviously Appreciated.

Belling papers without the aid of a newsboy has been successfully accomplished in Rochester by the Herald. Twenty papers are placed in a sack, which is hung in a pele, or from a tree branch, in sections of the city not featurable by newsboys because patrons would purchase at such irregular intervals as not to make it profitable for a boy or a dealer. The sack fills the bill, does not lose patience, and is always on the job. It carries the sign of the Rochester Herald, beneath which is printed, "Take Paper and Deposit Coin in Coin Receptacle."

Very few papers have been taken without payment. The average sales amount to 35 cents per sack. In sections where all the papers are taken, a second sack is utilized, and in some as many as forty papers are sold daily. Should the number only run fifteen on the average, instead of twenty, the number left in a sack in a given district where the sales are slow may be reduced.

Investigation among news dealers, who would complain if their sales were affected, reveals the information that they have not lost through the additional sales made in this manner. Thus, the conclusion is reached that these sacks serve a class of people who either wont without papers before, because they did not go out at a time when they could not be served, or because they did not go out at a time when they could find a newaboy on the streets. In the isolated sections of the city the plan gives the best results, and seems to fill a want.

The new method has met with such success, that all of the outlying and isolated sections of the city are being covered, increasing the daily volume of sales, besides the advertising value that follows from the signs on the sacks.

The papers are sacked at the Herald office in the morning, and delivery is made by means of motor truck. Later in the forenoon another trip is made, to collect the sacks and bring them into the office, where the "returns" and the receipts are counted.

HEARST-PATHE NEWS PICTURES

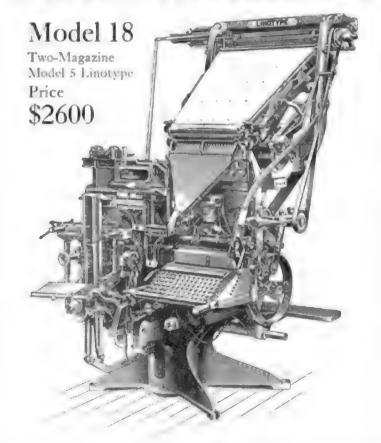
Combination of Interests Increases D'stribution of Current Motion Pictures.

The Hearst International News Pictorial Service has Joined with Pathé News, under the name of Hearst-Pathé News, combining their facilities for the collection of pictures and booking. The Hearst International News Pictorial organization will continue in the future, as in the past, to make its daily record of pictorial events, as will also the Pathé News Both will be sent, however, to the producing exchange of Pathé. for putting in the form of films, and from which points the bookings will be combined under a single distributing organization, giving greater outlet to both. The first releases of the Hearst-Pathé News were made January 10.

Former Newsboy Gives Dinner

Henry Stanley Haskins, a New York stock broker, who started life as a newsbay, gave a dinner to sixty members of the Hoys' Club, at 16th Street and Avenue A, on New Year's eve. Mr. Haskins and several of the young guests made speeches after the dinner.

DEPENDABLE & DURABLE



The



More than 33,000 In Use

World's Greatest
and Best
Composing Machine

Inexpensive of Upkeep-8c per day Will Maintain it

EASY TO BUY — EASY TO OWN

New Linotypes \$1750 and Upward

CONSIDER now your present and future needs and ask our nearest agency to send you the full particulars, or a qualified representative to consult with you

Used and Rebuilt Linotypes \$1000 and Upward

Buy The LINOTYPE—The Machine That LASTS

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue SAN FRANCISCO 646 Sacramento Street

TORONTO: CANADIAN LINOTYPE, LIMITED

NEW ORLEANS 549 Baronne Street

WORK IN JOURNALISM DESCRIBED IN REPORT Secretary of the American Association of

14

Teachers of Journalism Besias Dearriation of Instruction in Journalism in the Different State Universities ... Will Be Mentioped Alphabetically. Desirates with this lasse of Tone Engineers with this issue of the Marron and Pursaners, the secretary of of Journalism will begin a report on the instruction in journalism in the

colleges and universities of the United States. The different institutions will with the State universities The University of Arkansas at Fayattanting at the present time, offers no Instruction to journalism, but next year

will give a three-hear course in "Newstanar Writing." J. W. Evans, who is now an assistant professor of journalism at the University of Kanson is credited with baying given the first in-Although the largest of the State

educational institutions, the University of California offers no instruction in innsion division. The extension courses they consist of fifteen one-hour sea sions for fifteen works. The subjects considered are news-gathering and news, writing, feature and emplicate writing. Every eight weeks new class-

Edgar P. Sullivan, instructor, who is in charge of the extension courses in Journalism, reports that he has this year three classes with fifty-three studenta two correspondence courses of

and two private and long-countlished short-story clubs, one having on enreament of 20 and the other 12. correspondence at California. The riety of people, from the editor of the

Pacific Coast Journal of Norsing, contributors to Life, Scripper's Smart fiet, and twelve minor magazines, to secretaries who handle considerable correspendence for the Bouthern Pacific and benevolent accietics, the Chiffernia. representative of the leading centertionery periodical of the West, and the

During the coreleg summer, Colla V Dyment, the newly appointed head of the department of Journalism of the charge of the instruction in journalism ment acted as assistant to L. N. Plint. acting head of the department of jourwho was in charge of the journalisms editor of the Nation's Business rea-

of Kansas, is credited with having givjournalism at the University of Cultallien at the University of Colo-English. Twenty-four students are ex-

O. W. Weaver, a graduate of Kanesa State Agricultural College, recently accepted a position to do editorial work and teach agricultural journalism to rence, Kanthe University of Plorida

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ. Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus. The second secon

DIRECTORY OF TEACHERS OF IOURNALISM

(Continued from Lost Work) CENTRE, HARRY E. Assistant Profes. nor of Journalism, Boston University. Hesten, Mass. COLLINS, WILL B. Instructor in Journalism, the University of Texas, Austle, Cuences, Jones T. Dean of the School

attle, Wash. (Gives course in "Newspartment of Journalism, University of Notre Dama, Notre Dame, Ind. ('muggan, Enserve S. Prodessor of trychology, University of Orogon, Eu-

(Olves course to the "Paybology of Advertising.") Chawwoo, N. A. Profusace of Jourcallent, Kanaaa State Agricultural Collegy, Manhattan, Kan-English and Associate Director of the

School of Journalism, Columbia Uni-CUNO, CHAR. W. Director of Journal on University of Denver, University

During August H. Assistant Profes fayette, 3rd. Address: West Lafayette. Danny, Res. John (\$4.), Parally

Park, Col.

Journalism, Marquette University, Mid-Days, Houny C. Professor of English, University of South Curolina, Cutera-

Davis, H. W. Associate Professor of Caglish, Kansas State Agricultural Col lege, Manhattan, Kan. (Gives instruc-Dallay, Acass J. Instructor in Print-

ing, University of Oregon, Eugene, Ore Dixor, J. M. Assistant Professor of Decrease W. W. Professor of Eur-

lish Kansas City Polytechnic Institute, Kansas City, Moof Chicago, Chicago, Ill. Drauger, Court V. Professor of Jeur-

nalisen, University of Overson, Eugene tes. After February 1: Professor of Journalism, University of Washington, Fixer, P. A. C. Ambitant Professor Remarks Languages, the University of Wisconsin, Madison, Wis. Address: 108 University Hall, Madison, Win.

Gives course in "Prench Journalism" (Ze be continued)

TO OFFER FIVE YEARS! COURSE IN IOURNALISM

School of Journalism at Columbia University, New York, to Be Placed Upon . Strictly Professional Bards - Instruction to Be Expanded from Four to Fice Years. liegianing with the productic year of

will be concentrated in the last three years: the fundamental translag to Sacreeds Lee A. White, Acting Head of English, history, occupanies, foreign will be extended and will occur the Colin V. Drunent, associate professor of journalism in the University of Oreyears will be given under the educagot, has been appointed professor of to bent syllesteleisted bug smilanuoi faculty. The first year of the new first two years will be given in 1919-20

> The programme of studies for the first two years will be as follows: Pirst year-English, Prench, or Ger-

> Second year-Journalism, French, or German (newspaper roading) history. the combined backelor of arts and bachelor of literature degree will con-

aubjects which must be offered by candidnies for the A.B. degree Women are admitted on the same the new course, as well as to the third

of the faculty of Ordentes Onlege will be affered for waven under the obscu-College. A Back Worth Owners

COLIN V. DYMENT.

COLIN V. DYMENT PROMOTED

Department of Journalism.

the department of journalism in the Washington, Statile, Wash, effective February 1. creds Lee A. White, acting head of the ecutive post on a large Eastern news. Mr. White has acted as bend siace the departure of Frank G. Kon-

The new bend is a Scotch-classifier sty of Turouto. After taking his degree Winsh, passing through the early landbeen days of the Northwest in the service of Washinston papers, notably the went to Portland, Orec, and until Oregon Daily Journal. In 1915 he was nyried to join the fartity in journalism MR, on leave of sheeter, and now oil

tor of the Nation's Business, Washing-

publisher of the Chesen's, decided to

ington, is non with the Kunsus City

rous people have pleasy of nerve, but

SUPREME IN NEW YORK

IN AVERAGE
MORNING AND SUNDAY CIRCULATION



Daily	Sunday	Daily and Sunday			
Average net circulation 6 months ending December 31.	Average net circulation 6 months ending December 31.	Combined average net circulation 6 months ending December 31.			
1916 357,691	1916 710,626	1916 409,481			
1915 286,950 Increase 70,741	1915 <u>677,178</u> Increase <u>33,448</u>	1915 342,091 Increase 67,390			

The above figures give regular net sales only. The American has no returns from newsdealers. No unsold copies.

The New York AMERICAN'S Sunday circulation Exceeds by more than 200,000 that of any other New York Sunday Newspaper. It exceeds the total aggregate circulations on Sunday of the New York *Times*, New York *Herald*, New York *Tribune* and New York *Sun*—all four combined.

The Morning AMERICAN GAINED in circulation during 1916 more than twice the aggregate gain of ALL OTHER New York morning newspapers combined.

The New York Herald reduced its price in New York City and suburbs from three cents to one cent last September. Since then its circulation in Greater New York has increased from approximately 30,746 daily at three cents a copy to approximately 70,980 copies at one cent per copy—gain by reduction in price, 40,234.

The New York AMERICAN has gained in the past year in New York City alone, without any special inducement,

61,212

The AMERICAN is a member of the Audit Bureau of Circulations. Its figures are, also, verified under oath in U. S. Government reports.

PHILIP T. DODGE, OF INTERNATIONAL PAPER CO. CRITICIZES THE EDITOR AND PURLISHER Well-Known Adventions Man to Source

Declares that Statements Have Been Printed Without the Slightest Justification, and that the Company he Represents Has Not Been Given Credit for What It Has Done to Protect the

facturer. It has a right to use its plants

there is demand and which it finds most

The International Company has made

eat sacrifices and has gone to great

submit that we have not been fairly Catil the end of last tree, where were

lishers were howling about the high-

Detroit Journal Change

has retired as general manager. He

will retain his position as director and

Coleman, who is well become in Detroit and the State of Michigan as a pobital-

(Mich) Press-Gazette, becomes a director in the Journal Company and as-

LOUIS WILEY IS BETTER

Within a Few Days. Leads Wiley, business manager of the

who have written to hier since he has

COLORADO'S WESK CHOICE

Numerous Newspaper Men Assumed

High State Positions This Week.

Outorado nexispaper men cuma strong-

logs predict that "Heemie" will

in this profition. He has appointed as

Duly Advocate, who was restorted a

whatever the minerity (the Herenhans are deing in the Legislature

Too many young men are educated beyond their ability .- Cattell.

now in session to Denver.

former publisher of the Postiac

sire-president of the company.

P. T. Dolor, President.

Supply of News Print for Publishers. INTERNATIONAL PAPER COMPANY. namer. The International Company is in NEW YORK, January 11, 1917. THE ROPES AND PUBLISHERS

I am at a loss to understand why you toust upon publishing in your editorial ternational Paper Company. On December 20 you maid that the International Company was "taking mabod on markings on kraft for a con-'Durhape this marks the turn of the tide and the return of the manufactur-

to their real customers. These remarks are without the slight-The International Company makes a great variety of papres. It may surprise you to know that the news business to the minor part of than ear-third of the net peofs. For years the price of news print paper has been an absurdly low one-so lew that the l'noted States, although a number to its course. It is custring all of its

Will be Able to Leave the Hospital been and should near by running on New York Times, who was taken down Lost year nearly 40,000 tons of news their contracts, at the old and low cona few days, ofter which he will bear.

treet grave, when it reeds have been the city for a short time. Mr. Wiley to there at over such higher prices, and to dictate and sign betters to friends more: that a number of them have tern in Pankruptey; and that of the Canutive mile, the largest one not only famed to pay dividends, but failed to

ly to the frust in handling the affairs most its bond interest. None paper was put on the free list of the testing of the publishers in the they of the fact that a Coverage of comand one of the best-known newspaper ratite reported that the cost of manufurture in the United States exceeded Auditor of Colorado. James R. Neland. the Canadian cost by more than \$5 per Secretary of Plate, and all the orways. States ralls. No industry has been make one of the heat records over made more culreground; treated than the news industry in the traited States

tested theraselves and who had never

SPROUL TO GO TO RUSSIA

sent American Firm in Moscow. Arthur Elias Spread, well known in



William H. Lows, vice-president and general manager of the Detroit Journal. in Moscow. Hermon & Hermon are the manufactors of intermediates and conducted on advertising agency in Hon-

Tanamany Against "Rider"

Taramany Hall box, through its extrative committee, gone on record as opposed to the Hamilall rider in the Post Office Appropriations 160, which would the States. The establishment of the a premium on the paper or magazine

nation colls on all of its messages in to have charge of the business of that Congress to oppose the bill in so far nay in the Hussian Empire. He

The Standard Union was the first paper in Brooklyn to give advertisers a detailed circula-

The first to join Printers' Ink "Guaranteed Star" list.

tion statement.

The first to give net figures to the Government.

The first to join the "A. B. C."

And now it is the only "A. B. C." paper in Brooklyn.

Almost everyone knows why.

Largest Morning Circulation in United States Largest Sunday Circulation in New England

The Boston Post's Greatest Year

Daily Post Gross Circulation Average, 1916

516,326

A Gain of 21,187 Copies Per Day Over 1915

Sunday Post Gross Circulation Average, 1916

359,341

A Gain of 22,494 Copies Per Sunday Over 1915

Display Advertising—Jan. 1 to Dec. 31, 1916

Stars (*) show the leaders at a glance—Count the stars

	BOSTON POST Daily & Sunday	BOSTON GLOBE Daily & Sunday	BOSTON HERALD Daily & Sunday	BOSTON AMERICAN Daily & Sunday
Amusements	* 444,963	372,175	346,763	310,474
Automobiles	* 608,070	518,587	409,488	298,703
Banks and Trust Companies	* 30,501	21,380	19,104	8,843
Books, Magazines, etc	* 191,034	146,878	156,643	11,674
Boots and Shoes	* 138,915	74,652	68,211	65,077
Department Stores	* 2,536,346	1,878,300	1,109,064	1,431,775
Proprietary Articles, etc	* 527,741	425,132	213,157	424,308
Financial	* 480,709	242,394	463,418	68,104
Florists	* 23,146	15,374	7,893	9,774
Groceries, Foodstuffs, etc.	* 476,894	329,913	179,585	215,737
Hotels, Restaurants, etc.	* 68,914	27,818	23,548	7,532
Household Furnishings, etc	* 296,351	282,998	206,051	163,189
Jewelry	* 69,056	13,606	25,608	40,225
Men's Specialties	* 559,083	221,410	252,725	304,073
Miscellaneous	4 420,532	362,262	253,244	204,354
Musical Instruments	201,375	* 210,190	172,987	205,317
Transportation	* 63,230	58,137	52,595	30,410
Sunday Magazine Sections	# 113,264	85,730	107,654	72,933
Tohacco, Cigarettes, etc.	225,729	160,259	158,799	* 241,180
Women's Specialties	* 372,369	265,290	324,260	172,520
TOTALS	+ 7,848,222	5,712,485	4,550,797	4,284,202
Local Display Advertising	* 4,595,086	3,190,928	2,392,548	2,647,985
National Display Advertising	* 3,253,136	2,521,557	2,158,249	1,636,217

For Year 1916 Post Led Globe by 2,135,737 Lines

Post Led Herald by 3,297,425 Lines

Post Led American by 3,564,920 Lines

Classified Advertising not included in any of the above totals. Advertising in all Sunday magazines is included.

EASTERN REPRESENTATIVES Kelly-Smith Co., 220 Fifth Ave., New York City

C. Geo. Kragness, Marquette Billg., Chicago

Some of the Orders for Hoe Presses Received During 1916

NEWSPAPER PRESSES

St. Louis Post-Dispatch (Five Octuples). Washington Star (Three Octuples), Cleveland Press (Two Double Sextuples) Chicago Tribune (Two Octuples and Two Octuple Decks). New York Sun (Five "Twentieth Cen-

tury" Sextuples). Philadelphia Public Ledger (Four "Twentieth Century" Sextuples). New York Times (Two "Twentieth Cen-

tury" Sextuples). Pittsburg Dispatch (One Sextuple). New York Evening Mail (Two Sextu-

Philadelphia Evening Bulletin (One Octuple and Eleven Octuple Decks). Seattle Times (One Octuble and Five Color Decks).

Detroit Free Press (One Octuple and Four Octuple Decks). Cleveland Leader-News (One Octuple

and Two Octuble Deeks). Des Moines Register and Leader (One Sextuple).

Hartford Courant (One Sextuple). Heraldo de Cuba (One Sextuple). Knoxville Sentinel (One Sextuple). Pittsburg Dispatch (One Sextuple). St. Louis Star (One Sextuple). Spokane Spokesman-Review (One Color Sextuple).

Toledo News-Bee (One Sextuple). Anaconda Standard (One Quadruple). Augusta Herald (One Quadruple). Brooklyn Citizen (One Quadruple). Buffalo Express (One Quadruple). Fairchild Press (One Quadruple). Gazetta del Popolo (One Quadruple) Halifax Chronicle (One Quadruple). Paterson News (One Quadruple). Winnipeg Tribune (One Quadruple). Greensboro Daily Record (One 24-Page Press).

Kulamazoo Gazette-Telegraph (One 24-Page Press). Kokomo Dispatch (One 24-Page Press). Long Branch Record (One 24-Page Press).

A Banner Year THE LATEST

New Model Twentieth C

THE SPEEDIEST AND MOST EF

Two sextuples of this type are now used in printing The New Sun and four For The



Net Froduction is What Counts

R. HOE

S04-520 Grand in

CHIEVEMENT A Banner Year

tury Low-Type Unit Press

CIENT NEWSPAPER PRESS

rk Times. Five are in course of construction for The New York iladelphia Public Ledger.



Joe Presses Give The Maximum

& CO.

. NEW YORK

120 St. James Street, MONTREAL, CAN. 109-112 Borough Road, LONDON, S. E., Eng. Taunton Globe (One 24-Page Press).

Wall Street Journal (One 24-Page Winston-Salem Sentinel (One 24-Page

Press). Woodstock Sentinel-Review (One 20-

Page Press). St. Johns Star (One 16-Page Press)

Ansonia Sentinel (One 8-Page Addi-

Chester Times (One 8-Page Addition). Boston Post (Four Octuple Decks). Nashville Tennessean (One 8-Page

Deck). Pittsburgh Post (Two 8-Page Decks). Salt Lake Tribune (One Sextuple Color

Deck). St. John Standard (One Deck) Utiea Press (One Sextuple Deck).

And Many Others.

MAGAZINE PRESSES

Cosmopolitan and Good Housekeeping (Ten 96-Page Presses).

The T. Eaton Co. (Two 64-Page Presses) Billboard Publishing Co. (One 32-Page

P. F. Collier & Son (One 128-Page Book

Farm Life Publishing Co. (One 64-Page

Giles Printing Co. (One 96-Page Press). Mail and Express Job Print (One 96-Page Press). Pennsylvania Farmer (One 64-Page

Press). Successful Farming (One 96-Page Press). And Many Others

ROTOGRAFURE PRESSES

The New York American (Four 16-Page Presses).

The New York Times (Three 16-Page Presses). The Cleveland Plain Dealer (One 8-

Page Press).

Los Angeles Times Mirror (One 8-Page Press). Sydney Sun (One 16-Page Press).

And Many Others,

& PUBLISHER

Entered as second-class mail matter in the New York Post Office. .

New York, January 18, 1917

The contents of each issue of THE Entron and Publishen are protected by coupright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

"Of Dr. Goldsmith he said: 'No man was more foolish when he had not a pen in his hand, or more wise when he had."-Boswell's Life of Johnson.

THE publisher of a two-cent newsmust not forget that it is no longer a penny paper. It must give twice the old service, twice the old value. But these must be measured, as the reader will measure them, by quality, not bulk.

NEWSPAPER may be doubled in A value, often, without doubling its size-perhaps without increasing its volume of text matter at all. Some penny newspapers are now worth two cents as newspaper values are reckoned; yet, in changing to the higher price, this ratio between worth and price must be maintained.

T is argued that the average adver-I tising cost in selling a second-hand automobile is \$20; while with a new car It amounts to but \$15. These computations do not place any valuation upon the selling "leads" secured through such advertising by shrewd and alert dealers. Always, with advertising, the by-product is valuable.

O LD-FASHIONED folks may recall that the Constitution provides that no laws shall be made abridging the freedom of the press. Yet some provisions of the Bourne law clearly abridge that freedom; and some provisions of the proposed Corrupt Practices act invade it ruthlessly. Our lawmakers will probably continue to make a jest of constitutional rights just as long as the victims are complacent and fractice non-resistance.

L. AGNEW, advertising director · of the Chaimers Motor Co., believes that, if a newspaper is distributing free publicity, his company should get its proper allotment of it; but be foresees the time when the practice will be wholly outlawed. When space is given away, there is always the chance that a competitor may secure more than his share; when space is to oldained only through purchase, favoritism vanishes-and money and enterprise decide.

THARLES EDWARD RUSSELL has Cwritten an editorial in which he tells us that we are developing an "American innguage and style;" and he thinks it in ridiculous that this proud nation should take its language, literature, and standards from "a nation far away and missist one-third of its size" We have manned Mr. Russell's editorial eagerly for some examples of this "American ianguage," but find, with keen disappositionent, that he has found it necessary to confine himself to phrases familiar to readers of Addison and Lamb and Meyenson.

THE EDITOR Scale addened observer of human the "calamity cries" of the newsboys in proffering their papers to people on the streets. These little merchants have been taught the commercial value of tragic events. They realise that to announce some dire disaster stimulates transient sales. What would our re-formers have them do? How many "extras" would a newsboy sell if he should call out: "All about the Sunday school picule at City Island! Extra!" After all, is it not fortunate that calamities owe their news value to the fact that they are rare-that they are not the commonplace events of daily life?

> NEW YORK newspapers, in 1916, printed 2,350 more pages of advertising than in any other year of their history. While figures are not available. It is to be assumed that this record of increase is not peculiar to New York, but is shared in proportion by newspapers in all important cities. There was a notable DECREASE in the number of pages of text matter printed by the New York papers-yet hardly

> n has discarded any worthwhile feature or failed to print all the news. Text matter has been reduced in volume through more intensive editing-and through the elimination of masses of "publicity" matter which formerly had right of way.

> APUBLISHER may adjust his busipublishing without surrendering to those conditions. He may raise his advertising and subscription rates, to meet the excessive prices for white paper, and yet join with other publishers in a fight to a finish to abolish those excessive prices. To take measures to avoid serious losses is not to accept as irremediable the condition imposed by the profit-takers in the news print industry. Extortion never prospers for long. Reasonable prices will again rule -but they will not be reestablished through the complacency of the pub-lishers. They will come about as the insue of battles.

> N the death of George Thompson the In the death of journalism sustains a loss not easily over-appraised. In the great twin-cities where he labored he was accounted one of the man-factors of civic life. He was generous and just, practical, and yet of idealistic vision. Of English birth, and an Oxford man, he became a type of our big Northwest, men of creative, constructive genius have always counted large and have won the right to rule. And, through his great newspapers, the St. Paul Pioneer-Press and Dispatch, George Thompson did rule public opinion, did shape public policies, holding over all propositions hostile to the public interest the right of veto-the immemorial right of journalists of character and ideals. A great editor-a gentle, upright and widely loved man-has passed away.

INCURSING the proposed Corrupt Directices bill, the New York World objects strongly to the provision compelling newspapers which print political advertising for one party to also pilint such advertising for the opposition party, if it should be offered. The World complains that while it accepted such matter in the recent campaign it would not have relished it as a matter of compulsion. Like a great deal of proposed legislation affecting newspapers this bill invades the freedom of the

press; for it provides that if a news paper shall print any political contribution prepared by anyone not connected with its staff it must print the name of the author. Such an enactment would be hardly less reactionary and abaurd, of course, than are some of the clauses in the Bourne law-and, unhanpily, this latter is in force.

FAILURE OF AN EARLY CENSOR

N the days of the Stuarts they had a real press censor in England-Roger L'Estrange, "surveyor of the imprimery," who had absolute control over all printing and publishing.

L'Estrange was a prophet. He foresaw in the newspaper mischlef to the established order. In his view the newspaper made the people "too familiar with the actions and counsels of their superiors, too pragmatical and censorious." It gave to them "not only the wish, but a kind of colorable right and license to meddle with the Government."

That wish, and that "colorable right and license" have, in very truth, been realized in the world, just as L'Estrange feared and foresaw. It seems that the very spirit of liberty chose for its home the printing office-and that through the long centuries it has abided there.

To-day, as in the days of the Stuarts. the newspaper makes its readers familiar with the actions and counsels of the great-and prepares the road on which the human procession is to travel toward better things. "Meddling with the Government" has been changed to virtual control and direction of the Government by the governed.

When L'Estrange failed to suppress the newspaper he failed to suppress Democracy.

NOTHING TO GIVE AWAY

HE editor who has any space to donate to "the askers" this year must be facing economic conditions not known to the majority.

If the commercial value of advertising space has never before been fully recognized by the editors of newspapers, present cost-conditions should bring the matter sharply home.

The paper dealer does not donate a generous quantity of his commodity to the paper just as a sign of his appreclation of the business given to him on a cash basis. In fact, he has always sold his product as a commodity; yet, when this same commodity has been utilized as a component part of that more finlahed product, the newspaper, it has often lost, in the view of the editor and of the space-grafter, any semblance of commodity value. It has been transformed into something which may be either sold or given away, according to whim.

As everything entering into the finished product—the newspaper—has a definite value, and costs real money. why should the newspaper be sold for less than it costs to produce it? Why should advertising space in it be given away-or a great deal of it awarded as a bonus to anyone who will pay cash for a little of it? The editor, unable to produce any part of his newspaper without expense, cannot afford to dispose of it, or of the advertising space in it, on any other than a cash basis. The "asker" is out of order.

THE PERSISTENT QUESTION

7 HAT per cent, of a store's gross sales should be appropriated It's an for advertising? old question and no two people, entitled to speak with authority, are apt to suggest the same answer.

Figures just published show the policles of eight great department stores, located in as many different cities, on this matter.

The lowest amount spent by any one of these stores for advertising amounts to 3.48 per cent. of the gross sales. This firm is Lord & Taylor, of New York city. The highest amount spent by any store in the list is 6.03 per cent. of gross sales. This firm is the D. G. Stewart Co., of Louisville.

The average amount spent by the eight stores listed is 4.60 per cent.

Every advertising manager for a newspaper has to deal with some merchant who argues that an expenditure of as much as 3 per cent, of the gross turnover for advertising would be ruinous. The fact is that to confine the advertising appropriation to such a sum is perilous.

The stores whose figures are given all show handsome profits. These profits would be impaired by a reduction of the advertising appropriation. They would be increased by a still more liberal expenditure for newspaper space. The over-advertised store has not yet arrived. It will be a long time in coming. The under-advertised store is always with us-but will disappear as advertising wisdom spreads among the merchants.

WHAT MAKES FOR VALUE?

F a railroad confined its advertising I ha railroad confined its advertising argument to the one topic of its great length, of its vast mileage, its advertising would not make the strongest possible appeal to intending travellers. These would be more interested in reading about the SERVICE such a railway line could offer to its passengers than merely about how far, at a pinch, they might be able to travel on its lines.

Some newspapers, of large circulation. in appealing to national advertisers, cling rather tenaciously to the circulation argument-varying it with the figures of advertising lineage carried. Papers able to make striking exhibits of totals in these directions are inclined to rest their case right there, as though the discussion as to comparative values of papers in that field were closed.

Yet national advertisers, of the wiser kind, no longer attach to showings of this kind the old traditional credence. CONSIDER OTHER ELE-MENTS OF VALUE IN APPRAISING ADVERTISING SPACE.

They are interested in knowing how close is the link between the reader and his paper-to what extent the paper is a part of his daily life-how intimately it figures in his home affairs and interests-what there is about it that attracts and holds the favor of his wife and children -what there is about it that inspires reader-confidence and loyaltyto what extent readers PIN THEIR FAITH TO ITS EVERY STATEMENT. form their oninions through its guidance, and read and respond to the advertisements which it prints.

National advertisers are so very human that they would prefer to spend their money with the newspapers which give them great RESULTS rather than with those newspapers which base their claims exclusively upon the number of copies circulated. This does not mean that the newspapers of great circulation are at a disadvantage because of that fact for the reverse is true, when reader-interest in a paper matches its figures of circulation. It does mean that wide circulation is not any longer the deciding factor with advertisers. It follows that it should not be, as in the past, the one note of appeal for bust-

PERSONALS

"Though old the thought and oft exprest,

Tis his at last who says it best."

- Lowell.

NEW YORK.—Roy Howard, president of the United Press Associa-

tions, has gone to the Pacific Coast for several weeks.

Joseph Jefferson O'Neill, of the Morning World, will address the Pulitzer Press (Tub at the Pulitzer School of Journalism, on the night of January 24. He will relate some of his experiences, and will give advice to the budding reporters.

W. M. Meyers, formerly of the Bayonne (N. J.) Review, is now on the day force of the Central News of America.

James B. Foster, formerly of the Newark (N. J.) Ledger, has joined the night staff of the Central News of America.

William R. Chase, music critic of the New York Evening Sun, is now one of the two music critics of the New York Times, having taken the place of J. O. Hauser, who is leaving the newspaper field.

Dave Church, well known among news-service men, is a new addition to the staff of International News Service. He has just joined the New York of-fice force as a rewrite man. Church has worked in several cities throughout the country, having recently been in Washington.

Joseph Solomon, late of the Dry Goods Economist, on January 2, 1917, associated himself with the Illustrated Milliner.

Michael Kley, of the staff of the American Hebrew, is rejoicing, with Mrs. Kley, over the birth of a daughter on January 6.

Robert J. Cole, art editor of the New York Evening Sun, will give a talk on art before students and friends of the University Settlement, in Eldridge Street, New York, on the evening of January 20, at eight o'clock.

Harry M. Hitchcock, of the World's rewrite staff, is back on the war desk after a month's confinement to his home by illness.

OTHER CITIES. — Joseph Gilpin Pyle, of St. Paul, formerly editor of the Scattle (Wash.) Post-Intelligencer and later general manager of the old St. Paul Globe and the official biographer of the late James J. Hill, has been made librarian of the James Jerome Hill Reference Labrary, which was provided for by Mr. Hill in connection with the new St. Paul Public Library.

E. W. Andrews, who has seen service in the British army in France and on Gallipoli, but who has been employed as a reporter on the Dallas (Texas) Morning News, has resigned.

Matt Duhr, a well-known newspaper man, of Oklahoma, has a Senate posttion in the Sixth Oklahoma Legislature, now in session.

A. F. Haines, manager of the Central American branch of the Pacific Press Publishing Association, is visiting various Texas cities.

Tom Putnam, until recently employed on the Temple (Texas) Telegram, is now a reporter on the Dalias News.

John Nicholas Beffel, former manaxing editor of the Toledo (O.) Times, and lately with the New York Evening Sun, is now a member of the Chicago Examiner's writing staff. Recently he spent three months in Indiana, investigating social and industrial conditions

In Muncie, Richmond, Winchester, and other manufacturing centres.

John Carisle McDonald, dramatic editor for the St. Louis Star, has resigned, and is now in the executive offices of the Pullman Company at Chicago.

Edward Drummond Libbey, one of the principal stockholders in the Toledo (O.) Times Publishing Company, and president of the Toledo Museum of Art, has lately contributed \$400,000 to a fund to be used for doubling the size of the present Museum. This raises the endowment fund to \$1,000,000.

Orsen Nielsen, who has worked as a reporter in Milwaukee, Chicago, and tleveland, has been appointed United States Vice-Consul at Moscow. Nielsen's home is in Heloit, Wis.

W. T. Murlatt, city editor of the Kenosha (Wis.) News, will be the principal speaker at the annual meeting of the Wisconsin City Editors' Association in the Milwaukee Press Club's rooms on January 18 and 14.

Roman Behrens, formerly of the Mitwaukee Sentinel, is now on the Evening Wisconsin's State desk.

Clinton P. Rows, for three years City Hall reporter for the Worcester (Mass.) Telegram, has been appointed private secretary to Mayor Holmes, of Worcester. Hefore going to Worcester eight years ago, Mr. Rowe was a reporter for Portsmouth, N. H., and Portland, Mc., papers.

Kenneth C. Crain has been appointed Cincinnail representative of the Cutler Publications of Boston, which include the Shoe & Leather Reporter, the Shoe Retailer, Chicago Daily Hide Report, and El Reporter Latino-Americano.

Among the members of Will 8. Neal's International News Service staff covering the session of the Indiana Legislature, is Winfield Durbin, of Anderson, Ind. Foung Durbin is a nephew of former Governor Winfield Durbin, of Indiana, who entered newspaper work in the last few years. He has done both reportorial and editorial work for the Anderson Herald.

John D. Macdonald, the publisher of the Pictou (N. S.) Advocate, and president of the Maritime division of the Canadian Press Association, has just been appointed Registrar of Deeds for Pictou County, and it is said that the position will probably require him to resign active participation in the publishing business.

E. A. Jonas, associate editor of the Louisville (Ky.) Herald, is at his desk again after a two weeks' vacation.

Alvin Durning, police reporter for various Louisville (Ky.) papers for several years, left for Chicago on January 1. His newspaper comrades tendered him a farewell banquet. Durning went to Louisville from the West, after serving on the staffs of Coast newspapers.

BOSTON.—James S. Collins, formerly of the city staff of the Post has joined the staff of the Hoston American.

Frank Hurley and Joseph D. Hurley, both of the Boston Post, are enjoying a mid-winter vacation in Maine.

Raiph McMillan, formerly baseball editor of the Journal, has joined the editorial department of the Boston American.

Owen Planders, formerly of the Boston Post and Worcester Telegram, is reading copy on the Springfield News.

Harry Malley, advertising manager of the Springfield Union was a Boston visitor this week. He was formerly on the city staff of the Boston Post.

Tom Killian, formerly of the Worcester Telegram and Boston Post, but now on the Philadelphia North American's copy desk, covered the suicide, at

Atlantic City, of the suspect in the case of the murder of Grace Roberts.

William T. McCluskey, and Walter Mahan have joined the city staff of the Boston Post.

Albert Austin, who handles the Western Union loop at the Post, is back from a two-weeks' vacation.

Dr. C. P. Haven, city editor of the Cambridge Chronicle, is back at his desk following a two weeks' trip through New York State.

PROVIDENCE, R. I.—Elliott Thurston, of the Journal staff, has been confined to his home during the past week with the grip.

Bert Ford, sporting editor of the Evening Bulletin, has been made suburhan editor of the Journal and Bulletin in addition to his other duties.

Daniel E. Sullivan, former manager of the Pawtucket branch office of the Journal, who recently resigned to become treasurer and manager of the Somerville (Mass.) Press corporation, was tendered a dinner by his former associates last week.

Charles Donelan, sport cartoonist of the Evening Builetin, has just issued a large book of cartoons based on the chizens' cruise of the Virginia.

Archibald G. Adams, of the Pawtucket Times, is receiving congratulations on the marriage of his daughter to George W. Taylor, of Woonsocket.

WASHINGTON, D. C.—Grafton & Wilcox, chief of the Capitol staff of the Associated Press, was inaugurated with elaborate ceremony as president of the National Press Club last Friday, and Morton M. Milford, of the Louisville Courier-Journal, vice-president.

Ira E. Bennett, editor of the Washington Post, and president of the Gridton Club, was the guest of honor last Monday at a dinner attended by a number of prominent men, given by Senator Phelan, of California.

H. C. Stevens, for many years a Washington correspondent, is now the chief of the Minneapolis Journal Bureau, succeeding the late James Gray.

Denman Thompson has succeeded J. Ed Grillo as sporting editor of the Washington Star. Mr. Thompson was on the copy desk of the Star for slx years, handling the sport copy.

Will Irwin, famous war correspondent, delivered a lecture before the National Press Club last Sunday.

Major C. Fred Cook, news editor of the Washington Star, is spending a few days in New York city.

C. D. Kellar has been appointed to a position on the copy deak of the Washington Star, filling the vacancy caused by the promotion of Denman Thompson.

J. Crosby McCarthy, who has been at Hisbee, Ariz., and San Antonio, Tex., with the District National Guard for the last several months, has just returned.

H. G. Hanford has been appointed chairman of the banquet committee of the Washington Star Club dinner, to be held on February 8.

Grafton S. Wileox, president of the National Press Club, introduced the famous photo-film-producer, D. W. Griffith, to a distinguished audience on Monday night, when a complimentary performance of "Intolerance" was given to the members of the National Press Club.

CHICAGO—Margery Curroy, formerly of the staff of the Chicago Daily News, has joined the staff of the Chicago Tribune as society editor.

Tom Costello, once a "cub" reporter on the Chicago City News Bureau, has become involved in graft charges made against the Police Department by State's Attorney Hoyne. He is said to have "confessed."

Clarence Speed, an old-time Chicago newspaper man, has been appointed city editor of the Chicago Evening Post. Harry Zander, formerly of the City News Bureau, is now City Hall man for the Post, succeeding Al Johnson.

William Poley, of the Chicago Tribune's copy desk, has been appointed private secretary to President Charles H. Sergel, of the Drainage Board.

VISITORS IN NEW YORK

Elzey Roberts, vice-president and publisher of the St. Louis (Mo.) Star.

J. E. Trower, of the Pittsburgh (Pa.) Post and Sun.

W. A. Elliott, business manager, Jacksonville (Fla.) Times-Union.

R. S. Grable, of the World Color Printing Company of St. Louis.

Ed Kiest, publisher of the Dallas (Tex.) Times-Herald.

Thomas W. Loyless, publisher of the Augusta (Ga.) Chronicle.



The Haskin Letter tells the reader how to do things

CLEVELAND, O.-Miss Florence Per-ria, has been appointed society editor of the News. She takes the place made vacant by Mrs. Erma Thompson, who goes to the Leader to take charge of the art work department of that newspaper.

John J. Mengan, of the News, has resigned to go back to the Buffalo (N. Y.) Times.

George Davis, Short Shavings Cutter for the Press, has been appointed to the rewrite desk of that newspaper, continuing his humorous column the while.

Ross Tenney, sporting editor, and Walter Brown, his associate, of the Press, are making a hit with the sport fans of Cleveland with their new streamers, in which they break forth daily into rhyme.

Victor Morgan, chditor of the Press. has organized a new question and answer department for that paper in connection with the movement to introduce the city manager form of government here. All questions pertaining to the subject are answered by Mr. Morgan, who has investigated the subject thoroughly.

PITTSBURGH.
Bonsall Davis, Pa.-Mrs. Marian for some years a newspaper woman of Pitsburgh, and more recently in magazine work, has returned from France where she has been engaged in relief work. The Pittsburgh Sun is now running a series of illustrated articles written by Mrs. Davis on her experiences in the war zone.

John Benitz, of Boston, a former newspaper man of Pittsburgh, is spending several days here with old friends.

William Moore Patch, former news paper man, now manager of the Pitt Theatre, Pittsburgh, entertained number of the fraternity in honor of David Wark Griffith, producer of the film "Intolerance," After dinner speechen were made by Austin Beach, of the Dispatch: Charles M. Bregg, of the Gazette-Times; George Seibel, of the Volkablatt; Eugene L. Connelly, of the Harry Davis Enterprises, and Mr. Patch.

Miss Alice Emge, of the Pittsburgh Leader, poured tea at the special showing of "Intolerance," given by the management of the Pitt Theatre to a party of invited guests from the various women's clubs.

J. E. Trower, advertising manager of the Pittsburgh Post, attended the New York Automobile Show this week.

James Schermerhorn, editor of the Detroit Times, delivered the principal address at the dedication of the new Schenley High School, Pittsburgh.

Mrs. Eliza A. Fothergill, a writer on health values in foods and pure foods, addressed the students of advertising in the journalism class of the University of Pittaburgh, on "Mistakes I have seen in Advertising."

DETROIT, Mich. - John H. Dunnewind, political reporter of the Free Press: John Fitzgibbon, of the News; Charles Cameron, of the Journal, and W. A. Callum, of the Times, have gone to Lansing, Mich., to cover the State Legislature for their respective papers.

Leonard L. Kline, who has been covering political activities for the Journal, has left that paper and is now doing general ansignments for the news.

Elden Small, former Detroit newsnaper man, has returned to the newspaper field after several years in business, and is now with the Detroit Journal.

Edward Spooner, editor of the au-

covering the New York automobile show for his paper.

Walter Sullivan, automobile editor of the News-Tribune, is representing his paper at the New York automobile show.

Private Edgar Manley, of the Thirtyfirst Michigan Infantry, M. N. G., has returned from Mexican border duty to his old position on the reportorial staff of the Detroit News. Private Roy Barge, of the same regiment, soon will return to the local staff of the Detroit

Battalion Sergeant M. James Snider, of the Thirty-first Infantry, who resigned from the local staff of the News when the troops were mustered to the Mexican border last June, is on the local staff of the Detroit Free Press. Sergeant Myron Gillitte, also of the Thirtyfirst, has been mustered out and will resume his old post as City Hall reporter of the Times. Captain Charles D. Kelly, assistant managing editor of the Journal, also has returned from the front, and will soon be back in newspaper har-

Cyrus Cosgrove, display automobile advertising manager of the Free Press, recently returned from Cleveland, where he spent several days on business.

Andrew Darrymore, City Hall reporter for the Free Press January 15, replacing Oliver Heath, who will become assistant city editor of the latter paper. Lou Benton, present assistant city editor, will become head of the rewrite staff.

George Townsend, copy reader on the Free Press telegraph desk, has resigned to take a vacation at his home in Hartford, Conn.

John Miller, a Journal reporter has resigned to accept an appointment on the Detroit Fire Department.

Douglas Morten, for the last few years Sunday editor of the News, is now city editor, succeeding Donald Hayden, who is now on the News copy desk.

E. R. Eaton, former managing editor of the Kalamazon Press-Carette, a veteran newspaper man of Michigan. has been elected Sheriff of Kalamazoo County and has retired from the newspaper business.

Herbert E. Slayton, former police reporter of the Journal, has taken a similar position on the staff of the Times.

SAN FRANCISCO. -Al G. Williams, for nineteen years connected with the San Francisco Examiner and for the last ten years circulation manager of that paper, has been transferred to Chicare and will become circulation manager of the Chicago Examiner. Circulation Manager Crawford, of the Call will take over Williams's work on the Examiner.

Portus Baxter, formerly of San Franeisee and widely known as a sporting writer, is here with his wife, formerly Lora Scott Hummer. He has resigned from the Seattle Post-Intelligencer siaff, with which he was connected for twenty-six years.

Reginald G. Fernald, editor of the Santa Barbara Press, has become a non-resident member of the Newspaper Men's Club of San Francisco,

Among the newspaper men visiting in San Francisco are H. E. Rhondes, of the San Diego Sun, and William J. Jacobs, formerly of the Chronicle staff, who is now publicity director for the Santa Cruz Chamber of Commerce.

Sr LOUIS, Mo. they W. Macy, until St. Louis Republic's Farm Progress and the weekly Republic, now has the cirmobile section of the Free Press, is culation management of the Rural

World, an agricultural journal of Los Angeles, Cal.

Roy M. Edmonds has gone from the Hunday editorship of the Republic to the city editor's desk on the Star. Hugh Wood, formerly assistant city editor, succeeds him as Sunday editor of the Republic.

Charles J. McSkimming has gone from the copy-desk of the Republic to that of the St. Louis Times.

Sam D. Fuson, of St. Louis and Little Rock newspapers, left this week for Columbus, Ohio, to become night manager of the Associated Press office

L. M. Davis, formerly of the reportorial staff of the Republic and editor of the Kirkwood (Mo.) Courier, is now editor of the Sporting Goods Dealer in

Earle D. Eddy, a former newspaper man, will leave St. Louis February 1 for New York, where he has accepted a position with Printers' Ink. Eddy gained his first newspaper experience in San Francisco. Until recently he was sales manager for the Coast Products Company in this city.

Gaty Pallen and A. G. Brown, Republic; B. B. Huff, Globe-Democrat; Curtin Betts, Post-Dispatch; Raymond A. Walsh, Times, and Robert A. Glenn, Star are covering the State legislative sessions at Jefferson City. Among the staff artists and cartoonists at the inauguration of Governor Gardner, Monday were A. B. Chapin, Republic; Edward Eksergian, Globe-Democrat; Carlyle S. Martin. Post-Dispatch: Otto Hartman, Times.

NANADA-R. R. McCormick, of the Cithicago Tribune, was a visitor in Toronto this week. The Tribune owns a large paper mill at Thorola, Out., and it was in connection with developments there that Mr. McCormick came over the line.

Arthur Hawkes, a special writer for the Toronto Star, is given credit for having evolved the idea of establishing "bonne entente" organization between the French-Canadians of Quebec and the English-Canadians of Ontario.

John Appleton, recently editor of the Industrial pages of the Toronto Globe, and prior to that editor of the Financial Post of Canada, has resigned to become secretary of a new association embracing all the prominent insurance, trust, and loan companies of the Dominion. His work on the Globe will be handled by Norman Lambert.

J. Harry Smith has been appointed city editor of the Toronto World. He began his newspaper career in Toronto on the staff of the Globe, and was later editor of the Motor Magazine of Canada. More recently he has been attached to the staff of the Toronto Sunday World.

The New York Times 1916 Records

Circulation-Net Sales 124,593,327 copies

Paper . Consumed

67,914,000 pounds

Ink Consumed

1,062,000 pounds

Advertising Space

*11.552,496 lines

*The amount received for advertising in The New York Times is much greater than the amount received by any other New York newspaperprobably more than by any other newspaper in the world.

DAILY NEWSPAPER ADS RING AUTOMOBILE RELL

W. I. Agnew, Director of Advertising for Chalmers, Says His Company Will Use Dailies More than Ever, and Lineit Ade to One Hundred Words, in Order to Make Copy More Effective. "The Chalteers Company will spend the duly newspapers," said W. L. Ag-"I am mace im-

"One hundred words will tell the story to Chaircers copy for 1911. This lifes of the busy man. We will hell down

we want him to know. He utilities the

"Not only will we extend our advertions in the duty newspapers, but we has an presented, and opposity on into the people. They are intensive, and

"What do you think of free publishing, Mr. Aggreent he was asked SHEER NAME BELIEVE IN THESE PURILITY. "I don't over anothing about it, or

whether we get it or not. We get ex-

day than ever below, is it not. Mr. Av-"Indeed it is Dishunest advertising cannot live.

By the Side of the Road

Hind together your spare hours by the cord of some definite purcommonly either made or nearred for life by the use he realics of

ARGET A TROUNAND YEARS on

And the result of all those effort was

not work in that way. His methods

a soldier in this great missionary

arite. There I had known personally

Postber study of the subsect how cheaper and that gives educational

Sensitions we may question the value of superinating Christianity for

ROGER W. BARSON SAYS that my

the other hand, to the extent that then plane, but with the prople who arms probably less than five per cent. of Therefore the plans

been at the game long enough is upthing more than new charters and progressive ingligiation is meded dur that makes a man think of others

and religion carried be discussed together. He says that the common idea that they should be kept in arp. avate air-tight compartments is really at the bottom of almost all our difficulties. Jestead of discussing them to-

I HAVE ALWAYS CALLED HER US. thefrot's Lady, over store the day, four years ago, that she cases to give we Frightshworsen, fixed to an obli satisfactory. Hhe came once a week to close my apartment, usually after I

A smalle to our face

PESSIMISM, STERRILITY, doory, dr

A Live Wire of the West Gene Huse is the new editor and gra-Italy News, succeeding in that position his brother, Norris A. Huse, who has been made vice-president of the Ameri can Press Association. The



GDG HORS Daily News is generally referred to an

an example of what enterprise and propressive ideas can accomplish to a result field. With a daily circulation about of He city, a modern plant and a big

The world decay's owe me a trong



AN IDEA POWER-HOUSE

No newspaper in America should be without at least one Adams feature-Whether it needs the feature or not (and it is safe to say

of dollars a year-yes, thousands-to any newspaper to be booked up and in connection and in close touch with the great Adams syndicate and service. A connection with Adamson be it ever so slight-brings

ideas, suggestions, and impurations that no newspaper There is at least one of the 30 Adams features that you can just to get membership in the

great Adams family-if for Just to touch finger tips with with "America's loved newspaper syndicate." THE

GEORGE MATTHEW A DAMS SERVICE 8 T. 400 FT. 287 YORK

CLAYTON D. LEE LEAVES SERVICE OF THE U. P. A.

Resigns as Secretary and Director After Ten Year' Connection with the Organization—W. W. Backins New General Manager, Director and First Viceeral Manager, Director and First Vice-

Presiden.

W. W. Howston, the new general control of the United Press Association to the Service and services of the United Press Association, but services of the United Press Association, the resident of the Control of the United Press Association, but as an effect and no a decree. His plans earlier to the Control of the United Press service in that straightful the United Press service in and no a decree. His plans for the United Press service in the United Press service i



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C. D. Let.
future law not us yet been announced.
Mr. Lee has been succeeded by W. W.
Hawkitz, who pointed the United Piras

30. Lee le gout if the tests haven revelegare met pick contents, the survey per service of the survey per survey and survey s

for the SMI Decisions to New Lies. Characters of the skill Philinders: It are when that organization was in case when that organization was in the state of the case association. It is not to the case association in the case of the case association in the case of the ca that the best of this rapidly consent pres the best of this rapidly consent pres occasionation and about a specific present press occasionation and about a specific present of the present pr

op.

NEW YORK'S PROSPERITY

Greatest in Country, Says Associated Advertising Glab's Report.

The annual research report of the Ass.

may that the prosperity seriously exgenerated thereopen the country daring the past year was fit with particution to be a serious of the same and the bills were point serverse of sales, and the bills were point serverse of sales, and the bills were point server promptly then sub-provincy, which is taken, as the Index markle is the competition of the first of the sales inremand in 13th city rapie than 22 percent over the same much to 2 perture of the same much to 2 perture over the same much to 2

To keep peer with his increase in mans there, was a general increase in the annual of advertising med. The hermone was it has peer cent over the persent in the peer cent over the perone time went to the department stems, always the ingress advertisers, some time terrowse in their sales more than keep and always the increase the peer of the peer with their advertisers of the peer with their advertisers of the peer of the heigh cost of tiving are the regions, which does with the redd general terrows. The growty had no informate of the peer of the peer of the peer of the central cost of the peer of the peer of the central cost of the peer of the central cost of the peer of the pee

erage for the whole country was 46.4

HEARINGS ON STEVENS BILL

Commerce Committee Listme to Advo-

crite of "Bosot Merrising" Law classes in Vision to Proceeding 1, Manthewise, January 11, 1947. Horsen Engineering 10, 1947, Parcent Engineering Confession of Mittenselle, and C. E. Law company of the Bacteria Confession Confession

Floor and brugs and
Mr Lanters, in otheral of the American
Face Trade Lougher, startled the
Consenting by an exposure of dislogaest advertising practices, which, he asserted, are prevalent all over the con-

> to learning will be confirmed to oral days. Representatives of my all consentations of religibly process have dealers levely, and drug should fell why they bedue of weachange from the piecess half

TO BAR LIQUOR ADS FROM MAILS 5:30 o'clock. Attendance is limited to 100 members and genera, who will be Ball Designed to Make Advertising for sented in tables of sight. The advertising for liter will be represented by Frank E.

Interestent Filegal Pleans Sensie.

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SPHINX CLUB DINNER

The Newspaper, the Agest, and the Advertiser to Be Diseased Taresday Night The subject of origination between the newspaper publisher, the advertising squares, and the aftertiew will be discussed as the January disease of the Polyons Club, to be held in the Boats Basaques Mail of the Walderf-Asteria Holes, Tuesday evening January 16, at

100 members and guests, who will be seased in tables of right. The elvertier will be represented by Frank E-Pribleman, vice-president and sales advertioning manager of the H. W. Gozante Co.: the advertising agent by Burshy Bforsor, president of the J. Walter Theomore, O., and the publisher by G.

PASTORS FAVOR ADVERTISING
Ad Men Will Help Stimulate Church
Gefreg in Dallas, Tex.
Briggious advertising in general and
sewspaner solverlising in particular
were recommended to the Dantors As-

licity constitute of the association. A lengthy discussion followed the resolute of the report.

The constitute declared that full investigation had disclosed that newspaper acceptating was the best form of publishing for the pastons of Delina, and recommended aborat one of prespaper.

to situated church altendance on Sundays.

The Dallas Advertising League at its meeting appointed a committee to cocoverate with and assist the reasters in

LOOKING back over the old year, it is gratifying to The Kansas City Star to record these advances:

10,789 Subscribers

A gain in a year's advertising over 1915 of nearly

2,000,000 Lines

CIRCULATION

Evening and Sunday 1916 Gain City......106,577 4.245 Country......110,642 104 098 6.544 217,219 206,430 10.789 City...........103,620 98.256 5.364 Country.......110,721 6.584 214.341 11.948

ADVERTISING

Weekly 340,549

1916 1915 Gain Agate Lines....16,775,680 14,955.572 1,820,108

336,842 3,707

The Kansas City Star

various departments and bureaus which is collected, baled, and sold by the Gov-

ernment Printing Office is increasing

very rapidly, according to officials of the

office. The collection for the past year

amounted to 4,081,578 pounds, as com-

pared with 2,500,000 pounds the preced-

ing year, and indications are that it

will continue to increase, owing, first of

all, to the fact that more publications

are being printed, and, secondly, to the

fact that there is more saving now

among the departments than there ever

has been. It costs the Printing Office

approximately \$12,000 each year to col-

lect this waste. Under present condi-

tions this expense is carried as a part

of the overhead expense of the office

and prorated and charged to each piece

of work produced for Congress and the

departments and bureaus, which helps

to make the overhead expense of the of-

fice seem larger than it otherwise would.

and also reduces the amount of printing

and hinding in order that waste may be

waste was inaugurated July 1, 1918, in

compliance with recommendations of the

Commission on Economy and Efficiency

and Instructions from the White House.

These instructions have never been con-

strued as giving the Public Printer au-

thority to make a charge for this ser-

vice, although it would seem the cost is

properly chargeable. The sale of waste

paper during the year netted \$44,168.94.

Tip May Lead to Reform

the Chicago Herald, suggested that the

City Council License Committee ought

to make an investigation of saloon reg-

ulation in Boston and New York. As

Oscar Hewitt, through the columns of

The present system of collecting this

collected and baled.

PAPER-SAVING PROBLEM TROUBLES WASHINGTON

Department Heads Instruct Burean Chiefs to Effect All Possible Economies Four Million Pounds of Waste Gathered in a Year and Greater Conservation is Expected.

Saving of paper has become a serious problem in Washington. The methods used for this purpose are interesting. The use of shorter letter heads and smaller envelopes in official correspondence of the Department of Commerce has been ordered by Secretary of Commerce Redfield in furthermace of the nation-wide campaign to have paper.

Secretary Redfield also has charged his bureau clerks with the duty of seeing that employees economize in the use of paper, saving all scraps of paper for use instead of notepads.

Bureau chiefs have been instructed that all orders for paper and printing exceeding in cost \$200 must be brought to his attention and receive his signature before the order can be issued.

The famous "Congressional Directory" which contidns much valuable information as to the Government of ficials of Washington, is to be abbreviated for the sake of economy of paper. Even the menus on the tables of the famous residurants in that city are being printed on smaller sheets.

Apropos of the saving of waste paper it is interesting to note that the paper saved by our Government in the departments here amounted, according to figures of the Government Printing Office, to nearly \$65,000 during the past year.

WASTE PAPER SALES INCREASE.

The amount of waste paper from the

CLEVELAND PRESS CHANGES

Shake-up in Business Office Affects Well-Known Men.

Several changes in the business offices of the Cleveland (O.) Press, effective this week, and affecting men well known in Middle West newspaper circles, have been announced.

James F. Pollock, who has been in charge of automobile advertising for the Press for the last five years, has been appointed advertising manager. Mr. Pollock has been connected with the Scripps Newspapers for the last nine years.

Mr. Pollock succeeds W. C. Chandler, advertising manager of the Press for the last three years, and who has been identified with the Scripps Newspapers in Ohio for the last seventeen years. Mr. Chandler joins the general staff of the Scripps Newspapers at its new headquarters here where he will look after advertising promotion work among Scripps Newspapers in Ohio, Oklahoma, and Iows.

Others affected by these changes are Jack Lynch, Lawrence G. Manlove, and J. J. Theolaid. Mr. Lynch becomes assistant business manager of the Press, in which position he will supervise circulation, and direct the management of the pressrooms, mechanical departments, and otherwise relieve Charles H. Fentress, business manager, of much detail work. Mr. Manlove becomes manager of automobile advertising, a field in which he is well known. He comes from the Melrose Advertising Agency. Mr. Theohald, for thirteen years was with the Cincinnati Post, and during the last two years with the Pross, be-

DAILY-PAPERS TO GET BIG AUTO ADVERTISING

(Concluded from page 8)

necessary element and a vitally important element for the auto-maker; but the newspaper, by hard work and perfect cooperation and sterling worth, has finally won for itself the deserved recognition.

It is but necessary to look through the daily newspapers in New York. Brooklyn, and surrounding cities to see that this point is absolutely true. Never has there been so much advertising done in the newspapers as this year.

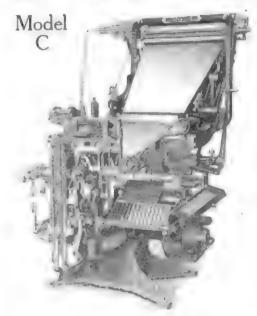
The writer is neither a prophet nor the son of a prophet, but I am going to risk this much in saying that the coming year is going to see, for the newspapers of the country, a new high-water mark in this class of advertising.

January Meeting of T. P. A.

"Engravings" will be the general autiject of discussion at the January meeting and dinner of the Technical Publicity Association. The dinner will be served at the Advertising Club, 47 East 25th Street on Monday evening, January 15, at 6:30 o'clock, C. C. Enton, of the advertising department of the General Electric Company, will read a paper on engravings. Color-plate work will be discussed by George Heary Metcalf, of the Gill Engraving Company, "'Don'ts' as Applied to Engraving" will be the subject of H. A. Van Cott, of the General Engraving Company, and Edward E. Winchell, of the Winchell Studios, will speak on the use and abuse of color in publicity. All of the talks will be illustrated with lantern slides, and a general discussion will follow each pa-

a result, a trip to those cities will probthe last two years with the Pross, bea general di the ably be made within two or three weeks. comes circulation manager, per.

EVERY BUYER A BOOSTER



-that is the constant aim of every department in the

INTERTYPE

organization. We all work together for quality and service.

Be an Intertype Believer before you become an Intertype Buyer.

INTERTYPE CORPORATION

World Building, NEW YORK 539 Carondelet Street, NEW ORLEANS Old Colony Building, CHICAGO 86 Third Street, SAN FRANCISCO

Canadian Agents, MILLER & RICHARD, 7 Jordan Street, Toronto: 128 Princess Street, Winnipeg

Digutized by Caran

BILL WOULD REGULATE POLITICAL PUBLICITY

Several Sections of Corrupt Practices Act Define Permissible Conduct of Newspaper as to Advertising During the National Election Campaigns --Some Striking Proposals.

Washington, January 10 .- It has been definitely decided that the Corrupt Practices act (H. R. 15842) will be considered by the Senate at this session of Congress. This act contains several very important sections relating to the conduct of newspapers at the time of a national election. The text of the bill affecting newspapers and periodicals is us follows:

"During any campaign no newspaper or other periodical shall publish any letter or communication on any political subject, composed by any person not an officer, editor, or employee of such newspaper or other periodical, unless the real name of the author thereof he appended thereto and published with such communication.

"Any newspaper, magazine, periodical, bulletin, or other publication in which during a campaign shall be printed any information, specific or general, concerning any bet or wager or the sale of pools on any such election shall be nonmailable, and shall be excluded from the mails by the Postmaster-General, but this shall not be construed to prohibit the publication of information regarding the violation of the law, or of legal proceedings on account of such

"No publisher of any newspaper or other periodical shall insert, either in the advertising columns of such newspaper or other periodical or elsewhere therein, any matter paid for or to be paid for directly or indirectly, which is Intended to or tends to influence, directly or indirectly, any voting at any election or primaries, unless at the head of said matter is printed in twelvepoint caps the words 'Paid advertisement,' and unless there is also a statement at the head of said matter of the name of the candidate or political commattee in whose behalf the matter is inserted, and unless also the price paid or contracted to be paid for such advertisement is stated at the head of said

NO EXTRA RATE ALLOWING.

"No such publisher shall charge for political advertising in excess of his usual and customary charges for commercial advertising. If such publisher shall accept any political advertisement he shall thereupon be bound to accept and publish upon equally favorable terms the political advertisements of all candidates and political committees, provided the advertisements tendered are not libelious, scurrilous, or indecent.

"No owner or publisher of any news. paper or other periodical, no agent or employer of such owner or publisher shall, directly or indirectly, solicit or

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bidg., Chicage Fereign Advertising Representatives

receive or accept any payment, promise, or compensation, nor shall any person pay or promise to pay or in any manner compensate any such owner, publisher, agent, or employee, directly or indirectly, for the purpose of influencing or attempting to influence, through any printed matter in such newspaper or other periodical, any voting at any primary or other election through any means whatsoever, except through the matter inserted in such newspaper or other periodical as 'paid advertisement' and so designated as provided by this act. No person shall withdraw or threaten to withdraw his patronage or advertising from such pub. lication for the purpose of influencing its attitude on political questions. No person shall pay the owner, editor, publigher, or agent of any newspaper or periodical to induce him editorially to advocate or oppose any candidate for nomination or election, and no such owner, editor, publisher, or agent shall accept such payment.

"Every person wilfully violating any of the foregoing provisions of this act where the penalty is not specifically provided shall, upon conviction be fined not more than \$10,000 and imprisoned not more than two years."

AUTO CARAVAN TO ST. LOUIS

Boomers of San Francisco for A. A. C. W. Meet Plan Nevel Trip.

By far the largest automobile caravan to ever cross the continent will leave San Francisco in May for St. Louis, according to the plans launched at the meeting of the San Francisco Advertising Club on January 3. The touring party is to be composed of the delegates of the ailled advertising clubs of the Pacific Coast to the A. A. C. W. convention in the Missouri metropolis, and the object of the trip is to secure national publicity and recognition for San Francisco's claim for the 1918 conclave.

While no definite details were given as to the proposed route or what cars would be used for the tour, the plans called for a ficet of twenty cars, each to carry four San Francisco boosters, to leave San Francisco on May 23 and arrive in St. Louis within twelve days. The entire caravan is to travel as one for the entire journey and move on a regular schedule to be arranged later.

A business house is known by the customers it keeps, rather than by those

Food Medium

New Jersey

Trenton Times

A. B. C.

.12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK

Lytton Building CHICAGO

We can increase your businessou want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60.62 Warren St., New York City Established a Quarter of a Century

CONFERENCE AT CHICAGO MEETS WITH A HITCH

Manufacturers and Publishers Fail to Get Together at Adjourned Date -Reasons for Calling Meeting Off Not Given - Conference Evidently Postponed Indefinitely.

(Special to THE ROTTOR AND PUBLISHER.) CHICAGO, January 12.—An unexpected hitch has caused the postponement, possibly indefinitely, of the proposed conference Letween newspaper publishers and paper manufacturers that was scheduled to be held to-day (Friday).

At the conclusion of the preliminary meeting last Friday, Lafayette Young, jr., of the Des Moines Capital, announced that the conference had been decided on and the presumptive date fixed for January 12.

But last night Victor F. Lawson, editor and publisher of the Chicago Daily News, said the plans had apparently failen through.

"The arrangements for the conference were finally left in the hands of the representatives of the paper manufacturers who were to discuss the matter with their associates." Mr. Lawson "It was left with them to send said. out the invitations, but since then I have heard nothing further as to their

ST. PAUL'S AD CAMPAIGN

It Is Expected to Be the Most Widespread Ever Attempted.

The subdivision of the publicity, conventions, and tourists' committee of the Association of Commerce, of St. Paul, Minn., working in conjunction with the Town Criers' Club and advertising managers of the city, has formed a project to give St. Paul the most widespread advertising ever attempted by a Western city. A large sum is in-

The board of directors of the Association will be asked to make a liberal

You MUST Use the LOS ANGELES EXAMINER cerer the GREAT SOUTHWEST

Seaday Circulation MORE THAN.... 150,000

"Today's Housewife"

Guaranteed Circulation 1.100,000 Every Issue 95% Net Paid

George A. McClellan General Manager

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the temperature and publications of the cover every fout of Canada and New-foundisad at our bead office.

74 76 CHURCH ST., TORONTO, CAN.

Price of wreits, regular press clipping rates, special rates and discounts to Trade and Nowspapers.

appropriation for this enterprise. F. G. Stutz, chairman, and Harrison Hatton, publicity commissioner of the Association, are members of the commit-

GETTING READY FOR A. A. C. W.

Parade and Pageant Already Decided Upon as Convention Features.

Preparations for the A. A. C. W. convention in St. Louis next June are progressing, committees holding meetings regularly and laying their plans. The announcement sent out this week gives two of the features of the entertainment that will be given to the visiting ad men. The first will be a big night parade, on the style and type, but a bigger scale, than that of the Veiled Prophet event. The second will be a pageant which will be produced by the St. Louis Pageant Drama Association, on Art Hill, in Forest Park. The parade will be held on Monday night and will officially open the festivities.

C. F. Hatfield, chairman of the information committee, says: "We are going to change the old adage 'We are from Missouri, you've got to show us' and make St. Louis show the world a brand of hospitality never before seen at any convention."

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest Circulation in the entire South (October Post Office Statement)

> Sunday 68,942 Daily 55,365

A Twenty-Five Cent Ante is just about right, but when you see

our proofs of

"That Little Game"

the sky is the limit when it comes to genuine humor.

The service is furnished in met form, three, 3-column mats per week, or

Le La send you proofs

World Color Printing Company R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO-

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street SAN FRANCISCO

A. P. SEEKS TO ENJOIN INTERNATIONAL NEWS

(Concluded from page 9)

rect name sent to New York, whereupon a correction was sent out from New York. The affidavits of Mr. Stone and of Agnew contain many such instances, with complete copies of the dispatches.

George H Eke, of the A. P., who inspects the Morkrum machines above referred to; E. P. Koukol, of the A. P., who for several months attended the machine one night a week as a relief, and James Finnerty, the regular attendant of the machine, all make affidavits of the occurrences in the office of the New York American. The American receives the A. P. service, and is owned by the same interests as own the I. N. S. They all tell of times when they were attending the machines, and saw representatives and editors of the International News Service come into the room and copy dispatches that had been received by them from the A. P. Speelfic instances are given by each of the men, one in particular being the death of the Austrian Emperor, which time Koukol alleger that the dispatch was handed to "Mr. Dunn, assistant city editor of the American." He further states that he heard Mr. Dunn call an office boy and tell him to "run downstairs and inform them the Austrian Emperor was dead " Downstairs, he alleges, was the I. N. S. as they occupied the floor below

The suit has created no end of talk among newspaper men, and the outcome is awaited with keen interest. The original order was returnable on Tuesday morning last, but was postponed until next Tuesday, as will be seen by reference to the court proceedings.

HEARING BET FOR NEXT TURNDAY.

Argument on the motion made by the Associated Press for an injunction to restrain the International News Service from selling the A. P. foreign news to the papers served by the International, which was to have been held before United States Judge A. N. Hand on Wednesday last, was adjourned until next Tuesday afternoon at two o'clock. The adjournment was given on the request of Alvin Untermyer, representing his father, Sumuel Untermyer, who had been retained by the International to represent it on the hearing.

The hearing was set for ten o'clock before Judge Hand, and a few minutes after that hour the case was called. Frederick B. Jennings, of Steison, Jennings & Russell, appeared for the A. P., with Mr. Untermyer for the International. The latter stated to the Court that his father had been retained in the case, that he was in Chicago, and that, owing to engagements there, he was unable to get back before next Monday. He said that his office had been served Saturday last with a three-pound package of papers, which they had found it impossible to wade through. Many of the acts complained of, he said, are alleged to have been committed in Cleveland. His firm had found it impossible, in the limited time at their disposal, to investigate these charges. He therefore asked that argument on the motion be postponed until Monday.

Judge Hand, in response, said that he had made the order returnable to-day because the petitioners had asked for a stay, pending argument on the motion for an injunction. Monday, however, was a good day, providing the petitioners were willing, but the case would have to take its chance on the end of the bankruptcy calendar. He would

rather have it Tuesday, he stated, as then he could give the entire afternoon to it.

Mr. Untermyer was not certain, but he thought his father had an engagement for Baltimore for Tuesday,

SKIRMISHING AS TO DATE.

Mr. Jennings here interjected that he did not care whether it was Monday or Tursday, he was ready to adjust himself to the convenience of the court. However, he wanted it understood that if the case was not argued on the date to which it was adjourned, that the A. P. would at once ask for an immediate stay, pending argument and decision.

"On these papers, as handed over to me," said Judge Hand, "If the case is not argued on the date set, I will grant a temporary stay. You can have either day, Monday or Tuesday. The bankruptey calendar is rather long on Monday, but Tuesday afternoon is a clear day."

It was then agreed by all that Tuesday afternoon at two o'clock would be the less time to continue, and the case was set for that time.

Mr. Jennings then called the attention of the Court to a typographical error in his bill of complaint, wherein the word "plaintiff" was used instead of the word "defendant." He asked for the permission of the Court to make the necessary change.

Mr. I'ntermyer at first objected, asking that the entire matter go over until Tuesday, when his father would be present. After examining the papers, however, Judge Hand announced that it was very obvious, on reading the page, that "defendant" was intended instead of "plaintiff," therefore he allowed the amendment. It was then agreed that the international should serve all of its answering affidavits on the A. P. by Monday, so that answering affidavits in behalf of the A. P. could be served on Tuesday before the argument. Then there would be nothing to hold up the matter

MANAGER WILSON'S STATEMENT.

Fred J. Wilson, general manager of the International News Service, issued the following statement on January 8:

"This is just another chapter in the long and unsuccessful attempt of the Associated Press to desirey its chief rival and to fasten its monopoly of news upon the reading people of the country.

"We shall fight this latest attack as we have fought the others. It would indeed be a said day for the country to be brought under the thraidom of the despotic control of the Associated Press.

"The main grievance of the Associated Press seems to be that the International News Service uses news gathered from early publication of Associated Press dispatches. Every newspaper man knows that every press service uses news in that way and has the right to do so. If that is an offence, the Associated Press is an old offender."

Newspaper Men Appreciated

Business and professional men of Durant, Okla., tendered a banquet to newspaper men of that city as a mark of appreciation of what the press had done toward the upbuilding and development of the city. Numerous speeches were made, all culogistic of the work of the press of Durant.

The trade-mark on merchandise indicates that the man who makes it is sufficiently proud of the fact to keep it before the public.

Character Circulation Advertising

The Evening Mail

New York

In 1916, THE EVENING MAIL was the marvel of advertising men. After trailing behind in the first four months of the year and showing a spurt in May, it jumped into the lead in June and held that position for five successive months.

This is regarded as the gamest fight ever made by a newspaper, and the fight was won—big. Readers of The Evening Mail are intensely loyal to the paper and advertisers have always gotten results from it.

During the past year it seemed that the advertising efficiency of each copy of The Evening Mail had doubled—so great were the increases in advertising.

HERE ARE SOME OF THE FACTS

The Evening Mail was second in volume of advertising gain among all the New York evening newspapers. It carried 4,949,645 lines—a gain of 432,885 lines over 1915.

The Evening Mail gained 193,613 lines of Financial advertising in 1916. Only one other class paper excelled this record.

The Evening Mail gained 178,965 lines of Dry Goods advertising in 1916. Only one other class paper exceeded this figure.

The Evening Mail gained 171,038 lines of Foreign advertising in 1916.

The Evening Mail gained in Food advertising, while another paper in its own class was losing; The Evening Mail gained in Musical Instrument,

Women's Specialty Shops, Amusements, Men's Furnishings, Furniture, and Classified Advertising.

The Evening Mail has been able to do this because it is a strong, virile newspaper, printing the news furnished by the two greatest news agencies in the country—The Associated Press and United Press, and—

Because Evening Mail readers have been trained for years to read Evening Mail advertising—

The Evening Mail has a greater purchasing power, per copy, than any other New York evening paper of the same or greater circulation.

The Evening Mail New York



MONTANA

IERSEY Rhennen

AD FIELD PERSONALS

at 10 Marbitach Services with J B. J. Didwell, representing a number

George W. Edwards & Company, or to advertising counsel.

W. Itaniell Gener, lately Eastern

and Without A States, of Abbregos, has Oblease office, and will operate ex-

Brom Bidles, Surretly advertising

Oakes Resumes Agency Work

Frank James Rascover Elected President of Firm of Albert Frank & Co.

try is a graduate of West Point Mills

P. J. Rascoone Pather and sen travelled a year in Eu-

mont, his makery being \$3 per week. He produced and a director in the company

We fluorence enters the same menhis father and producessor in office. He

Farewell Gifts to Greenman Jone L. Greenman, for three years

Falls cN. Yo Gazene, has restured from who acted as spokesmen advertising matoner of the Gapette.

Most Have Their Paper at Litermore Palls, Mr. at the seThe Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualitied aud itors or independent auditing concerns, who are certified public accountants sny and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed

mong the first ided, however, y life, but to like father.	NUMES	MINER Average daily 11,30 meetin radius March		
	CALIFORNIA.	NEW		
	EXAMINED	POURNAL		
	A. S. C. Audit reports show largest Morning and Eurobey circulation Greetest Mone Dutte	PARSECUROSICLE		

ALABAMA

MERCURY MERALD NEW YORK GEORGIA IL PROGRESSO STATO-AMERICAN. New York < HDODGE ...

ILLINOIS NEBRASKA 40WA A R. C. report,

amounted a LE-PER Dvs Mittee оню SUCCESSFUL PARKING Des Meine More then 700,000 circulation gas PENNSYLVANIA process or to 147. Mondey April Purvey o

KENTUCKY DAILY DEMOCRAY. TENNESSEE. LOUISIANA

TIMES PICATURE ... TEXAL in guaranters a

Los Got, Statement-Hully, 11,40 12,70x Monday A. H. C. and A. Flut States—that time ads. So peaks HTAR Salt Lake Oldy MINNESOTA

VIRGINIA MISSOURI

CANADA

ONTARIO FREE PARTY ...

ROLL OF HONOR

The following publishers guarantee etc SKANDIPATES China

NEBRASKA NEW YORK SCHLAPPING DELLA SERA New York

NEWS LEAK HAS CAUSED FLURRY IN WASHINGTON

Story Has Made Good "Copy" for Correspondents, but Otherwise They Are Little Concerned-Seven Newspaper Men Summoned to Appear Before Congressional Committee.

Washington, January 9 .- Advance Wilson's information on President peace note by which some of the Wall Street operators were able to make a fortune by the decline of the market when the note became public, has caused something of a stir in Washington. as the so-called "leak" is now being investigated by a Congressional committee. Other than making good "copy" the newspaper men here are little concerned as to the investigation. Seven newspaper men have been requested to appear before this investigating committee, being those who are interested in furnishing Wall Street with financial news. Representatives of the Central News Bureau and the Wall Street Journal have been requested to give information to this committee. Representing the Wall Street Journal are John Boyle and Henry E. Eland; of the Central News are W. A. Crawford, Ernst Knorr, A. L. Geiger, Nelson M. Shepard, and A. M. Jamisson. It was known that at the time the Secretary of State gave the newspaper men information about the President's peace note there were others other than newspaper men in the Secretary's audience when he requested that the information be considered as confidential until release was given.

President Witson has renewed his weekly conferences with the Washington correspondents as a body, in which he generally chats with them on all subjects. At the last meeting he made known his intention of not discussing in any way pending international ne-gotiations. The President, at this conference, neither by intimation, hint, nor anything else, gave information as to what was in the Administration's mind regarding the international situation.

MINISTERNY WILSON DESPLEASED.

The President, in this interview, let It be known that he was displeased with the stories appearing in the newspapers in various parts of the country guessing as to what the Administration will do next regarding international af-It is pointed out that these stories are rather seriously regarded by some people in this country, and are cabled abroad, thereby creating wrong impressions in the European countries as to the Administration's policy.

While the investigation of the statements of Thomas W. Lawson as to how the advance information reached Wall Street and the high officials which be states were involved are taken rather rectously by some, there are others who regard the whole affair in a rather humorous way. Representative Kent, in his "leak" resolution burlesques the

"From Press to Home Within the Hour"

Is a exclusive carrier service enables the Evening and Sunday to be delivered on every city block in Washington, D. C., "from press to home within the hour." The one exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

charges the House is investigating, asking for an examination of all newspaper men, ticker paper men, and all ources of news.

The resolution asks for an assessment of a month's pay of the "President and each and every Representative, Senator, Cabinet officer, stenographer, and clerk" to help pay losses of some Wall Street speculators on the "leak" on the President's note. The resolution provides "that whereas the President, in ignorance or heedlessness of Wall Street's interests," had asked for peace, and "that whereas rumors of such diabolical questioning reached some of the speculators before it reached others, to the result of inequality of profit among such speculators," the House should "pursue to their lairs all rumors of the 'leak.' " and that the House Rules Committee "examine all brokers, newspaper men, ticker paper men, secretaries, stenographers, members of the House and Senate, and all sources of news, rumors, and lies, including all liars, ancient, modern, and prehistoric,"

"And be it further resolved," Mr. Kent concluded, "that it shall not happen again."

SECRETARY LANSING'S STATEMENT.

Secretary of State Lansing, in testifring before the Congressional Committee as to the physical history of the now famous note, said that he did not know whother representatives of Wall Street papers were present at the conference of newspaper men, and did not know their duties.

He said three men besides members of the press were in his office on the morning of December 20, the day the stock market broke on the rumor of a peace note, when he announced confidentially that the note was coming. These men were R. Gaylord and Dr. M. T. McLean, of the United States Navy, who were about to sail for Haiti, and C. H. Snowden, a manufacturers' agent, of New York.

CENTRAL NEWS CLEANIED.

On Wednesday, W. A. Crawford, head of the local bureau of Central News of America, which supplies news to Financial America, a Wall Street paper, read a confidential message he said he sent to his New York office December 20, saying that a note was coming, but that, acording to Secretary Lansing, it was not a peace note or a move for mediation.

Buffalo News

EDWARD H. BUTLER Editor and Publisher

The only Buffalo newspaper that consurs its advertising columns. Many of our advertisors use our columns exclusive-ly. The above is one of the many resone why. MEMBER A. B. C.

Formen Advertising Representation KELLY-SMITH COMPANY Lytton Building CHICAGO MEW YORK

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE. LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansad City, Chicago

"There was absolutely no leak in our service, nor from any of its clients," said

Representative Harrison said he had examined the Central News tapes for December 20 and found nothing indicating that the confidence of Secretary Lansing had been violated. He read from the ticker report of that day neveral references to Lloyd George's apoech in Parliament and its effect on the mar-

"I have found sheelutely nothing in the ticker," said Representative Harrison, "to intimate anything about Secretary Lansing's conference with newspaper men on that date. According to this ticker report it was the Lloyd George speech which affected the market that day."

Crawford read a statement declaring that Central News was not the only news service with financial papers among its clients, and he thought it fair, since it had been "singled out" in the inquiry, that this be known. He also mid he did not believe that either the United Press or Associated Press violated the confidence of Secretary Lancing.

Archibald Jamieson, also of Central News, told of the conference in Secretary Lansing's office on the morning of December 20, with newspaper men, at which they were informed that a note would be ready at five o'clock for release in the morning papers. Jamieson said he telephoned his office, including in his message the statement that the President and Secretary Lansing were

13,067,600

dvertising carried in 1916. 3,168,382 Hore, or 32,009% over 1915. Advertisers know why

The Detroit Free Press "Michigan's Groutest Noncepaper."

CONKLIN

Hew York Chicago Detroit

morning obsculation Largest two-cent America.

Topeka Daily Capital

> Average net paid cir-culation for the six months ending March 31, 1916, as sworn to in Government report.

, 5

And as confirmed by report of The Audit Bureau of Circulations.

Atthen Carper Publisher, TOPEKA, KANS.



particularly anxious that the matter be held in strict confidence.

Representative Henry asked Jamieson if he knew whether his confidential message regarding the note was so kept by his employer in New York. Jamieson said he had been so informed.

Carter Glass, Jr., Back on Job

With the return of the First Virginia Regiment to the mobilization camp in Richmond, Va., from the Mexican border, where the troops have been stationed since early July, Carter Glass, jr, youngest son of Congressman Glass, who owns the two Lynchburg papers, will have completed his course in "war correspondence," and will resume his work as a member of the staff in a reportorial capacity. While in Brownsville, Tex., young Glass kept the two Lynchburg papers advised as to the manœuvres of the Lynchburg troops and profited by his experience in cactus

Only Paper in the United States

that Owns its Own Telegraph Wire 122 Miles Long, Oshkosh to Mil-waukee, over which it Gets the Leased Wire Service of the United Press, Also on the St. Paul and Minneapolis Leased Wire of the Associated Press, Path MicCommittee Both News Services.

DAILY NORTHWESTERN OSHKOSH, WIS.

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat



DEMOCRATS STILL OWE BIG ADVERTISING BILL

Henry Ford's Failure to "Come Acrose" With Contribution is Assigned as One of the Causes -Hanff-Metager Firm Handled Publicity and Awaits Paymeni.

The note in last week's EDITOR AND Promission to the effect that a large number of publishers throughout the country were still awaiting payment for the advertising carried in their columns by the Democratic National Committee has awakened general interest throughout the trade and brought out many interesting facts during the week Among other important points it developed that President Wilson was not aware of the fact that there was such a large amount of advertising still unpaid; that the amount unpaid is conservatively estimated at \$150,000, and that Henry Ford, the auto manufacturer, failed to "come through" with the \$100,000 or \$500,000 which it was variously reported that he was going to spend for advertising for Mr. Wilson. A report that \$20,000 has been paid on account during the week could not be verified.

The situation, while not serious financially, is a great inconvenience to the advertising firm of Hanff-Metzger. This concern was given full charge of the writing and placing of the advertising. According to Joseph A. Hanff, they were told to go ahead without regard to expense and to "get the stuff into the papers." He quoted one incident wherein they were holding up the advertising for one paper, trying to get a lower rate than that asked, when one of Chairman McCormick's aids notified them to "cease quibbling over rates."

Representatives of the Democratic Committee have held a number of conferences with Mr. Hanff in an effort to get that firm to reduce the bills. Mr. Hanff, however, has always maintained that his firm had no authority to reduce the bills, claiming that they have been only the agents of the Committee. In addition, they have called attention to the orders of the Committee to "get the stuff in" and to a "stop quibbling over

In a later conference between Mr. Hanff and representatives of Henry Morgenthau, chairman of the finance committee of the National Committee. it is understood that \$130,000 was offered in full payment for the amount due, \$180,000. This was rejected, and the tender grew later to \$150,000. This offer is said to have been made by T. L. Chadbourne, jr., counsel to the committee.

Only two reasons are given by the committee for the non-payment of the The first is that they have no money to pay with, and the other is that the rates charged in most cases are much higher than they should be Hanff-Metzger have themselves, out of

The now You Call

Every Morning Daily and Sunday 172 Owned by those who read it

This means that those who OWN This means that those who chist, BUY service and goods from those who buy space in THEIR paper bublication. Buy-

Frankly a class publication. ers of advertising space buy PRLF-ERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

their own funds, paid about \$50,000 worth of the bills to publishers who were in need of the money and to whom it would have been a hardship to hold them up further. The auditors of the committee had audited over 65 per cent. of the bills and found them correct, and then they were directed not to proceed with their work by the National Committee. HENCEY PORD BLAMBD.

A representative of the finance committee stated bluntly that one reason for the embarrassment of the committee was the failure of Henry Ford to make good on the "promised advertising" that he was claimed to be ready to do. Representatives of Mr. Ford, and Mr. Ford himself, some time before the end of the campaign, gave out statements to the press that he was about to embark on an advertising campaign in behalf of the President, and the amount he was going to expend was variously estimated at from \$100,000 to \$500,000. Mr. Chadbourne, when asked if Mr. Ford had offered to defray the cost of an advertising drive answered that he did not know that Mr. Ford had made any definite agreement. Asked if Mr. Ford did any advertising at all, he answered: "Not that I ever saw, or that anybody else over saw that I know of." Mr. Ford had never paid for any National Committee advertising, he said. Asked,

to make a statement, In a recent talk with a representative of The Editor and Publishes, Mr. Hanfi stated that practically all of the advertising had been placed at regular or political rates. Many newspapers throughout the country have adopted a political rate which is higher than a commercial rate, and it was with a full knowledge of this political rate that the committee ordered their representatives to go ahead with the advertising.

"If Mr. Ford had contributed as he was

reported to have offered to, would this

deficit exist?" Mr. Chadbourne refused

A number of advertising agents throughout the city were spoken to about a political rate, and each and every one defended it. It was pointed out that those papers that have adopted it have placed a rate of from 50 per cent, to 100 per cent, higher than commercial rates, and that it was a perfectly legitimate rate. "To the party newspaper, this extra rate compensates in some degree for the great amount of free publicity that it is expected to carry," said one well-known agent, "while to the paper of an opposite political faith, the extra rate may be considered wholly legitimate as the extra worth while' to get the wares of the opposition before the readers of that pub-Heation.

Colorado Springs and THE TELEGRAPH An A. B. C. Paper J. P. McKINNEY & SON

Chicago Detroit New York

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives World Indicated GILMAN NEW YORK (*). ORTHOR EROGNES, CHICAGO Marquette Building.

NORTHCLIFFE ADVISES CONDENSATION IN COPY

English Publisher Says Brevity Will Become Important Factor in News Writing - James Walker Contrasts American and English Advertising -- Other Items of Foreign News.

The Christmas issues of the London trade papers, which have arrived in New York this week, are filled with optimism, hope, and good-cheer messages for the publishers.

In his Christmas message, headed The coming fateful year of 1917," Lord Northeliffe says in part: "Advertisers have had to adapt themselves to coustant new situations, and they will need continued watchfulness in 1917, when the position is likely to be easier in some directions and much more difficult in others. The supply of paper is certain to be greatly restricted. For that reason, brevity will inevitably become an important factor in the preparation of copy. Members of the advertising profession have shown noble self-sacrifice in the various theatres of war, and I wish all of them, both at home and alread, every good thing that 1917 has in its gift."

In the Christmas issue of the Advertisers' Weekly, James Walker, advertising manager of the Manchester Guardian, who recently returned to England after a visit to the States, gave some of his impressions of American advertising. He says in part: "America is, I think, probably the only place where advertising is acknowledged for the great power it is. America is the only place where advertising is entirely free from that slightly shame-faced air that one knows so well here. All that, of course, is no more than one would expect. The whole structure of English society is still feudal, and in a feudal state advertising has no place. The many is despised and has very feeble and inadequate volition. In a democracy the many is king, and the business man is its servant clamoring for its favors.

Clothes may not make the man, but they help woman make him. At that, it's a poor coat of paint that looks bad on a woman.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE WALLACE IS SECURE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

TO UNITE PRESS BODIES

Various News Organizations in Canada Plan to Get Together.

TURDNTO, January 9.-A meeting of the nationalization committee of Canadian Press, Limited, the central newsgathering and distributing organization of the Dominion, is scheduled for tomorrow in Montreal. The committee, which is composed of E. F. Slack, Montreal Gazette, chairman; J. F. Mackay, Toronto Globe; E. H. Macklin, Winnipeg Free Press; W. F. Kerr, Regina Lender, and G. F. Pearson, Halifax Chronicle, will endeavor to bring about a union of the various organizations now in the field.

WANT A SUBSIDIZED WIRE

Publishers of Western Canada Will Potition Government on Monday.

Publishers from western Canada will wait upon the Dominion Government on Monday next and petition for a subsidized wire between Montrea and Winni-At present Western papers lease peg. a night wire from Ottawa to Winniper. but they have no day service. The long and unproductive line around the north shore of Lake Superior makes the cost of a day service prohibitive.

> In Philadelphia For over half a conturn

THE EVENING TELEGRAPH

has reached more mon and winness of education, reflectment and BUY-INO POWER than any other l'idialiciphia newspaper, and its position in a stronger today than ever before in its listory.

More than a million and a half lines of paid advertising gained

during first eight months of 1916
—a greater gain then that of ANY
other Philadelphia newspaper,
moraing or evening.

F you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

> Chicago Evening Post Indianapolie Star Muncie Star Terre Haute Star Rocky Mountain News Denver Times Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street,

Chicago

Successful

Men in every walk of life are all

Romeike's Press Clippings

Among our patrons are professional and business men and women, public person-ages and the lending Banka, Trust Com-panies and Corporations.

Romeike Clippings

are an indiapensable adjunct to every business. If you have never used them, write for information and terms to-day. ness, If the ler inform HENRY ROMEIKE, INC., 188-110 Seventh Ave. New York City

igitized by Google

The Discriminating Philadelphia Evening Ledger

has just ordered

DWIGGINS' SCHOOL DAYS

A Three Column Daily Panel which is far and away the best tableau humor feature in the field.

Write of wire us to submit not one, but thirty samples.

You will be consinced of its continuous superlative excellence

The McClure Newspaper Syndicate 12) West 32nd Street. New York City

The True News -FIRST-

Alwars-Accurately

International News Service 238 William St., New York City

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n Frederick Bldg.

USE

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bidg., New York

(Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

@ Many special representatives who know through years of observation recommend

AD ART SERVICE 212 Press Bldg. Cleveland, O. to all papers on their liste.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about · newspaper advertising and advertisers.

W ASHINGTON, D. C., HAS BEEN THE STAGE of some very interesting procoedings during the last week or ten days.

The Thomas W. Lawson opera bouffe expose was staged with some brilliant wit, repartee, and hot air, and, as most opera bouffes when the show was over, the audience asked, What was it all about?

Perhaps, however, the most amusing affair in Washington was the agitation pro and con mostly con anent the well-known Stevens bill.

Unfortunately or fortunately, depending largely upon which side of the fence you happen to be sitting the Stevens bill was presented for consideration together with the Borah bill, and the high, wide, and handsome gyrations of sundry manufacturers, stepping from one side of the fence to the other, was an exhibition of agility that would put the average circus tumbler to shame.

You see, it is this way: The Stevens bill is a holy bill, full to the very brim of good, sound business principles-honor, honosty, justice, and every other benign and godly stiribute that could be contained in writings of great importance to the

The bill provides for the absolute control of the resale price of merchandise produced by a manufacturer, practically eliminating competition, and placing all retailers on a common ground or level, preventing unscrupulous merchants from

Now, on the other hand, the Borsh bill is a bill displaying throughout its entirety the marhinations of the very Devil himself. It is a bill compelling the manufacturer to sell his goods at prices regulated by the Government, and, of course, is a bill that eliminates competition, stiffer yes, throttles all ambition in a man; eradicates with one fell swoop all commercial activity, and places business abso-

This band of manufacturers, this fair trade league, and similar organizations, erusading as it were for business purity, begging on bended knee of the benign and beneficent Covernment for laws that will compel price maintenance among retailers, quickly changed their pleadings for protection into loud protestations and lamentations when that same beneficent Covernment suggests, or even hints, that what is sauce for the goose is sauce for the gander, and if the retailer is compelled by law to sell goods at what the "higher power" says they should be sold for, that said "higher power" should be regulated by law as to the price that they sell goods. It's all wrong, Oscar: it's all wrong!

For instance, if the Victor Talking Machine Company wish to sell talking machines to Lueser's for one price, Wanamaker's for another price, Bloomingdale's for another price, that is all right and just and proper; perfectly and absolute's

But if Loeser's, Wanamaker's, and Bloomingdale's should happen, each one of them, to hit upon the same percentage of mark-up on their goods, that would make three different selling prices, and that would be low-down, unprincipled, despicable, and thoroughly dishonest,

If the Ingersoll Watch Company cared to make a watch to retail for \$1, and then took the same watch and changed the dial and the chain-ring, without making any other change, and sold that watch for \$1.50, that is geschaft. Or if they have one price for one class of merchants and another price for another class in the wholesale department, that is all right. But, should the merchants take a notion to regulate the percentage of profit they were going to ask from the consumer, that would be all wrong,

Getting down to basic facts, the whole thing amounts to this: The retailer, as an advertiser, uses the newspaper to tell a new story every day. New goods, new prices, new merchandising conditions are constantly being introduced. The manufarturer uses the magazines largely to tell people about his merchandise. He has the same story to tell all the time, and his advertising is really more or less publicity for the reiteration of the same thing.

Retailers as a rule are not particularly keen for the Stevens bill, because they realize that such a bill would stifle competition, and the truth of the matter is that the percentage of cut-price competition of this kind is very, very small, compared with the percentage of cut-price competition that is really based on advectising that lacks truth.

BECK WILL LEAVE WINNIPEG

Report That Fighting Editor Expects to Return to Montreal.

Edward Beck, who was managing editor of the Montreal Herald and Montreal Star, respectively, five or six years. ago, is said to have resigned from the editorship on the Winneyer Telegram. where he went after selling out his weekly publication in Montreal, known as Book's Weekly Mr. Book, Hen. Deacon, and we went others on the Telegram recently got into a little difficulty over a crattism of a judge sitting as a Commissioner in Winnipeg and the result has been a jail sentence for all concerned, which was quashed by another An appeal has been entered, and as soon as this case is finished it is stated Mr Beck will return to Montreal.

PLUM FOR EDITOR GLYNN

Head of Watertown (N. Y.) Standard Lands High Political Place.

The slated appointment of George A. Glynn as paid chairman of the Repub-Hean State Committee of New York brings to w prominence and a \$16,000 annual salary to a capable in aspaper

Mr Glynn, who is just in his prime has been in newspaper work since his boyhood, when he served on papers in judge on habeas corpus proceedings. Oswego, N. Y., his birthplace.

The Ad-Route

Our semi-monthly newspaper house organ

Now housed 1st and 15th of each month)

Lately placed with St. Louis Times, Winnipeg Tribune and Memphis Commercial Appeal.

The International Syndicate

Features for Neuropapers

Established 1889

Baltimore, Md

CIRCULATION HOLDERS

The following use the contributions to the halament harmed secrete need ending, Jun-nary 13th, 1917

Roland G. Unber, Author of "The Challenge of the l'uture". Sarthur of 'The War

of the Nathus Wharton Barker, Author of "The Grat

Jours 16
Administrate Th. Polynoides, Formerly
Managing Filter of the New York Administration
Rmill P. Alberecht, Vin President of the
American Mettle System.
Charles M. Pepper, Formerly Trule Adtis r of the United States Department of
State.

Write or who for nitre

National Editorial Service, Inc., 225 Fifth tre., New York.

PREMIUMS

Publishers of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

5. BLAKE WILLSDES Premium and Advertising Recedities. 1606 Heyworth Bldg., Chiengo

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED

Let us send you semples of our cel ared comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager 27 WEST 39TH SY.. NEW YORK

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

They have written us letters giv-ing their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp. New London, Conn

FOR SALE

Owe High Speed Steaght me Five Roll Double Wolth Press, empped with all modern improvement, all in very good This tress prints 4, 6, 8, 10, 12, 4**188123183178* 14, the all and to pain papers at 78,000 per hour; 27, 24, 26, 28, 50 and 32 page supers at 36 not per hour

> Walter Scott & Co. Plainfield, N. J.

CONVENIENCE IS MAGIC BEHIND ADVERTISING

Don C. Seitz, of the New York World. Tells Y. M. C. A. Advertising Class that Publicity Reduces Expense to the Buyer How Small Merchants May Adver.ise Economically.

"Convenience is the magic that lies behind advertising publicity," said Don C Seitz business manager of the New York World before the class in advertiging at the 23d Street V M C A. Wednesday night, "Imagine a city without advertising! Consider the problem that would confront a man who wanted to purchase a pair of shoes in New York, were it not for the knowledge he possesses, through advertising, of the many places he may go to make his purchase. Think of the time he would waste, and the loss he would sustain in ins search! Advertising reduces the expense of personal search on his part by keeping before him, constantly, the fact that he may get what he wants at certain well-known places -well known because constantly advertised. Advertisons makes shopping and buying convenient to him-to everybody, and conventence is the keynate to advertising People like to get what they want and need with the least amount of trouble. and advertising makes this possible. It costs the department stores from 21/2 to t per cent, to tell the people where they may go to get what they require, and when a person considers what it would cost one to obtain the same knowledge without advertising, he discovers that the public is taxed very lightly for this service of convenience.

"t'omparatively a small number of the merchants advertise. Probably only 30 or 35 in New York spend as much or more than \$20,800 yearly in a paper, and 125 display advertisements in n newspaper may be counted heavy, so it is no wonder that advertisers transnet a large business, for they attract the public to their doors, by making it convenient for buyers to trade with them, while non-advertisers do business by contract.

SMALL MERCHANTS MAY ADVERTISE.

"The small merchant declares that he cannot afford to advertise. I think he can, and most effectively. Manifestly the greeer, the butcher, and the baker in a given block cannot advertise in a manner to compete with large concerns, but, by cooperation, all the merchants in the block may get together, and by each contributing his share, purchase a make in the newspapers, setting forth the advantages of trading in that block

CORRESPONDENTS TO ELECT

New York Association Representing Outside Papers to Hold Election.

There will be a meeting of the Correspondents' (lub, of New York, next Tuesday afternoon, at four o'clock, in the New York office of the Boston Globe, in the World Building, for the election of officers for the ensuing year, and to decide on the date of the annual dinner of the organization. The election was to have been held last Tuesday, but was postponed on account of a lack of a quorum. The present officers are: A. M. Kemp, Beston Globe, president, and Geo. R. Hill, Philadelphia Press. secretary. There are twenty members of the organization, representing twenty-eight newspapers. The membership is confined to correspondents who represent their newspapers by telegraph.

WILL BUY

or lease newspaper in city 20,000 to 50,000. Evening preferred. Have cash. Good executive ability, broad experience. Send full particulars at once to "Buyer's". 1165 22nd St., Des Moines, Iowa.

MISCELLANEOUS

Advertisements under this chancillestion, fifteen cents a line, each insertion, family air mortes

PUBLISHER of a perspectors newspaper in functioning city in the East desires to sell sul-citation interest for each to a man under the is capable experienced in newspaper and who is capable, experiences in the engages management. The publishers a disject is to secure 1 ferminent morking partner to relieve thin of secure managerist digited. Ample power thin will be guaranteed such managerist in the properties of the pr

SITUATIONS WANTED

ovala per Uno, occh insertion. Count old aved to the Rea, For those unomphysic, nor to ascerd 50 words, tso insertions FREE. Increasements under this closes/fontes, Em. Editivicial. Vole graduite age 55, married word, forceds assistant naturaling editor of a actional weekly, now publisher of a actional weekly, more publisher of a actional weekly, more publisher of a actional weekly desires editorial peating offential letter financial prospects. Can furnish highest reconductation from well shown publishers. S. B. Crock. Sortia Westmonth, Mass.

social time from well known publishers. C. tech social Westmonth, Mans CHRI LATTICN MANUFIRE—The poers' expellence. Independent breading mail dept, carriers and sizect boys in order to ultrain less requires and sizect boys in order to ultrain less requires there was a study of callertime, how to recate each breadant to work in legs. I make carrestation usek my nelections when a newstay and bays worked my was to mit present position. The high cost of positiveless detected an account, wanning a new last a circulation wannager in circulation dept. Communication with me will bring to you my ideas of evasiony and circulation. Age 28 years, married, have good based on furnish good reference. Good reseased for locating present centilerer. Address Rox (1999), once Fallion and Positisher.

AND EDITOR, theretably experienced and in live-wise nowageter Seates position in news or city editor. In middle class city Exessing insperiences, New hidding similar position, but of class to change. In present place feer years Energetic, reliable, good exestity, with stern that make devaluation. Willing to start at read unable salary that will increase in results warned to the make the control of the contro

that make circulation Willing to start at feed combine salary that will increase an results warrant. Apr 33. Address Q 33.80 care Editor and Publisher.

AllyEffyising Man His work spoken of a monomous terms by all employers and unquilifiedly conforced by acted advertising an flority. Have seen newspaper rejector and feature writer: advertising copywriter, productive man, advertising an imper. Experience includes a copywriter, productive man, advertising an imper. Experience includes a construction of the conforced and the control of the conforced and the conforced

ADVERTISENCE MAN.—Advertising exper-sives position on newspaper in city of 10 600 calculum or greater. Applicant passesses met-politum experience. Address (1 3165, care

Silium and Debilsher ... Alward and the consecution of the consecution

APPERIOR WHITE AND A COMPANY A

HELP WANTED

advertigements under this cleansfeation, filters cents per line, such insertion, Count ats words to the line.

CHCCLATION MANAGER who can handle cantianeers and build up local scenarios. The contemporary of the property of the contemporary of the contempora

FOR SALE

Advertisements under this closeffection, Affectioners per line, such insertion. Count als mirely to the bine,

LENGTYPE-Model No. 1, Serial No. 2 1 magnatine, muid, liners, ejector blades, as meal two-letter matrices. Murdoch-Kerr Pittsburgh, Pa.

Pittsburgt, Pa.
LINCYTPE Model No. 2, Serial No. 10100,
magnitue, assortment of matrices, Fort Wayne
Printing Co., Fort Wayne, Ind.

LINOTYPE-Model No. 5, Berts No. 1424 magazines, and motor, Cantwell Printing Madison, Wie.

Madison, Wis.

LINOTYPE—Made: No. 5. Serial No. 10412;
magazine, matrices, etc. Con. P. Curran Printing Co., St. Leolis, Mo.
LENOTYPE—Model No. 3, Berial No. 8910,
and Model No. 1, Serial No. 8011, with 1 magatine, liners, ejector bindes, font of matrices
(for each matching). Tribume Printing Co.,
Omericance, W. Va.

LINOTTPE-Model No. 4, Serial No. 11640, magnaine, matrices, spacebands, liners, and binden, Winston Printing Co., Winston-Saiem, M. C.

SITUATIONS WANTED

Advertisements under this statefulfulfon fer onto per Nise, ngch fineralism Count plat words to the blue. For those summplied und to speced 50 words, two basertions PAER

BUSINESS OR CIRCULATION MANAGER—Circulation manager with ownly-five years' experience in mechanical department and business office of one of the country's greatest successes, business times' qualified for letter yearlies. Becord shows faily dealed Smoday trabad, but alones in careas of 130 000 in one position and over 7,000 gew buyiness in six months in another, 7,000 gew buyiness in six months in another, conferential with eliteration with eliteration chart of called for period of the consense of 130 000 in our position and over 7,000 gew buyiness in six months in another greatest and the consense of the consense BUSINESS OR CIRCULATION MANAGER-

ant, care Editin and Publisher.

EXCOPPLINAL NEWSTAPERMAN—I am lexitize for remertions with a paper requiries the services of an exceptional and faily experienced newspaperman. Have postinisty weight at signed article work. Would consider any reasonable proposition. Address O 3178, care Editor and Publisher.

rensonable proposition. Address O. 3778, care Ritior and Publisher.

APP-INITISINAL MAN with regulation as affler of big stage, local or foreign, again to engagement. Experiences as a newerising manager and astirier on New York City dailies and observers and acquired on the proposition of the prop

philipsking Foreman or apprintment th highest mechanical husiness and executive tilly desires position on large daily where PEDSSHRIMM FOREMAN or superintentient with highest mechanical histories and executive attility desires position on large daily where results with the appreciased. Respicyce's intensed always upperment. The learn the previous resultment and pressured the greenest resultment and pressured the greenest and addition. So can be desired the previous and the pressure of the previous property of the pressure and relative time. I can reduce your pry prelix white insign and results to the pressure of the pressure o

and Publisher

MICHANICAL SUPERINTENDENT FORE
MAN exectioned all aneuad newagaper man seeks
patition to daily or vessible sales. Instronoling
executions, practical understanding of working
conditions, executive abides, is foressee as to
character and ability. Address O 2150, care but
toe and Publisher.

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Henry F. Cannus

CONSOLIDATION

In the present crises of newspaper pol-nishing Consolidations and Mergers will prote the only adivation in many avencewisel-fields. We are trained in the tarties pressarily for conducting successful negatiat as be-tween contemporarile, as we have been re-sponsible for nonly of the mergers and con-solidations effected in the publishing field in resent years.

HARWELL & CANNON

Neurapaper and Magazine Properties

Times Bldg., New York

ABLE AND DEPENDABLE

NEWSTAPER EXECUTIVE and writer with Moustraper Experiment on six lending dallies from Newark to New derignes, welling the lies from Newark to New derignes, welling permitted post from and a horse in Pastern city of 1800 000 or less. Fear years in present positions in the actional regulal and getting a salary higher than the figure hooks. Hard worker, good milace, and total abscales? "Few men in the Sustiness whom I count resonance is witherstainty for almost any position." Ask about No. 0575. Also we can jud you in junch with great reporters and deals men at the prevailing figures.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an effector corps of paid correspondents at the following important train-waters. Reston Philiodelphia, Detroit, Clereland, Pittsburgh, Giaciansti, St. Guita, Cairago, Atlanta, New Origensa, Pellan, ledisampolis, Washington, Raidi wore, and Ran Prancisca. Other corresponding will be added from time to time. Advertiser and sewnspare more will find a ready market for sporter of advertising arbitrements, news begin each by addressing the main office. It IT World Building New York City.

Hernels offices are located as follows: Chicago, Hernels Biddling, 163 W. Washington St., Chia. H. May, Mary. "Phone Pranklin 46; San Praches, 142 Market St., R. J. Bidwell, manager. Phone Kearney 2121.

The Editor and Publisher of the property of the control of The Editor and Publisher maintains

Phone Kearner 2121.

The Editor and Publisher page contains
672 agaie lines. 168 on four Columns are 13
form with and twelve lucino deep.
Advectioning Rate in 25c an agante time, \$100
a page, \$20 a baif page and \$42 a quarter page.
Position extra. Time, space and cash discounts
are allowed on contracts.

gre alliewed on remiracta.

Small advertisements under proper classifier.

Item vill be charged as fellows: For Note and

Help Wanted, fifteen evans a line: Busileas Oppervality and Miverlancesta, twenty-five evolts a

count all words to the line. For those ynem
ployed a fifty-word or eight-line advertisement

will be published two times FREK.

Readers are urged to have the paper mailed to

the home address. This will insure prompt de
livery.

The Editor and Publisher sells regularly at lise a copy, \$2.00 per year in the United Sintes and Usurelai Fiscensions, \$2,50 in Loan-eds and \$3.00 foreign, and is on subsection of at the following news stands:

at the following news stands:

New York—World Building, Tribense Sesiding
Para Hew Rulking, 140 Namau Street, Manming copiesative the World Building, 131 Para
How. The Woolworth Ruiding, Times Healding,
Parry servand Street and Broundray, at leaseness
entraine to Evenary, Bresisso's Hook Store,
Two World Street and Frind Avenue and
Mach's, Macy's corner, at Thirty-fourth St. ed-

Beltimure-R. E. Blwards, American Building, Patindelphia L. G. Rau, 7th and Chestnet rests; Wm. Sobel, Bulletin Building News reets; Wm. Sobel, Bulletin Build and Roston—Parker House News Stand.

Pittsburgh-Davis Rook Shep, 416 Weed Street

Washington, D. C.-Bert E. Trenin, 511 Four teenth Street, N. W., Rigge Bldg., News Stand. Chiesgo Fowner's Book Store, ST N. Clark Street; Post tiffice News Co., Matron Street; Chas. Levy Circ Co., 27 N. Fifth Avenue.

Cleseland Schreeder's News Store, Separlur Street, equality Diet Office: Solames News Co., 1111 Watang Street.

Detroit Schumn Nous Co. 89 Larned St. W. San Francisco-R. J. Bulwell Co., 142 Marland.

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THE EDITOR & PUBLISHER FOR JANUARY 13, 1917

GEORGE THOMPSON. OF ST. PAUL DIES

Editor and Owner of the St. Paul Dispatch-Pioneer Press Passes Away in Los Angeles-- He Had Been in Poor Health for a Number of Years-Was a man of Great Ability and Charm.

George Thompson, editor of the St. Paul Dispatch-Pioneer Press, died in Los Angeles, Cal., Sunday, January 7. Mr. Thompson had been in poor health for a number of years, notwithstanding which he attended to his work, displaying marvellous industry and a wonderful grams of affairs. He was seventysix years of age.

Mr. Thompson went to St. Paul in 1385 and purchased a half-interest in the Disnatch, becoming owner and publisher in 1889. Later he consolidated under his ownership the Dispatch and the Ploneer Press.

For eight years, from 1900 to 1908, he was a director of the Associated Press, and during the term of his service in that capacity he impressed all with whom he came in contact with his foresight and ability, his judgment, and his personal charm. When he retired from the board of directors six years are, the directors gave him a dinner in Chicago, which impressed him greatly, and to which he liked to refer. Mr. Thompson, who from time to time entertained friends at dinners himself, always strived to do something original. He had a genius for planning something unique and out of the ordinary. Last September he wrote a letter to Melville E. Stone, general manager of the Associated Press, whom he had known for a quarter of a century, and, referring to the Chicago dinner, stated that he wished to entertain the survivors of that affair either immediately preceding or following the annual meeting of the Associated Press in New York, a few months from now. He had in mind giving each one a scarf pin, in which was to be set their favorite stone—a ruby, an emerald, a diamond-whatever it might He realized, he said in the letter, that some of them might prefer cuff buttons or something else, and he asked Mr. Stone to ascertain, without letting them know just what he had in mind, their preference, in order that he might surprise them on that occasion. The following were members of the board of directors of the Associated Press at the time Mr. George Thompson retired in 1908, and survive him: Frank B. Noyes, Clark Howell, Thomas G. Rapler, Gen. Charles H. Taylor, H. M. do Young. Charles H. Grasty, W. L. McLean, Adolph Ochs, and Victor Lawson. General Manager Stone, and Assistant General Manager Charles H. Diehl were also at the dinner

MR. STONE'S TRIBUTE.

Melville E. Stone, at the request of THE EDITOR AND PUBLISHER, wrote the following appreciation of Mr. Thomp-

"It is not easy in the first hour of grief over the death of a friend of many years to formulate any deliberate analysis or estimate of his character. It is only fair to may, however, that George Thompson was a man of west ability and marked usefulness. He was a selfmade man and fought his battle to eminerice by honorable means. Ho had sharp likes and dislikes. He was alwass an enthusiast, always an optimust. Il's loss to the State of Minnesota and to American journalism is very great."

Mr Thompson was been in Devousshire, England, in 1840, and was graduated from Oxford University He married Abigail I. Wheeler in 1885, who, with two daughters, were with him when he died. Mr. Thompson was a member of the following clubs: Minnesota Commercial, Town and Country, University, Minnesota Boat (St. Paul), Minikahda, Lafayette (Minneapolis), White Bear (Minn.) Yacht.

VETERAN EDITOR AT REST

Many Old Associates Mourn the Death of Edward F. Cahill,

Only invited friends attended, on the last day of the old year, the funeral of Edward F. Cahill, aged seventy-two, in San Francisco, in which city and Oakland he was a newspaper worker for thirty years. The services were conducted by the Rev. Charles L. Miel, of St. John's Episcopal Church, an oldtime friend of Cahill and at one time a fellow worker on the staff of the Oakland Tribune. Cahili was on the Examiner staff for several years. He also served on the old Morning Call and, until three years ago, on the Cakland Tribune.

During Mr. Cahill's editorship of the Oukland Tribune, Edwin Markham. author of "The Man With the Hoe," was a regular contributor to the paper, as was Joaquin Miller. The Rev. Charles L. Miel was one of the regular staff. One of the liveliest reporters was Henry A. Melvin, now a Justice of the Supreme Court of the State. Andrew M. Lawrence, later managing editor and publisher of Hearst newspapers, and Cavin Dhu High, long on the staff of the New York Sun, were others who worked with and under "Pop" Cahill and William E. Dargie.

Others among those who learned their newspaper work from Cahill were: E. H. Clough, the "Yorick" of the San Diego Union; John M. Lathrop, who was managing editor of the Philadelphia North American when he died, and Edward H. Hamilton, of the Hearst newspapers.

In adjourning court, on January 2d, in honor of the memory of Mr. Cahill. Superior Judge Graham said: "As a newspaper writer Cahill promoted many a good law and killed many a victous ane."

OBITUARY NOTES

W. S. Wam, assistant to Robert E. Ward, publishers' representative, in the Chicago office, died on Saturday last in Thicago, of apoplexy, and was buried on Tuesday at his old home, Flushing, L. I.

GROBOR FIFGER, for twenty-five years in the employ of the Pittsburgh (Pa.) Disputch, and at the time of his death assistant foreman of the composing room, is dead of pneumonia, agod thirtyeight years. He was noted for his skill as make-up man and for his sunny disposition.

ROY C. HUNTINGTON, for several years editor of the Platteville (Wis) Journal. died January 5, in Barnesville, Minn., where he was editor of the Review.

S GURNEY LAPHAM. seventy-six years old, formerly publisher of the Syracuse Courier, and for years one of the leading dramatic critics of New York State, died at Syracuse Thursday of pneumonia. Mr. Lapham was dramatic editor of the Syracuse Herald and had a wide acquaintance with actors and actresses for nearly half a century

Hymno H Tirra, editor of Swedish publications in Chicago, collapsed white at work in his office, 207 North Fifth Avenue, Monday, and died before medical aid could be summoned. An attack ture of a banquet given by the Editorial

of heart disease is supposed to have caused his death.

LUTHER D. BRADLEY, for many years cartoonist for the Chicago Daily News, died of heart disease at his home in Chicago, on January 9. Mr. Bradley's political and war cartoons attracted international attention. Some of his original drawings hang on the office walls of foreign cabinet ministers. He was born in New Haven, Conn., in 1852. While at Yale he was a member of the crew and never lost his love of athletics. He leaves a widow and four children.

EDWARD GILLIN, M.A., LL.D., once a member of the sinff of the Toronto Mail and Empire and later editor of the Law Journal, died recently in Toronto, after a brief Illness.

ARTHUR A. PAYNE, of the editorial staff of the St. Thomas (Ont.) Journal, died last week of meningitis following an attack of typhoid fever. He was born in Detroit but lived most of his life in St. Thomas.

WALTER DEAR, who was a brother of the late Joseph A. Dear, one of the founders of the Jersey Journal, died Tuesday in Jersey City. He was one of the organizers of the Home for the Homeless in that city. Mr. Dear was born in England, July 13, 1837.

J. ARNULD DALBY, one of the oldest and best-known newspaper men in Virginia, died recently at Norfolk, Va., after a long illness. He was sixty-eight years He began his career with the old Norfolk Landmark, and later became editor of the Virginian before that paper was consulidated with the Pilot. He leaves a widow and one daughter.

Enwin T. Harvis, formerly a widely known newspaper man of this city and in more recent years engaged in the advertising business, died January 2 at his home in West Philadelphia, following an illness of about six months. Mr. Harvic was fifty-eight years old. He is survived by a widow and one daughter.

Gmomon H. PROCTOR, president of the Gloucester Times Company, of Gloucenter, Mass., died Wednesday at the age of eighty-one. He was editor of the Times for a number of years and formerly vice-president of the Massachusetta Press Association.

CHARLES D. BAKER, a member of the editorial staff of the Brooklyn Daily Eagle, and prior to that for several years with the Brooklyn Daily Times, died on Sunday night in a drug store at Coney Island Avenue and Church Street, Brooklyn, where he was taken after being stricken in the street while waiting for a street car to take him to his home, 633 Decatur Street. Baker was born in Brooklyn seventy years ago.

EDITORS TO MEET IN DENVER

Colorado Newspaper Mon Will Give Dinner to Governor and Legislators.

The Colorado Editorial Association will hold its midwinter meeting in Denver on January 22. Rob Ray, president of the Association, will speak on "Our Legislative Needs," which S. A. Crary will discuss. Alfred Isham, of the Brighton Blade, will talk on "Newspaper Leakage," and George E. Hosmer on "The Investigation of Print Paper Prices by the Federal Trade Commismon." The question of uniform rates for job printing will be debated. Guy Hardy will speak on "The Colorado Press," and G. L. Caswell, field secretary of the Iowa Press Association, on the work of that organization,

The evening session will be in the na-

Association to the members of the Lereditor of the Virginian before that paislature and Gov. Gunter. Senator David Elliott, of the Colorado Springs Telegraph, who will be elected president of the Association at the afternoon session, will be togetmaster.

The Colorado State Board of Immlgration offers a \$10 reward for the best State advertiging stogan. The winner will be announced at that benquet.

CROSSED CONTINENT TO WED

Editor Foote's Bride Journeyed From Los Angeles to Washington, D. C.

A long trip across the continent from Los Angeles, Cal., taken by Miss Blythe t'rawford, to become the bride of Robert () Faote, news editor of the Richmond (Va.) Evening Journal, ended in Washington, D. C., on January S. Mr. Foote and Miss Crawford were married that day at the home of Rev. Earle Wilfley, pastor of the Vermont Avenue Christian Church. The pair were escorted to the minister's home by Paul Moore, Washington correspondent of the Richmond paper of which Mr. Foole is news editor.

Until four months ago Mr. Foote was associate editor of the Los Angeles Graphic, and met his bride while in that city. His engagement was announced in Los Angeles before he left, but after he came East, he could not find time to go back and claim his bride, so it was decided that she come East.

Mrs. Foote, who is twenty years old. Is the daughter of Mr. and Mrs. James Hugh Crawford, of Los Angeles. Poote is thirty-two years old. The couple will spend about a week in Washington on their honeymoon, and then will go to Richmond to live.

WEDDING BELLS

B. Clay Middleton, editor of the Lynchberg (Tenn) Hanner, and Miss Julia E. Slack, a Knoxville girl, who has been teaching in Oklahoms, City, were married at Knoxville on January 2. The young woman had, while a teacher in Oklahoma, made various investments in property that had netted her a fortune of over \$100,000. She is the daughter of the late editor and publisher, John Slack, of Bristol; a sister of Col. Charles H. Slack, of Washington, a well-known newspaper editor, formerly of Bristol and Nashville, and of E. Munsey Slack, editor of the Johnson City Staff. Mr. and Mrs. Middleton left immediately for Nashville. After a few days there, they will go to Lynchburg, where, jointly, they will edit the Banner

The marriage of John R. Eden, of Springfield, III. and Miss Florence Brown, of St. Joe, Mich., at the home of the bride, December 31, was a complete surprise to the relatives and friends of Mr Eden. The announcement of the wesking was made in a telegram to relatives. Miss Brown was a classmate of Mr. Eden at De Pauw University, from which school both graduated in 1910. Mr. Eden is city editor of the Illinois State Register.

Augustus Whiting, 143 Wadsworth Avenue, Manhattan, for twenty-nine years a reporter for the Evening World, was married to Mrs. Ida Frances Haddon, of 511 West 181st Street, Manhattan, January 10. Mrs Ellizabeth Romaine, Mr. Whiting's daughter, and J. Schneider, for many years a friend of the bride's family, were the attendants

Calder Johnstone, a will-known newspaper man, and Mrs. M. W. von Tornow, known on the stage as Mand Barber, were married Desember 27 at the bride's fome in Tuckshoe, N. Y.

Twelve Billion Dollar New England!

REACHING her strong arm farther north and east than any other Community of States doing business under the American Flag. New England is one of the compelling forces in the mercantile life of the nation. She is filled to the brim with energy and money. Her energy can not be measured. Her money measures up to

\$12,000,000,000!

If you were asked to count this vast sum at the rate of one dollar a second, and keep continuously at the task, day and night, never once stopping for a bite to eat, or a pillow to rest your head, it would take almost forty years to complete the work!

New England Newspapers swing open the door of opportunity to National Advertisers, to Manufacturers, to Jobbers, and to Merchants alive to their own interests. New England Newspapers go every day into over a million homes. New England Newspapers are read every day by over a million wage-earners, who receive annually—

\$557,631,000.00!

And again, New England Newspapers are the ONLY MEDIUMS that reach all the New England Buyers.

MLA	SSACE	IUSETTS.				Net Paid	2,500	10,000	VER	MONT.		
	Cla	Paid renintion	2,500 lines	10,000 lines	Springfield	Arculation	lines	lines	C	Paid irenlation	2,500 lines	10,000 limes
Boston America:		380,281	.40	.40	Republican (S)	17,548		.04	Burlington Free			
	(8)	321,425	-19-55	.35	Springfield Union				Press (3f)	0,802	SEO.	.0179
Boston Globe (342,457	.30	.30	(RESCH)	30,444	.07	.06	Population, 361,200	Bo .		
	(8)	294,528	.30	.80	Worsestor							
Beston Herald-			-		Gamette (III)	28,968	.06	.045	CONNE	CTICUT.		
		196,794	-96	.96					Bridgeport Post-			
Beston Journal	(36)	58,921	.16	.195	Mass. totals,	2,576,445	3.1857	3.0664	Telegram (ME)	33.019	.078	.088
Boston Post	(ME)	482,741	-40	40	Population, 2.604.	K22.			Danbury News (E)	6.099	.0118	.0118
	(5)	827,631	.30	-30					Hartford	01000	.0110	PARC
Boston Record	(30)	85.123	.13	.13	RHOD	E ISLAND	l _e		Courant (MS)	18,970	.06	.088
Boston Transcri	pt(E)	30,277	.18	.18	Pawtucket Times(E)	20.265	.05	.0025	Hartford Times (E)	25,691	.06	.05
Fall River					Providence				Meriden Journal (E)	4.997	.028	.0143
Hermid	(E)	7,595	.03	.02	Bulletin (E)	49,455	.00	.00	New Haven Times-	4001	10000	102.00
Fitchburg					Providence				Lender (E)	115,205	.04	-08
Sentinel	(E)	5,065	.02	.0157	Journal (M'8) 35,786	-07106	.07*08	New London Day (E)	8,765	.0285	.0171
Lynn Telegram	(10)	7,527	.02	.00	Providence				New London			
		16,318	.02	.08	Tribune (E	21,054	.05	.06	Telegraph (M)	3,750	.0096	.0871
Lowell Courier-					Woonsocket Call-				Norwich Bulletin (M)	9,965	.04	-018
	(ME)	17,048	.035	.035	Reporter (E	11,542	.0429	.0085				
New Bedfard Str						-			Connecticut totals.	124,757	.3510	.2363
	MEG)	20,774	.04	.04	Rhode Island totals.	130.786	.3028	.2710				UMA CHO
Pittsfield Engle	(Ef)	12,422	.0207	.0157	Population, 591,21				Population, 1,114,7	56.		
Salem News	(E)	15,732	.05						New England totals,	3.863.136	3.9128	3,0011
Springfield Repu	bitenn)			M	AINE.						
(M)	15,215	34,632	.00	.08	Portland Express E	31.24T	.0635	.0375	484-4	-		
Springfield News	19.417			400	Population, 762,77				Interest to A. B. Rating Gov. statem			

The Editor and Publisher will supply advertisers who want further information on marketing conditions and selling facilities in New England and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

230% More Circulation 14% Increase in Rates

1908		-	-	-	•	88,472
1909	-	-	-	-	-	98,210
1910	-		•	-		103,055
1911	-	-	-	•	•	115,863
1912	-	-	-	-	•	129,427
1913	-	-	-	-		142,813
1914	-	•	-	-	-	175,450
1915	-	-	•	-		181,363
1916	-	-	-	-	-	201,262

These figures reflect the average net paid circulation of the year by year for the past nine years. All unsold, free, soiled, spoiled or damaged copies have been deducted in all these figures.

Member A. B. C.



Member A. B. C.

During the same period the advertising rate of The Globe has only been increased from 35 to 40 cents per line on one time business, which, with discounts on volume or insertions check up to about 14 per cent increase.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER



Established 1884—The Oldest Publishers' and Advertisers' Journal in America.

\$2.00 a Year Company 1971, to the delivered Politicar Co. NEW YORK, SATURDAY, JANUARY 20, 1917

10 Cents a Core



Everybody Buys at Department Stores

Father, mother, son and daughter—they are all regular patrons of the modern department store. This is especially true of Chicago whose department stores are generally conceded to have reached a higher development than those of any other city.

The advertising problem of department stores in Chicago is to reach the greatest number of Chicago in the problem of the control of the contr

And as The Daily News has a larger circulation in Chicago and suburbs, by over 90,000, than any other newspaper, daily or Sunday, it is the only newspaper through which the advertiser can reach all these worth-while families.

Chicago department stores appreciate these facts and buy more space in The Daily News (by over 1,000,000 agate lines per year) its days a sweek than they buy in any other newspaper in seven days. Theirs is a good example to follow.

THE CHICAGO DAILY NEWS

Over 425,000 Daily

"It Covers Chicago"

"OHIO FIRST"

OF ALL the middle and western states, OHIO is FIRST in the production of pig iron.

In 1915, her brawny iron-workers smelted 6,912,926 tons! Gleaming furnace fires and towering stacks, belching black smoke day and night, tell the story of Ohio's unflagging enterprise and great wealth, totalling close to

\$10,000,000,000

Her numerous, splendidly equipped steam and electric roads give quick and easy solution to the important problem of distribution.

She has 9,147.77 miles of steam track and 4,288 miles of electric track, practically covering all her populated territory.

Ohio is constantly growing bigger, richer and more potential in her leadership.

As a profitable field for profitable ADVERTISING, Ohio offers opportunities which are second to none, not only to national advertisers but to international advertisers as well.

Progress establishes knowledge of values.

The progressive advertiser who intelligently, forcefully and persistently uses THE OHIO NEWSPAPERS can soon prove this to his full satisfaction.

"Oh	io	First	. 22	New	spapers A	re	Best		
		Net paid Circulation	2,500 lines	10,000 lines			Net paid Circulation	2,500 lines	10,000 line
11 D []	(E)		.035	.035	Findlay Republican		5,950	.0093	.009.
Akron Beacon-Journal Canton News	(E&S)		.0214	.0214	Lima News	(M) (E)	49,322	.02	.009.
Chillicothe Scioto Gazette	(Eacs)		.0057	.0057	Mansfield News	(E)	•7,631	.019	.017.
Chillienthe News-Advertiser	(E)		.0085	.0072	Marion Daily Star	(E)	7,467	.0129	.019
Cincinnati Commercial Tribu			.11	.09	Newark American-Tribune	(E)	5,318	.0085	.012
Cincinnati Commercial Tribi			.14	.12	Piqua Daily Call	(E)	4.012	.0072	.008
Cincinnati Morning Enquirer,			.14	.12	Portsmouth Daily Times	(E)		.015	.007
Cleveland Leader	151		.17	.15	Sandusky Register	(M)	4,000	.0493	.003
Cieveland Deager		112,513			Springfield News	(E&S)	12,453	.112	.02
Cleveland News	(10)		.18	.16	Steubenville Gazette	(E)	3.020	.0143	.007
Combination L. & N.		229,945	.30	.26	Toledo Blade	(E)	50.508	.11	.09
Cleveland Leader	(M)		.15	.13	Youngstown Telegram	(E)		.0.3	.03
Cleveland News		112,513)		4.4	Youngstown Vindicator	(E)	18/658	.0.3	.03
Combination L. & N.	(.18	.16	Youngstown Vindicator	(S)	16.716	.03	.03
COMMUNICION OF SE		202,704	.27	. 23	Zanesville Signal	(E)	±10.000	.0.2	.02
Cleveland Plain Dealer	(M)	143,103	.18	.16	Zanesville Times-Recorder	(M)	16.711	.025	.025
Cleveland Plain Dealer	151	181.825	.21	.19		,			
Columbus Dispatch	(E)	72,120	.10	.00	Totals,	1	1,762,181	2.9376	2.568
Columbus Disputch	(E)		.10	.00					
Dayton Herald**	(E)	027,114	.05	.035	5 5 1 2016 C				
Dayton Journal**		•22.430	.05	.035	*April, 1916, Gov. statemen				
**Combinatio	n (M&S)	to per line			†Publishers' statement. Ot	her rating	rs, October	1, 1916.	
Dayton Journal	(8)		.07	.045	National Advertisers and a				
Dayton News	4 EL)	33 1154	.045	.045	formation in respect to mark	cet condin	OTES HELL !	Stri witning	E-04 1110
Dayton News	(8)	26,388	.03	.03	in OHIO should communica	ite with I	he libtur	& Publish	er, Ne
East Liverpool Tribune	(M)	4,392	.0115	.01	York City.				

"It costs me 15 cents a day to have the New York Evening Post delivered at my home but it's well worth it"

A prominent business man of Philadelphia, whose fine home is at some distance from the railway, made this statement recently to a party of friends who were discussing the relative merits of various newspapers.

"Its financial section is undoubtedly the one absolutely reliable and authoritative department of its kind in daily journalism," he continued. "When to this is added a sane and comprehensive outlook on world affairs, and editorials that stimulate thought, you can understand why I do not grudge what I pay to make sure of getting The New York Evening Post regularly on the day of publication."

What Is a Newspaper Worth to You?

Would you be willing to pay fifteen cents each day rather than miss one issue of the newspaper you buy for a penny?

Do you READ your newspaper, or do you just "glance through it"?

Do you get an accurate and uncolored survey of world affairs, or a sensationally distorted version of daily happenings?

Are you stimulated to thought by what is offered, or merely soothed to sleep?

If you wanted to sell a high-grade article, which type of newspaper would you use for a !vertising—the one that is glanced at and thrown aside, or the one that is read by those who have time to read, money to choose the best to read—people who can appreciate the best, whether it costs three cents or three thousand dollars, or more, and are willing to pay for the best?

The New Hork Evening Post

More Than a Newspaper—A National Institution

Put Your Money to Work in Birmingham

Where the Pay-rolls Are Ever Mounting

Records Made Monthly

New industrial records are shattered almost every month in Birmingham, while her mills and mines and factories are crowded with laborers day and night. Wages have been increased by the large industries several times during 1916. Payrolls are bigger now than they have ever been before.

The field is ripe for the harvest of the advertiser, who has something to sell and who picks the right medium.

Birmingham is in the center of the iron, steel and coal industries of the South. The great plants of the Tennessee Coal, Iron & Railroad Co. (a branch of the United States Steel Corporation) are located here. A half dozen independent companies are operating blast furnaces, ore mines, coke ovens and coal mines all over the surrounding district.

Birmingham is a city of a little over 200,000 that has long boasted of its payroll of a "Million a Week." That payroll has climbed until it now amounts to about a million and a half dollars

Production of Iron

Birmingham manufactured 2,714,272 tons of pig iron during 1916.

Birmingham mills turned out nearly a million tons of steel during the past year, by far the largest amount ever turned out in a similar length of time. Orders are stacked ahead that will keep these mills busy throughout this year at least.

More than sixteen and a half million tons of coal were mined in the immediate Birmingham District during 1916; more than 5,000,000 tons of coke were manufactured. Production for 1917 will go far beyond these figures. New mines are being opened almost every week, and a number of new batteries of coke ovens are now under construction.

Two newly erected plants are making Benzol to the amount of 3,550,000 gallons per year, in order that all the by-product-of Birmingham's great industries may be utilized.

Industries Are Varied

Cement, brick, cotton oil, yellow pine lumber—all contribute their share to Birmingham's manufacturing industry.

Huge cast iron pipe plants, soil pipe plants and fertilizer factories add to those ever-mounting payrolls.

Machine shops and foundries in Birmingham are turning out great lathes and other material necessary for the manufacture of war supplies, and sugar machinery for Cuba. Hundreds of thousands of dollars have poured into local coffers from their activities.

More than a quarter of a million tons of steel rails were turned out in Birmingham during the past year for the railroads of the United States, and many more orders remain on the books.

Birmingham is the logical trade center for a rich farming territory that is fast learning its lesson of diversification of crops and the raising of live stock. Its agricultural trade-support has entered upon a new period of prosperity which no untoward situation can affect seriously. Neither war nor peace will end it.

Labor Is Permanent

Birmingham's high-grade labor is not of the shifting type. During the depression that followed the catastrophe in Europe, the labor was held here, and when prosperity came again, there was work for all and more.

Many of these men have money in bank. The savings banks are bulging with money. There is plenty of work ahead, so that laborers do not have to worry about spending this money. They went through a long period of reasonable frugality, getting square with the world after a period of idleness.

Now is the logical time to strike! A sound advertising campaign in Birmingham today offers a rich opportunity. The money is here, the people are here, and the time is ripe.

Are you sharing in the wonderful prosperity of these people? Reach them through

The Birmingham News

"The South's Greatest Newspaper"

MEMBER A. B. C.

Kelly-Smith Company FOREIGN REPRESENTATIVES MEMBER A. B. C.

Lytton Building, CHICAGO

220 Fifth Avenue, NEW YORK

-101=5

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Saite 1117, New York World Building, 65 Pink Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, enablished 1884; The Editor and Publisher and Ir but surface, 1901. The Editor and Publisher and Ir but surface, 1901. The Feditors and Publisher and Ir but surface, 1901. The Publisher 1901. The Deltring and Publisher 1901. The Additional Publisher and Ir but surface with publisher 1901. The Additional Publisher and Irresurver.

Val. 49 Coupeopt, 1911, by The Stiller and Patitales Co. NEW YORK, SATURDAY, JANUARY 20, 1917

THE NEWSPAPER PRESS OF RIO DE JANEIRO

Clayton Sedgwick Cooper, Special Correspondent of THE EDITOR AND PUBLISHER, Returning from Argentina, Writes Entertainingly of the Newspapers of Brazil-Tells of His Visit with Dr. Carlos Rodrigues and of Meetings with Count Candido Mendes de Almeida and Other Dominant Figures in the Brazilian Newspaper World.

RAZIL is the newspaper mun's Paradae lineing the last century. stace the publication of the first Brasillan Journal, each year has seen Many of these periodicals have been swell and short freed, but it is to be noted that there are in this country er less influential, their circulation varying from 500 to 100,000 copies

Every city, town, or centre of exenmercial importance possesses its two or filled with news that is often improveafte to the foreigner because of its con mopolitan character, and usually well edited. The local Brazilius newspaper Brazil is a nation of newspaper rend-

national press is worthy of careful there is a widespread tendency to pubthe country, Rie de Janeiro, the Federal

NORTH AMERICAN DESIGN. One of the first Brazilian gentlemen whom it was my privilege to meet in had last returned from a long tour reast to count and impersing as he had brought back many new ideas Brazilian Sennier, are new putting "To whom appeal," under which title campaigns were directed against differ-

finding his nows, for there secons to the



THE BUILDING WITH THE TOWER ON THE LAPT IS THAT OF THE JOHNAL DO BRAZIL, AVENEDA 1410 BRANCO, 1410 DE JAN-

untritlated in Brazilian journs dishelval plot on the part of the ers, and in consideration of the fact of a large illiteracy, not less than so gram, narrating a vital event to the

Burble offsics. The Jornal do Brazil is independent facts and happenings in the city, the course nearer being reached than one the year 1594, when the present penaccessiv, electoral refers, the abo-

Mestrated nerval, containing ent forms of authority, marked an its-

cation to the soher journalism of Ris. ion of Yanker Journalism and the Petit Journal' of Paris."

A HEMPFYRIR OF CREAT ENTLYSINGS. O Pain in another of the influential of the capital, this paper has bad on its staff some of the leading liberary men of the nation. One of those, its edicayuun, called 'the Prince of the Brapapers. O Pale, which occupies one of the most polatial buildings on the Avenois, was said a few years ago to brilliant papers upon political and su-Sharily before he salled for a hyles

1500, until his recent withdrawal has While there are other papers to Rio

or such power over poblic sentiment as

shipping journal to 1927. It was found-NATE regulated its position as the most authoritative paper regarding busclo. from the year 1827 onward. paper in limail (in Pernambuce), which patriarchal Jeernal of Rio, there is probably no other organ of the country from which a study of national

Journalism can be more completely A BLANKST SHEET. One's first impression in taking up

this enorments about, whose normal built of eight columns each, is to the effect money. With its absence of heavy bendless and the features of sensational journalism, one to pussled to know where to begin. It is impossible to read it all, and it is equally impossible to "skies" this journal. Many of the features guidlen the readers in the newspapers of the United States are absent. For rearrows seace of leading articles marks a disideal of being unidamed in political matters, and by reason of its success in holding to an impartial attitude in politics, the paper has gained the udies confidence of the community and the notice as well. This paper is called the ofthough H carely expresses its sately editerially, when it does its dictum to

the paper's policy has been supervited "We are not a party organ, and we credit our readers with enough some news we give there; party government not existing in Drasit, the partisus after due houring of all aides on a rement or the Administration or the

These "judgments" are usually orclared, by the way, in an unchira manner arrows the "vertex," as the Purthe day."

The foreign news of the paper is extensive and is derived from the journal's own correspondents in many nations. One can read telegrams daily from England, France, Germany, Italy. Portugal, Spain, the United States of America, and from virtually every South American republic. There are also the daily telegrams from each of the twenty states of Brazil.

UNDOUG ADVERTISING PHATURE.

Another feature which seems curious to the North American, are the paid "publications by request," or "announcements by request." Although the editors of the Jornal do not deign to express their own opinion daily, they give this privilege to the Brazilian world at so much a line. It is possible and somewhat popular also to republish are ticles, partisan and otherwise, in this influential organ, which have been published elsewhere in the country or even in other newspapers of Rio, in order that the thoughts of the writer may get a hearing among the inducatial circle of Jornal readers. As many of these articles are filled with spice, and often are of a semi-private character, they are eagerly read by the newspaperloving Cariacoans.

It is significant of the influential character of the paper to note that as a result of a series of such special articles, the Jornal was able to raise some time ago in two or three weeks a fund of \$60,000 for a statue to the late Secretary of Foreign Affairs, the Baron de Rio Branco.

in addition to its morning issue, the Jornal do Commercio publishes an evening edition in a different size of sheet, reminding one in some ways of the Pall Mail Gazette. There is also a handsome monthly, the "Jornal Illustrado," published by the same organization.

The remarkable success achieved by this newspaper is due in no small degree to the eminent Brazilian, Dr. Carlos Rodrigues. It is a particular pleasure for an American to meet this brilliant man, since for thirty years Dr. Rodrigues lived in the United States and England as a correspondent for his paper. It was with surprise that we learned that at one time he edited an American paper (Novo Mundo, in Portuguese). and had been instrumental in placing several of our well-known newspaper men in positions which they still hold in connection with the metropolitan dailies.

"What policies were uppermost in your mind?" we asked of this Brazilian editor and publisher. The editor replied:

"It was my idea to keep the paper abnolutely unbiassed politically, and then I paid particular attention to the telegraphic and cable services, in order that the telegrams from every quarter of the globe should form a complete dally chronicle of the day's eventa"

Having been told that the Jornal do Commercio was said to have been responsible for a Brazilian revolution, we asked how it had been possible to omit political partisanship and still to influence the people so widely.

MOULDERS OF PUBLIC OPINION.

"We had some perilous times," he mid. "during the early days of the Republic. It was easy to blame the papers for what was happening with the mixed policies of men little accustomed to republican institutions. As a matter of fact, the history of the revolutions that were suppressed by the editors and prominent men who used the pages of the Jornal especially to express sane views, has not yet been recorded." It was

tuguese journalists style the "notes of brought out that in Brazil the newspa- PHILADELPHIA PRESS per has been particularly the guide of opinion, and once a paper gets a standing and reputation for sober goodsense, the editor has a tremendous power to wisely choose his material and to direct sentiment.

> It is this fine quality of wisdom and foresight that the great newspaper building that Dr. Rodrigues planned on the main avenue of Rio, reflects in every part. One is told, indeed, that the editor's selection of the site was quite largely responsible for bringing into being the Aveneda Rio Blanco-without doubt one of the most beautiful and picturesque modern avenues in any city of the world. This newspaper building, which was crected at the cost of \$325,-000, has seven floors and is surmounted by a tower containing three additional floors. There are four electric passenger elevators, special elevators for office use, pneumatic tubes for the conveyance of MSS, an internal telephone system, and 500 employees. There is also an association of employees in a flourishing condition. Provision is made for the public in a number of ways, one of which is a very fine concert hall on the seventh floor.

> Dr. Rodrigues's successor is Commendor A. R. Ferreira Botelho, who is at present particularly interested in starting a branch of the Jornal do Commercio in Sao Paulo.

> I was interested in the present work of Dr. Rodrigues, who, although he is at present seventy-two years old, is working laboriously on a two-volume edition of a History of Christianity, which is to include the findings of the best modern scholars in Europe and the United States. Dr. Rodrigues, a Catholic, like the majority of his countrymen, is not held by sectarian ties, and as I wandered through his fine library it seemed to me that at least half of his books were in English, and the positions which he was taking in his first volume accorded more nearly with the Protestant than with the Catholic faith. This man of scholarship, high culture, and wealth, is a type of the editorial leadership of the newspaper of Rio.

> There are, to be sure, several newspapers, both morning and evening, in which the illustrations and the method of presenting news reminds one of the cheaper journals in foreign cities. but as a rule, one of the most distinctive things about the press of the Federal capital of Brazil resides in the fact that virtually every Brazilian statesman or litterateur has reached his elevated station largely through his connections with the Brazilian newspapers.

Syracuse (N. Y.) Herald Is Forty

The Syracuse (N. Y.) Herald, founded by Arthur Jenkins and now conducted by his daughter, Miss Mary E. Jenkins, celebrated its fortleth birthday on January 15. Miss Jenkins and Edward H. O'Hara, the Herald's business manager, received many congratulations from editors and publishers throughout the country, and many former members of the Herald staff also wired good wishes.

Two Papers Add Telegraph Service

The Michigan City (Ind.) News and the Vincennes (Ind.) Capital are taking the news report of the International News Service, being served from the Indianapolis office, receiving special reports on the present session of the Indiana Legislature.

Don't fret and fume-for the wheels that go 'round without creaking last the longest

UNDER NEW OWNERSHIP

Group of Quaker City Capitalists, Believed to Represent the Wanamaker Interesta, Acquire Famous Old Newspaper from Calvin Wells Estate-Sale Price Not Made Known.

PRILADELPHIA, January 17 .- After being more or less the victim of rumors for over a year, the Press has at last been sold to a group of Philadelphia capitalists, as yet unannounced, but generally believed to represent Wanamaker interests. The Press to-morrow morning will carry the announcement of the transfer.

As was stated by THE EUTOR AND PUB-LISHER some time ago, the paper has been on the market virtually ever since Col. Samuel W. Meek, of Virginia, who has an enviable record for building up newspaper propenties, came to the city to assume active management. Many attempts have been made to secure control of the sheet, notably by George W. Ochs, after his retirement from the Ledger, and more recently by W. W. Chapin, of New York and San Francisco, but negotiations invariably fell through, owing to the high valuation placed on the property by the owners. Within the past two weeks rumors of the sale to Rodman Wanamaker were widely circulated both here and in New York, but were denied by the Press officials and by the Wanamaker representatives. The Press, which is owned by the Calvin Wells estate of Pittsburgh, will continue publication under the changed management. The names of the new owners will not be announced now or later. The sale was closed December 7 and ratified on December 21. Mr. Wanamaker is out of town, and his representatives refused to confirm the report that he will head the company which will control the future destinies of the stanch old Republican paper.

It is whispered that the negotiations for the sale have been with Michael F. Hanson, business manager of the Record, which is owned by the Thomas Wanamaker estate, of which Rodman Wanamaker is executor, for an unnamed client. Sale price has not been announced, nor will it be.

The present officials of the Press are Benjamin '(). Wells, president, son of Calvin Wells, who acquired the paper in 1877; John B. Townsend, secretarytreasurer; Samuel Calvin Wells, editor, and Samuel W. Meek, manager. The sale is made to witle the estate, to which there are a number of heira. Valuable zinc works in the Middle West and iron mills at Pittsburgh, to which Mr. Benjamin Wells wishes to give his entire time, are also owned by the fam-All of the Press property is included in the sale save the old building at Seventh and Chestnut Streets.

TO RETAIN OLD HOME.

This owned by Mr. Wells, and to be leased by the new owners, is the original home of the paper, which founded in 1857. From a window of this huilding John W. Forney, the founder. announced the news dispatches of the Civil War and besought the crowds to purchase the Jay Cooke bonds for the prosecution of the struggle. The lower floor is used as the business office of the Press, and upper floor; are rented to tenants. The administration, printing, and circulation departments are housed in a fine seven-story structure at Seventh and Sansom Streets witch is so built as to allow the addition of four more stories. The real-estate valuation of the property is \$190,000. Under

the Forney management, the Press became one of the leading newspapers of the country, its editorial opinions having wide influence. Many distinguished persons have bene connected with its staff.

Charles Emory Smith, later Ambassador to Russia under Harrison, and Postmaster-General under McKinley, became editor after its purchase by Calvin Wells; and Dr. Talcott Williams was associate editor and critic until he was appointed director of the Pulitzer School of Journalism.

The paper has always taken keen interest in art, literary, dramatic, and society matters, as well as politics, and is recognized as appealing to the better element in the city. Among the wellknown people who have been connected with the Press are William J. Glackens, John Sloan, George Luka, and Everett Shinn, now famous in the art world; Harry-dele Hallmark, of the McClure Syndicate; Alden March, son of Professor March, of Lehigh University, now with the New York Times; "Judge" Wells, famous for his brilliant editorials; J. O. G. Duffy, dramatic critic and author of several books and plays, who is still on the staff, and others. The present staff keeps up the old high record. for culture. Richard J. Beamish, managing editor, has written many notable poems and plays: H. T. Craven, editor of the Sunday Magazine, is a critic of quality; Barran Lewis, city editor; Lee Pape, and others have written successfully produced plays,

It is said that there was some trouble in geiting various stockholders to agree to the arrangement.

Report has it that M. F. Hanson will be business manager of the Press.

RUMOR ABOUT THE TELBORAPH.

There is a current rumor that the Telegraph, owned by Rodman Wanamaker, which it is said is carrying at present a very small force, will be run as an evening issue of the Press, and the publication moved to the Press Building. The press rooms of the Telegraph are located in a structure at the back of the Telegraph Building, which is owned by and leased yearly from the Wells estate.

Another story concerning the Telegraph, which has been going the rounds intely, revives the old tale that Cyrus H. K. Curtis was to buy the A. P. franchise, and that the paper would continue as a political advertising and business sheet, similar to the Star. This could not be confirmed, but in the shake-up anything is likely to happen.

Absorbed by Omaha Tribune

The Omaha Daily Tribune, the only German daily paper printed in Nebraska and western Iowa, has consolidated with the Nebraska Volkablatt, of West Point, Nebruska, and the Platte River Zeitung, of Fremont, Nebraska, sunpending both publications and adding the subscription lists to their daily, maintaining correspondents in each of the towns. Val. J. Peter, the publisher of the Tribune, has bought nine papers in Nebraska and Iowa, and consolidated them into the Daily Tribune.

Receivership in Johnstown

Financial difficulties have forced the Johnstown (Pa.) Leader into the hands of receivers, proceedings having been instituted by W. H. Sunshine, a member of the stock company owning the plant. Attorneys Alvin Sherbine, Dan 1. Parsons, and William E. Engle have been named by Judge O'Connor to conduet the newspaper until such time as an advantageous sale can be made.

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SMALL PUBLISHERS TO GET SUPPLY OF PRINT

Temperary Relief Afforded to Newspapers Threatened with Suspension by Unofficial Action of Federal Trade Commission, It Is Said Chicago Conference, Luddelite

Small revenience. Developed with a support of the Act own recognition for small or like of own recognition for small or like the consequence of the Act of

Plans for the proposed conference between publishers and news print fall. At the meeting held a few weeks ago it was understood that another gathering was to be held, the sell in he found by the manufacturers. A silefound by the manufacturers. A silesiant for the conference of the consistent siles and believe the consistent siles in deciding for the confersion of the conference of the conworld be definitely determined before

to red of the work.
"SPOT" PAPER CHEAPER.

The "first" value Gaussia.

"The "first" value Gaussia.

The best of a "first" page within the paint for each of the series of "the page within the paint for each of the series of "the page within the paint for each of the page of the series of pages for each series of the series o

Phase for new rails are progressing on all idea. The high price of new yrins, and the concessor profits make by paper-makers attracts new capital to that incomer, with the result that additional stells to be constructed with sid materially to the supply. The Lake Windler Paper Co. conftention of the contract of the stellar progression of the track of the contract of the contract of the track of the contract of th

The base was proposed to be seen organized in Constant to erect a mill of 200 tons daily capacity, the product to ense on the market about June or July 1916. This company owns wast trends of the ber fand, has almost subverte water ningply, and valves of delivery. The plant will be observed by any will be described to the way to the way of the product will be described by the product will be product to the product will be described by the product will be product to the product will be described by the product will be descri

NEWSPAPER MAKERS AT WORK

100 Accordings

OLLO OGDEN, editor of the New York Evening Post, never mistakes en-R thursten for indgreent. His mind is not stampeded by the excliement of erately and freely, and possesses the faculty of making clear the ideals of the Evening Post in language so plain that this powspaper stands out frees the sees and has become distinctive to American fournalism. The man and the paper are typical, each of the other. Mr. Opden fire into the organization, just as that newspaper fills its place in the daily newspaper field. He is theroughly in accord with the policy of the paper, believes it, thinks it, lives it and writes a like position. A clear thinker, a frank writer, he expresses opinion without porturing and arrives at instral constitutions unhangered by likes or dislikes. stant surprises at the cedurity manner in which he can recall to most invisority events, or historical facts out of his vast fund of knowledge. It makes no difference whether the subject is political, economical, financial, diplomatic, or what not, Mr. Ogden has read, investigated, and remembers, and can bring or an act that has a direct hearing on a subject. This is all done, however in a suggestive manner, for he is always in a receptive mood. He writes deliberately, freely, and without effort. He is one of the few men whose train of thought in not severed by interruption, for if disturbed while writing an edi-In the argument or his process of reasoning. He is a man of quiet determination, mild mannered, and gentlements, who is always certain of his point before be makes a decision, and who has the courage of his constrtion

he makes a declains, and who has the coursage of his convertion.

When Mr. Opens placed the staff of the Evening Foot as antistant literary cition; in 1911, E. L. Goldkis was editor. Mr. Opden later because an editor-in writer, continuing in that capacity when Homes White was editor. He accorded Mr. White in 1933, since which time he has had entire editorial expervation of the paper.

Mr. Opdow's boday in seed, and where he is not describe his corregionand tained to the estimation of our of the Section (Fox), because the condition of one thicks make the section of the Manistra of Romanic, N. 2. He is a measure of the Canzary Cisia, and unlike some row who lives seed of the circuit policy all consistent on the condition of the section of the contract of the con

nent making poper at very low cost per ten. 3. W. Frazer, at Ottaws, is president of the new company, G. B. Macdenand is managing streeter, and John B. McVr.u. of thinwas emphors.

eapply, and militual facilities. The plant Thank God for life every day, and not will be electrically equipped, and will be all latterane out of your heart. Thank one of the meet modern on the condi-

Extension of Herald's Wireless

The New York Herald row glothes the
gibbe wish its wireless. By the spending
of its Placific service, through the great
rolly, shalten at the Married Company
at Hillicrost, San Pizzarieso, traveliers
on Pacific hierar will be served with the
same news indicting furnished to com-

DETROIT NEWS BREAKS

AMERICAN AD RECORD Prints More Advertising than Nest Nearest Paper by 1,135,000 Agate Lines-Offers Three Prints for Best Idea

Typifring Three In America"—Guried Lineage Total of 18/33/2/20.
The Detreit News and Henday News The Detreit News and Henday News The Detreit News and Henday News The Detreit News and the Lineage Taken and the Lineage Pathology of 18/40/2004 in the United Pathology Pathology of 18/40/2004 in the United News and Reading News The Lineage Total News and Reading News The India of the United News and Reading News The India of the News and Reading News The India of the News and Reading News The India of the News and News American India of the India of

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LAUZANNE VISITS PHILADELPHIA

LAUZANNE VISITS PHILADELPHIA
French Editor Guest of Cyrus H. K.
Curtis-To Tene Middle Wass

Curtis-To Tenr Middle West. Monsieur Stephane Lauranne, editee of Le Matin, the most widely read paper in Prance, with a circulation of 1,750,000 daily, was in Philadelphia for a few hours on Wednesday, as the great of Cyrus H. K. Curtis. view given to "M'lies," of the Evening Ledger, he warmly praised the work of stated that 100,000 wounded men had been brought back from front by Americans; and remarked than no one in France to-day reseated the neutrality of the United States. He praised the Evening Ledger's stand in eping crime off the front mare and sald that in Le Malin and other French papers, no crime stories had been published during the war, and that afterwards they would be summarised and feel that there are bigger things, things roce vital and important to report than usly murders and suicides," he said M. Lauranne will go to the Middle West before he returns to Paris.

Election in Pinsfield

All the annual meetings of the stockbolders of the Philashel chana. Publibing Company, Charles W. Power, Franszere, was reliefeed to that effice. He was also elected president, to spoced Pressan M. Miller. Arthur W. Miser was reliected elects, and these two, with Charles H. Willoughly and Joseph H. Masteesin, were elected dicectors. Mr. Willoughly continues as

New Paper for Fort Worth
The Fort Worth (Tex.) American, a
new aftercoon newspaper, will know its
first number Monday, January 22. R.

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SUIT OF ASSOCIATED PRESS AGAINST INTERNATIONAL HEARD IN FEDERAL COURT

Arguments on Motion for Temporary Injunction Concluded Before Judge Hand-Briefs to be Submitted January 29-Both Sides Present Voluminous Affidavits, Each Charging the Other With Same Practices in Obtaining News.

RGUMENT on the motion for a temporary injunction, presented by the Associated Press, asking that the International News Service be restrained from certain practices in connection with the collection of news, was concluded before Justice Hand in the United States District Court on Wedneaday last. The Justice gave the Asnociated Press attorney, Prederick B. Jennings, until Monday, January 22, to file rebuttal affidavits to the great mass of affidavits filed by the International, and then both sides will have until the 29th inst. to file briefs. The Court will reserve decision until after an examination of the affidavits and the briefs. Samuel Untermyer and William A. De-Ford represented the International News Service.

After listening to the charges and counter-charges of the litigants, one of those present remarked that he believed that "more newspaper linen had been washed and cleaned up in this one sitting than in many years previously." The A. P. charged the I. N. S. with "plifering" and "lifting" its news, the intimation being strong that particular reference was made to European war news. The International, while disclaiming, through its higher officials any knowledge of the facts alleged by the A. P., claimed practical justification, saying in effect. "Why stop us from doing the very same thing that the A. P. has done? If it is wrong for us to do it, then it is wrong for them to do it." Then the L N. S., to clinch its charge. presented thirty-one affidavits, some of which make the same charge against the A. P. that is made by that organization against the I. N. S. Regarding the Cleveland News incident, the International admits that they employed one Cushing, telegraph editor of that paper, to give them local news only. paying him \$5 per week, but they claim that Cushing was also in the employ of the A. P. to furnish leaks from the International at \$10 per week. Thus Mr. Cushing was placed in the unenviable position, by affidavits of both sides and by his own admission in affidavits, of taking money from both organizations. The A. P. justified the employment of Cushing by their contract with the paper on which he was employed. The International denied that that was justification, and may they had a right to do what the other fellow was doing. Thus the entire day was taken up in charges and recriminations, even the United Press coming in for some slushing through affidavits filed in court.

THE PRELIMINARY SKIRMINHES.

The litigation began about January 5 or 6, when attorneys for the Associated Press served a motion to show cause, with accompanying affidavits, on the International. On Monday, January 8, the employment of Barry Faris, until then news manager in the New York office. was terminated. On Tuesday, January 9, the order was returnable before Justice A. N. Hand at his chambers in the Woolworth Building. Representatives of the International asked for a postponement until the return of Barnuel Untermyer from Chicago, Mr. Untermyer having been retained to represent the defence. After gome argu-

ment this was acceded to by the Court, and the matter went over until Tuesday, January 16. At that time counsel for the A. P. announced that he had but just received the answering affidavits of the International and had not had a chance to look them over to see what they contained. They asked for a reasonable postponement to give them time to look them over and prepure affidavits in rebuttal. This was strenuously opposed by Mr. Untermyer, with the result that the Court only allowed one day, or until Wednesday. On Wednesday morning, at 11:30, the argument was started, and with the exception of one hour's recess for lunch, took up the balance of the day until after six o'clock.

The argument was started by Mr. Jennings, of Stetson, Jennings & Russell, counsel for the Associated Press. He stated that they asked for a temporary injunction, pending trial of the action for a permanent injunction, restraining the International from " lawfully appropriating the news of the A, P, and selling it to its own clients as part of its business." They also wanted the International restrained from "bribing" employees of A. P. newspaners to divulge news sent over the A. P. wires. He then went into the organization of the A. P., saying, among other things, that it had 950 members and that the expense of operating the plant in 1916 was over \$3,500,000, "The A. P. is a membership corporation." he mid. "while the International is a stock corporation, and a competitor. For some time complaints have been coming in that news was being appropriated and was being sold to competing newspapers at a lower cost. We had suspected the situation for some time, having observed the similarity in the dispatches in other papers and those in our papers. A careful investigation was made. We found out that the defendant was systematically pirating our news, appropriating without substantial cost to itself, and selling it to its own customers as its own news. Three methods were employed, all of them immoral and illegal:

"First, they bribed employees of our members to furnish them with our news disputches as soon as received by them." Mr. Jennings then quoted the Cleveland News case, reported at some length in last week's issue of THE EUTTOR AND PUBLISHER. In this case it was charged that B. E. Cushing, telegraph editor of the News, and T. J. Thomas, his assistant, were both giving the Cleveland office of the International tips on stories as they came in over the A. P. wire, and were receiving \$5 per week each from the international for that work.

MR. CURRENG'S AFFIDAVIT.

Mr. Jennings then read an affidavit made by Cushing in which the latter stated that, from January, 1914, until January 7 of this year, he "has had an arrangement with the Cleveland manager of the International News Service by which, for a consideration paid to the deponent by the said International News Service," he had delivered to the I. N. S. at Cleveland "information in respect to important items of news." The arrangement at first, he said, was confined to local news; but as time and from early editions, taking advan-

passed it "was brought to include news tage of the difference in time to send which had been received by the Cleveland News from the Associated Press." He received at first space rates, but finally the arrangement called for \$5 per week, which was received weekly from New York in a voucher signed by Fred J. Wilson. He states that he usually went to a private telephone to send his tips, and that, when Agnew became manager of the Cleveland office of the I. N. S., that he (Agnew) impressed on Cushing "the importance of protecting International News Service through the said Agnew on important Associated Press news that had been delivered to the Cleveland News." An affidavit of T. J. Thomas corroborating Cushing in the essential details, was also read by Mr. Jennings. Continuing, he said:

"The defendant's affidavits set up in effect that this practice of the International is the same as the A. P. arrangement with the Cleveland News, and that the A. P. is paying Cushing \$10 per week for the same service. It is not the same. The A. P. practice is this: When a member is elected he must agree to furnish to the A. P. all of the local news gathered by the paper. It is a general practice to appoint some one in the office of that paper as the A. P. correspondent, and it has been the custom to pay him a moderate compensation to give the news promptly. The A. P. is entitled to that news as part of its contract. The International sells its product, and there is no agreement to take any news in return."

PAID FOR PROMPTNIME

Mr. Untermyer: "Isn't our situation precisely the same? The Cleveland News takes our service, also."

Mr. Jennings: "The only reason we paid was for promptness in service, not for the news. The International was paying surreptitiously for news they were not entitled to. That was the arrangement indicated in the letter of We did not get any of the International news. Cushing's sending to the A. P. was open and above board. and every one knew him as the A. P. correspondent. No one knew of his arrangement with the International."

"The second method used by the International," continued Mr. Jennings, was typified in the New York American case." He then referred to the affidavits of A. P. employees, operating the Morkrum machines in the office of the New York American, and who swore that it was the usual thing for editors and others of the International to come into the American editorial rooms, examine the reports as received on the Morkrum machines, make notes, and depart. Mr. Untermyer here interposed that the defendant was submitting affidavits denying in toto these charges, and claiming that no such things ever occurred. He declared that the A. P. was trying to take advantage of the situation developed by the exclusion of the International from several European countries, and block them from securing any news at all. "They said they would get the war news, nevertheless," said Mr. Untermyer, "and they have done so." "Yea they have," answered Mr. Jennings, "they appropriated it from us. Why I remember one dispatch in particular in which we had made some mistakes in names. They copied it, mistakes and all, and sent it out with the mistakes the same as ours."

WHEN NEWS IS PUBLIC PROPERTY.

The third method complained of was that of copying from bulletin boards

these to Western papers, and sometimes even beating the A. P. on the stories. Justice Hand here interposed that he could not see anything to prevent that practice. Mr. Jennings admitted that there was nothing to prevent the conving, but he did not think they had a right to resell the stuff as their own. The Court announced that he thought that this complaint stood on a different basis from the others. It was news that had been given to the public, therefore belonged to the public. Mr. Untermyer thought that this was really the only question in the case; that the other two had or would be disposed of by the International claim that the A. P. was doing the same thing. Mr. Jennings thought there would be no objection to taking the tips from the boards of early editions, providing they made their own investigation and sent out their own story on it, but he objected strongly to lifting the entire story and sending it out as their own. The Court wanted to know if the copyright law did not cover in that case, but Mr. Jennings thought not. He thought the practice a manifestly unfair one.

"The news which the International News Service takes from our wires is as essentially our own as any real property, although it is intangible," said Mr. Jennings. "For them to sell it on the market at less than it costs us with our organization to collect it, in competition with us, is unfair. Suppose, for instance, that it would be possible to duplicate a newspaper in a very short space of time and have the duplicates on the street in an hour. Some rival organization could take the first copy of the Evening Post as it appeared each day, duplicate its columns, put another headline on it, and sell the paper for one cent, advertising that it contained the same material as the Evening Post at one-third of the cost.

"The action of the International News Service in selling as its own news which has been compiled by the Associated Press may be compared with that theoretical duplication, and if kept up will cut into the business of the Associated Press, which is a membership corporation, not conducted for profit. The International News Service is a stock company, organized for profit,"

Justice Hand: "I can't see where, if the news is published or put on a bulletin board, a news association can't take it and send it out. Of course, it would be more honorable if they said 'the World says' or 'The Evening Post says,' etc. There is a clear seal of confidence in the first and second points, but I can't see it in the third point."

INTERNATIONAL PRESENTS ITS DEFENCE.

At this point a recess for lunch was taken, and on the reconvening of court Mr. Untermyer took up the cudgets in defence of his client. He submitted to the Court a printed book of affidavits. containing 31 adidavits all sworn to. and said they were divided into four groups. The first group contained affidavits of the officers of the International denying any knowledge or information of the offences charged. The second group related to the Cleveland transaction, the third to alleged practices of the A. P. lifting tips from International and other wires, and fourth to the alleged re-writing by the I. N. S. of news stories and the practice of the A. P. in the same direction. He declared that it was the universal custom, and he hoped that before he got through "it will be apparent to your

(Continued on page 28)

"LEAK" INVESTIGATION MAY CONTINUE A MONTH

Names of Numerous Newspaper Men Dragged Before Congressional Committee by Thomas W. Lawson—Few Substantial Facts Have Been Elicited Thus Far.

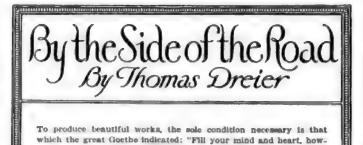
WASHINGTON, January 17 .-- The investigation by the Rules Committee of the House as to alleged divulgence of advance information regarding the President's note to bellikerent Powers relating to peace, continues to attract much attention from the public and the Thomas W. Lawson's testimony as to a number of prominent people connected with the affair has been something of a sensation. Mr. Lawson's confidence in newspaper men and his belief in publicity are attested by the following extract from his testimony before the Rules Committee. Referring to his previous testimony before the Committee, in which he made some senactional statements without giving names, Mr. Lawson said:

"When I left Washington the investigation was off; there was nothing more to be done about it. I went directly to the managing editor, John O'Hara Congravo, of the New York World, and I laid before him just what I have repeated here, just what happened and what the chairman of your Committee told me, everything I have told you here in detail. I then sent for Mr. Herman Ridgway, the owner of Everybody's Magazine, and within three or three and a half hours I laid before him word for word, to get his advice on what I should do. These two men I asked for their guidance and advice, laying before them what the chairman had said to me, under the seriousness of the situation that he had impressed on me. I breakfasted in the Hotel Biltmore, and getting off the train the first man I met was Donald McDonald, the head of a number of financial newspapers, that I had not seen for fifteen years, and I gave to him in confidence-you have summoned him here; put him on the stand and see if he will verify what I have said, word for word, the morning after I had left Washington and agreed with your chairman that this investigation was not to be seriously presecuted, and it was dead, and I said to them, and I can produce others, more newspaper men, that will give to you what I have, this most astounding thing that in forty-six years' career I have over seen, that your chairman says that I have accused him of anything wrong."

The name of W. W. Price, White House correspondent of the Washington Star, was also mentioned by Mr. Lawson.

NEWSPAPER MEN SUMMONED.

Mr. Rathom, of the Providence Journal; Mr. Cosgrave, of the World, and Herman Ridgway, of Everybody's Magazine, and other newspaper men have leen requested to appear before the Committee. In addition to making sensational state. ments before the Committee, Mr. Lawson has published statements relating to this alleged "leak" in the Washington Herald and Times, to the extent of a page in each paper. Several newspaper men, requested to appear before the Committee, as to what they knew about the matter, have been requested to wait before giving testimony, owing to the prominence given the testimony of Mr. Lawson, as he has brought in so many prominent names.



ever large, with the ideas and sentiments of your age, and work

YESTERDAY I LUNCHED with a friend from whom I have no secrets and to whom I dare tell my innermost thoughts. We were speaking of the importance of associating with men and women of quality, both of us agreeing that contact with cheap people cheapens one's work

will follow."

"Have I thought of that?" I asked myself. "For years I have been ready to respond to the call of every person who needed me. In action I have been democratic, however aristocratic I may have been in my thinking."

Then I leaned across the table and announced that from then on I would pay less attention to the little things and concentrate all my thought upon the so-called big problems. "Instead of rushing about turning on sixteen-candle-power incandescents," I said, "I shall turn one master switch and light a tisusand lamps."

My friend smiled. I don't know of what he was thinking when he smiled, but I do know of what he might have been thinking. It all came to me last night when I read Shelley's poem:

I met a traveller from an antique land Who said: Two vast and trunkless legs of stone

Stand in the desert. Near them on the mand,

Half sunk, a shattered visage lies, whose frown

And wrinkled lip and sneer of cold command

Tell that its sculptor well those passions read Which yet survive, stamp'd on these

lifeless things,
The hand that mock'd them and the

heart that fed; And on the prdestal these words ap-

pear:
"My name is Onymandian, king of

kings: Look on my words, ye Mighty, and

despair!"
Nothing beside remains. Round the

decay

Of that colossal wreck, boundless and bare,

The lone and level sands stretch far away.

"WHAT A WISE OLD MAN was Dr. 8. Weir Mitchell," said the gray-bearded man, looking up from a book of poems he had been reading. medical profession know no more successful worker than he. His long life was one of service. For recreation, at a time of life when most of us are beginning to care little for self-expression, he turned to literature, achieving almost at a bound a success that is international. As I sat here to-night. reading these poems of his and looking into that friendly fire on the hearth. I could not help wishing that when I approach the end and hear Death inviting me to go forth on the

Great Adventure, I may pray with the courageous Mitchell:

-Taine.

'I know the night is near at hand.
The mists lie low on hill and bay,
The autumn sheaves are dewless, dry;
But I have had the day.

Yes, I have had, dear Lord, the day; When at Thy call I have the night, Brief be the twilight as I pass

From light to dark, from dark to light."

I once wrote this: "I would rather be a word in the song of a child than a sentence in the curse of a king." Perhaps I have been instinctively wise in being neighborly to all who ask neighborliness of me. It may be that one does his greatest work when he does the little daily tasks well. I would rather be an Ernest in the valley blessed by the Great Stone Face, loved by my neighbors, greeted by the smiles of the little children playing in the village street, than to rule like the Czar of all the Russias.

I would think of the sixteen-candlepower incandescent lamp as a little thing may yet become wise enough to worship the greatness of a flickering candle. Than to build a personality radiating love and kindliness and light, there is no greater work. The influence of a mighty lover, like the Carpenter, will live through the centuries, but only the pedestal of an Oxymandias remains.

Round the decay

Of that colossal wrock, boundless and bare,

The lone and level sands stretch far away.

OUT IN WISCONSIN, Theodore Worle is wandering over the State "peddling good health" to folks in small towns and rural communities.

He has an automobile with a special body in which is carried a complete lecture and camping outfit. He cooks his meals by the readside, sleeps in the car or in a small shelter tent, and gives illustrated lectures on good health in the schoolhouses or in the open air.

Like the old fake medicine men who used to give shows in the small towns, Mr. Werle is an entertainer. He makes his health-talk pleasant. His fight is against harmful patent medicines. He tells people how to live so that they can avoid disease.

Behind him is the Wisconsin Anti-Tuberculosis Association and the Extension Division of the University of Wisconsin.

Wisconsin is the wonder-State of the nation, when viewed from the standpoint of the educator and sociolosist.

IT IS WELL for us to remember that it costs less to educate people than it does to punish them for crimes committed because they lack education.

VON WIEGAND BREAKS WITH NEW YORK WORLD

Says He Leaves the World Because His Personal Honor Had Been Brought Into Question by Another Member of the Staff—Famous Correspondent Joins International News Service.

Karl H. von Wiegand, who has been correspondent for the New York World in Germany for the past two years, has severed his relations with that paper and has transferred his activities to the International News Service. He will sail for Germany, via Sweden, January 27. Discussing the change, Mr. von Wiegand said:

MR. VON WEBGAND'S STATEMENT.

"The break occurred over a question of personal honor. I contended that my personal honor as an American newspaper man had been drawn into question by the acts of another member of the World's staff, for whom I had pledged my word, resulting in many official doors being closed to me in Germany. I refused to recode from my attitude and Mr. Pulitzer held that my coming to New York, contrary to orders to discuss the matter, was a violation of contract. I refused to return to Germany for the World without a formal disavowal in my pocket, taking the standpoint that it was a matter of principle with me, and I do not regret having sacrificed my contract at the largest figure probably paid any American correspondent in Europe at this time, to vindicate my henor and that principle. The fact that I received \$2,500 in bonuses from December, 1914, to December, 1915, a record in that respect, is evidence that my services were appreciated. There is no ill-feeling, so far as I am concerned, between the World and myself. It is the old question of newspaper ethics, whether it is treating a permanent correspondent justly, in time of war, to send another man for a few weeks, into the country to which he is assigned, misusing that correspondent's influence and standing, spoil a field for him, and then leave him to hold the sack. I have merely tried to uphold the honor of American newspaper men."

Ralph Pulitzer, president of the Press Publishing Co., which publishes the World, made this statement to This Editor and Publisher regarding the severance of the relations between the World and Mr. von Wiegand:

STATEMENT FROM MR. PULITZER

"Karl von Wiegand, knowing that the German peace note was about to be issued, ignored the explicit instructions of the World to remain at his post in Berlin and returned to the United States. The World therefore considered his services no longer available and exercised its privilege of terminating them."

CTRIL BROWN SUCCESS VON WIRGAND.

Cyril Brown has replaced Karl H. von Wiegand as German correspondent of the New York World. Mr. Brown, who had previously been the Berlin correspondent of the New York Times, has made an excellent record. Mr. Brown commenced his work with the World this week, scoring a number of news beats, among them being an interview with Baron von Bussche, Under Secretary and economic specialist in the Foreign Office, on the growing peril to neutrals as preparations are made for economic war.

NEWSPAPER CO-OPERATION WITH ADVERTISERS AND AGENCIES DISCUSSED AT SPHINX CLUB

Daties the Publisher Owes to the Advertiser and His Reader, from the Standpoint of the Newspaper Man, the Viewpoint of the Purchaser of Space and the Position of the Agency Through Which the Advertising Is Placed.

O-OPERATION between the publisher, the advertiser, and the advertising agency was discussed by representative men in the three fields, at the January dinner of the Sphinz Club, at the Waldorf-Astoria Hotel last Tuesday evening. The meeting was one of the largest held for this season of the year, within the history of the organization. G. Edward Buxton, of the Providence Journal, discussed the matter from the standpoint of the newspaper; Frank E. Fehlman, vice-president and sales manager of H. W. Gossard Co., for the advertiser, and Stanley B. Reser, president of the J. Walter Thompson Co., from the advertising agency standpoint.

Mr. Buxton spoke in part as follows: How much does the publisher owe to the advertiser in the form of cooperation? I wrote several hundred papers and asked a number of questions on this point. Solon himself couldn't accommodate ten of the replies to a common point. However, out of the mass of letters I received certain principles were emphasized and among these were: that the publisher owes it to the advertiser to print a clean and attractive newspaper; should keep him in pleasant company; should be frank in what he has to sell, with the audience to which he makes his offer.

WHAT PUBLISHER OWER READERS.

"The publisher owes it to his readers to make his paper trustworthy and accurate, for he sells that priceless thing called reader confidence and esteem. How far should the publisher go? I know of cases where, in the matter of cooperation, publishers have actually been asked to display in their own counting rooms, things advertised in their papers! Sometimes newspapers are asked to accept advertising, payable only in case the goods are sold. Some publishers have departed from their rules, and have been tempted by schemes advanced by some advertisers, but these are the weak sisters. The few papers that have yielded have done so in a moment of hysteria, attracted by the mystery of adventure. Newspapers cannot perform merchandising functions for competing articles. Suppose a newspaper is asked to secure a window for one advertiser, and does display so? Suppose twenty-four hours later a competing advertiser asks the publisher to secure the same display for him, in the same store? How can the pub-Haher explain to the retailer that his argument of yesterday was wrong, and that the display he should carry is the one for which the second man asks? A publisher who attempted such a thing would sacrifice dealer respect and conpience. If these stunts were good, then advertising in the worst newspaper in n town, which followed such practice, would be valuable.

"The publisher should deny requests for free publicity about goods of advertisers which are sold for a profit, for white space is what the publisher sella.

A FINED PUBLISHERS OVERLOOK.

"I believe there is a real field not ington, 101,000 in Huffalo, 116,000 in touched by the newspapers, in which Los Angeles, and 161,000 in Cincinnati they can be of real value to all advertisers and advertised products. I refer to the

contact of the local newspapers with the local retailer on a basis that cannot be approached in the merchandising chain. The attitude of the retailer toward the newspaper is felt all the time, and is positive. The newspaper, through acquaintance, should be helpful through suggestion, to the handling of advertised products as a class, not one against the other. The dealer should not be confused with talks about store costs and the like. He should be told that fast turnover at a price even below his store cost will make him more money, if he will push advertised goods. The dealer should be kept posted on national advertising campaigns, in order that he might cooperate with the newspaper that does the advertising, and with the advertiser who manufactures the prod-The publisher's representatives meta can do this better than the travelling agent of the manufacturer. All business development grows out of a realization that we are dependent one on another, and with frank publicity one element of the community cannot prosper unless the other can do so, on that broad highway which is 'Cooperation.' "

THE ADVERTISER'S VIEWPOINT.

F. E. Fehlman, speaking for the advertiser, said there are three rapidly serowing factors in the country-the daily newspaper, the churches, and the department stores. Women are making or breaking advertisers every day. The department stores, he said, are doing a vast amount of work with which publishers are not acquainted. and on which they should post themselves. He thought that newspapers would do well to appoint at least one person to devote his time to the study of merchandise and merchandising for the benefit of readers. Only as you know merchandisc, he said, will you know a woman's mind and her viewpoint on home life, because the one thing that occupies most of her time is the selection of merchandisc, not only for her children, but her hushand as well as her home. Everything sold in department stores interests her. The quality of the churches in a town has much to do with the success of department stores and newspapers, he Publishers must assume greater responsibility every day if advertisers are to render the service they must render to subscribers. "You should make it more difficult for us to sell," he said, "by educating your readers to the beautiful, practical, and serviceable, no matter what it is. This is not a dream of idealism, but a statement of successes covering the records of not less than twenty-five outstanding successes in the United States to-day.

PROM THE ANGLE OF THE AGENCY.

Stanley B. Resor, among other things, discussed the lack of standardization in advertising rates. For ten cents a line, he said, it is possible to buy 50,000 circulation in New Orleans, 62,000 in Los Angeles, 99,000 in Pittsburgh, and 106,000 in Minneapolis. For fifteen cents a line one can purchase 50,000 circulation in Dallas, 78,000 in Washington, 101,000 in Huffalo, 116,000 in Los Angeles, and 161,000 in Cincinnatismore than three times the circulation in one city than it is possible to

get in another. For 50,000 circulation in naners of known standing, the prices range from six to fifteen cents. The question of discount shows an equal variation. Of three papers approximately alike, one gives a twenty-sixtime discount of 21/2 per cent. and a fifty-two-time discount of 5 per cent; the second, 5 per cent, on \$,000 lines, 10 per cent. on 10,000, and 15 per cent. on 15,000 lines; the third gives a discount for both time and space. Can we hope in our generation, he asked, to be blessed with a flat rate? Forty per cent, of the entire correspondence of our company is necessitated by avoidable mistakes on the part of publishers. The growth of newspaper advertising, in spite of the looseness of business departments, is a significant tribute to the genuine value of newspapers as a medium. For a newspaper to go out and try to sell merchandise or to designate a solicitor to accompany a salesman to introduce him to the trade or to solicit window displays, is as much beyond its function in the long rup as for the advertiser to publish a newspaper and the agent to solicit subscriptions for its circulation, he declared. Even granting that a newspaper could sell some merchandise, the complications that would arise from its attempting to sell first one article and then another are too obvious to need any discussion. There is cooperation, which the newspaper can give, and which may be listed under five beads:

- (1.) Complete information on the circulation and character of the paper itself and its readers.
- (2.) Standardized rates and standardized rate cards.
- (8.) A very marked improvement in the handling of the business details in the advertising department.
- (4.) A greater influence on the husiness in a community, a greater effort to stimulate buying interest on the part of the consumer.
- (5.) A broader attitude towards American business itself.

REMARKABLE FEAT IN MEMORY.

D. M. Roth gave an exhibition of memory, which, he said, was possible for almost any one present to acquire. He asked the names of about sixty people present, requested them to change position, and, as they raised their hands, he called them by name. He then exhibited a blackboard, with lines numbered from 1 to 12, and, turning away from it, asked that members of the club give twelve words, which were written down apposite the numbers, not in numerical order, but in an attempt to confuse him. The number of the line on which each word was written was repeated to him once, after which he called them out in numerical order. This he followed by adding numbers of from two to four flattres. giving them in the same order, and when the number of a line was called, would tell the word and number written on it. Instead of seeking to relieve one's mind of details involving the constant exercise of one's memory, he said, one should constantly tax the mind, in order to keep it alert and acute, on the same principle that the athlete keeps himself in training. This, be declared, is healthy for the mind and profitable for man.

Installs Monotype Casting Machines

The Philadelphia Inquirer has been added to the list of dailies using the Monotype Type-Rule Caster. Two casting machines and a complete assortment of matrices for the most-used type faces have just been installed.

AUTO ADVERTISING IN PHILA.

Jubilation Over Records Made by Londing Papers During Show.

PHILADELPHIA, January 17.-Great is the pride of Philadelphia in the North American, and, after that, in all the other morning newspapers of the city; for did not the automobile advertising carried last Sunday in connection with the 1917 auto show, which opened here on Monday, run 212,535 lines of display for five papers, as against New York's six, with 235,780 lines? But, better yet, did not the old N. A. beat the record of the best of the New York papers-the American-by over 13,000 lines; and the Press, ranking second and rated one of the best automobile organs in the country, also exceeded the American's record by over 7,000 linea. After this will not New York be good, and cease poking fun at this slow Quaker town? Both the North American and the Press got out special sections, that of the latter being in magazine form. The N. A. ran forty pages devoted to the industry. E. S. Edmondson, advertising manager, and George T. Thompson, head of the auto advertising, are naturally pleased with the showing. They had four men working throughout the State since last October, who rolled up the large number of dealers' ads carried, and the displays of the big manufacturers were handled by their branch offices in New York and Chicago; everybody pitching in and working with a will to produce the bir result. The Evening Ledger came out with aspecial section of eighteen pages on Wednesday, which carried a Tom Daly poem, "Ballade of Dobbin's Passing," on the cover. "Manhattan always sets the pace," mays an article in the last number of THE Flot-TOR AND PUBLISHER. "INDEED." Philadelphia publishers reply, politely.

ST. LOUIS AD CLUB CELEBRATES

Dinner and Dance Mark House-Warming of Fine New Quarters.

A formal dinner and dance marked the house-warming of the new offices and club-rooms of the Advertising Club of St. Louis in the Mercantile Club Building, last Tuesday evening.

Features of the affair were short talks at the dinner-hour by Mayor Kiel and M. P. Lian, president of the Club.

The fifth and sixth floors of the Mercantile Club have been turned over to the advertising men in their entirety, for use as headquarters for the June national convention.

H. E. Myers, general secretary, has announced that letters had been received from Chicago, saying the Clubthere will send 500 delegates, and that the Omaha delegation will comprise at least 100 members.

It has been stated by those in charge of the plans and arrangements for the convention that approximately \$80,000 will be required for the proper handling and staging of the big convention and entertainment of the visiting delegates, which will number from 7,000 to 10,000, according to most conservative estimates.

New Members of the A. B. C.

The following newspapers have applied for membership in the Audit Bureau of Circulations since the issuance of the last A. B. C. Bulletin: Oregon Statesman, Salem, Ore: East Oregonian, Pendleton, Ore.: Times, Norristown, Pa.; Jewish Daily Warheit, New York city: Gazette, Hutchinson, Nac.: Gazette-Times, Coryallia, Ore.

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THE MACHINE THAT LASTS

➤ Marking A New Era— An All-Linotype Newspaper¹

Publishers interested in the economical improvement of their composition methods, should read the following quotation from the January 1 issue of the Dallas News

This issue of the DALLAS MORNIN

This issue of the DALLAS MORNING NEWS is the first All-Linotype newspaper ever produced by a metropolitan daily. It is a demonstration of the fact that it is not only possible but entirely practical to set every line of heads, news matter and display advertisements on the Linotype. This issue marks a new era in newspaper production. It is made possible by the great flexibility of Multiple-Magazine Linotype machines.??

Facaimile of Page 11 of the January 1 issue of the Dallas (Texas) News

IN this striking summary of the advantages of ALL-SLUG composition are the reasons why you should investigate all the possibilities of modernizing your composing room with Multiple-Magazine Linotypes.

SEND FOR "VISIBLE PROOF"

A Gircular That Convinces

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 So. Wabash Avenue SAN FRANCISCO 646 Sacramento Street

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

NEW ORLEANS 549 Baronne Street

FREEDOM OF THE PRESS MENACED BY CONGRESS

Postal Law Rider Regarding Mailing of Papers Containing Liquor Ads, Also Corrupt Practices Act, as to Political Advertising, Are Instances.

Is Congress, by acts passed and pend. ing, violating the Constitution of the United States in spirit if not in letter. by legislation upon the statute books and that intended to be placed there, abridging the freedom of the press?

Article 1, Section 1, of the Constitution, placed first, no doubt, by its framers as the position it should have as to its relative importance to the other articles contained therein, says:

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof: or abridging the freedom of smeech, or of the press, or the right of the people peaceably to assemble and to petition the Government for a redress of griev-

The Bourne Law, which has been on the statute books since 1912, placed there as a "rider" to the Post Office Appropriation bill of that year, is now thought by many to be an infringement, in the spirit if not the letter, of this Constitutional provision, in that the Bourne law places certain restrictions upon newspapers as to what should go into their news columns as advertising matter, for which "any valuable consideration" has been received.

The Senate has just passed an act amending the postal laws, prohibiting the mails to newspapers carrying advertisements of alcoholic beverages in any way, shape, or form, this restriction as originally reported being to the extent that the printing of a picture of a brewery would be construed as in violation of the act, and subjecting the violator to heavy penalties.

LIQUOR AD LAW'S WORKING.

The word "abridged" is defined as meaning "curtailing." The Bankhead bill prohibits the mailing of newspapers (carrying liquor ads) into States which have "dry laws." This is, of necessity. a curtailing as to the scope of the circulation of a newspaper, and is necessarily a limitation of its functions. It will prohibit a newspaper published in a Senator's or Congressman's home town, which contain a liquor "ad" from being mailed to him, while he is at his Congressional duties in Washington, provided the bill which has powed the Senate, making the District of Columbia dry territory, becomes a law at this session of Congress. It will also prevent any newspaper, magazine, or other periodical, containing a liquor "ad" from being sent to the Congresslonal Library, recognized as the fountain head of all information.

And still further, the Corrupt Practices act, which passed the House and is now waiting upon the Senate Calendar, having been reported from the Committee having charge of it, contains several provisions placing restrictions upon newspapers and other periedicals relating to campaign publicity. Among other restrictions, the measure provides that no publication shall publish gratuitously any political matter during a campaign, except that written by its own employees, unless the matter is signed by the real name of the author; and that no political advertising matter intended to influence an election shall be published unless marked as "pad advertising matter," with the name of the candidate or committee presenting it attached.

CENTURISM OF FREE PRINTS.

That we have a free press to-day is probably due to the efforts of those who, three hundred years ago, fought to a successful determination the bill presented in the English Parliament placing severe restrictions upon what should be printed in newspapers.

While some might say that the bills vertising

mentioned refer more to advertising BILLY SUNDAY PRAISES matter than to the regular news matter in the columns, who is it that claims a newspaper can maintain its circulation or its existence without carrying advertising matter? Every publisher knows that the money made out of newspapers is not from its circulation fees or subscriptions, but from its ad-

SOME OF THE CRITICS WITH WHOM THE A. B. C. HAS TO CONTEND IN GIVING SERVICE

"Knockers" and "Indifferents" Are the Worst Enemies, Especially the Latter-Honest Criticism is Always Welcomed as Being Vital to the Success of Any Organization-Testimony of Scores of Letters.

By JOHN F. BARRY, (New York Manager of the A. B. C.)

HE organization known to "the trade" as the A. B. C. is a little over two years of age. It has scarcely passed the stage known as formative-with a record of achievement behind it already which even those who attack it most roundly are forced to concede. Like all movements for the betterment of existing conditions—from Weman Suffrage to Prohibition—it has its "Knockers." its Indifferents, its Genuine Critics.

I shall not waste either your time or the space of THE EBITOR AND PUBLISHER, on the Knockers; like the poor, we have them always with us. Some "knock" because they are constituted that way, others again because "there's a reason." Their criticism is never constructive. Like the pessimist the knocker never does anything; if it relied on the support of the pessimists and the chronic knockers the A. B. C. would still lie in the womb of time. The favorite occupation of the genus knocker is hunting for "little niggers in woodpiles"!

Next in order come the indifferents—the greatest enemies of any movement. They belong to both classes—the space-buyers and the space-sellers. The former takes the reports which are given him without a word of thanks, he is an acceptor of conditions as they may happen to be; the latter turns up his eyes in virtuous horror when approached with a view to enlisting his support in the crusade, and appeals to heaven to witness the temerity of those who dare to question his circulation. He shuts his eyes and his inner consciousness sees in the Bureau nothing but a detective agency formed for the sole purpose of finding out whether he, or his brother-publishers, are liars. He knows nothing of the bigger, worthier aim of the A. B. C., has sedulously refused to read anything about its activities during the past two years—he is as far from appreciating the value or extent of the movement to-day as he was two years are. Much could be written about this class, but they would never read it.

We now arrive, in logical acquence, at the genuine, honest-to-goodness Critics; some of them think the whole A. B. C. idea fundamentally wrong and rotten; others that it is not getting at all the facts; others again that the audits are too searching. They help us toward the goal of efficiency by pointing accusing fingers at our shortcomings. Thank God for Critics! They are, in the last analysis, the best friends of governments, uplift movements, and Audit Bureaus. They keep us on the gui vive at all times, making us strive to do or omit nothing at which they can shake the stick.

No popular movement since the world began, no movement ever will be without its critics; they will be stronger and more virulent in proportion to the strength of the movement they criticise. Great movements call for the criticism of great men who would not break a lance with lesser adversaries. If the day ever comes when the A. B. C. shall be above criticism, mark well, that day it begins to decline. A movement of any kind is but a collection of individuals: it will err in the same proportion as its members will err: it will contract enmities even as its members are doomed by an inexerable fute to contract enmittes. "Show me the man who has no enemies," said some one or other, "and I will show you a man without character or greatness."

FUNDAMENTALLY UNROUND CRITICISM.

One of the criticisms of the A. B. C. most in vogue is that it is fundamentally unsound because founded on the belief that the publisher should contribute to its upkeep as well as the advertiser. We do not agree with this contention; we believe that a similar movement died, after a languishing career, because it was founded on the principle that the advertisers should maintain it.

We do not, of course, contend that the distribution as it now stands is an equitable one. More advertisers should contribute—and we believe that they will as soon as their duty is made plain to them-but it is fundamentally unreasonable to condemn a movement such as the A. B. C. because it has not succeeded in bringing all the national elements at its disposal into line from the outset. It would be as reasonable to expect that every individual who loved his country should embrace the customs officer on the wharf each time he returned to his native abore, or that he should welcome the income tax collector as a brother. It is not in human nature to love duty

To say that because some space-buyers have been backward in contributing their \$50 or \$200 per annum, they "do not care % of 1 per cent. of a continental damn about actual circulation" is drawing a deduction from totally inadequate

The Bureau has on file scores of letters from advertiser and agency members testifying, enthusiastically, to the absolute indispensability of A. B. C. service. The modern, up-to-date advertiser and agency relies almost entirely on verified statements in placing his copy. Some of them, we must admit, think little of the work and fight which brought about the day when they could hold a trustworthy, standardized circulation statement in their hands and know, as far as it is humanly possible to know anything concerning circulation, that they were getting the goods for their money. But they do care a great deal more than a quarter of 1 per cent, of a C. D. about the matter!

To condemn the work of the Bureau solely because some advertisers—of a lot of them refuse to recognize their obligations, is as units somable as to condemn education because some children hate to go to school.

FEARLESS NEWSPAPERS

Tells Boston Press Club How Much He Is Indebted to Honorable Editors for Aiding Him in His Great Work of Propagating the Gospel-Mrs. Sunday Also Spoke.

Bosron, January 15,-Billy Sunday's appearance at the Press Club resulted in a crowded house and a pleasant hour for those who were present.

Billy was loud in his praise of newspaper men and their work. Editorially speaking, perhaps this was good taste, not only because he was the guest of newspaper men, but also because the members of the tribe of "get" and "write" have done more to help his cause than any other agency on earth.

"No man is more indebted to the newspaper than I am." said Mr. Sun. day. "And nobody is more grateful for their support. I know lots of newspaper men-they are my friends and they have never betrayed my confidence, They tell the people what kind of clothes I wear, they camp on my trail and almost live with me. They help me propagate the Gospel. I lean on the honorable newspaper editor as only one lap behind the missionary. The papers are the ones who pitch into the salcons and crime when I get them started.

"Another thing that I note with pleasure is that the newspapers are getting less and less willing to take fake advertising? Moreover, the man who is placing big advertising is getting more and more choice of his company. He doesn't want to mix any more with fakes. The newspaper is developing more and more a social conscience. It is learning that it must swat the crook as well as the fly.

NEWSPAPER FORCE IRRESISTIBLE.

"Again, newspapers are doing much to lessen illiteracy; to dispet ignorance. Emerson said: 'What I must do is what concerns me-not what other people think.' So the newspaper-the good one-builds up its ideals. It is irresistible when it takes its stand for the right. It can clean up any community in America-it can force good laws to be enacted and obeyed-and no evil force can long withstand its efforts if they are properly directed.

"If every newspaper were to be suppressed to-morrow crime would increase 100 per cent, in forty-cight hours and hell would break loose. The situation would be so had that heaven would petition for the reëstablishment of the

NEWSPAPER WORKERS HARMONIZE

Illinois Daily Association and Daily League Serve Mutual Interests.

The Illinois Daily Newspaper Association met in Chicago, January 10 and 11. Most of the time was spent discussing the news print situation. The most important action taken was a decision to continue the work of the Illinois Daily Langue, with J. K. Groom, of the Aurora Reacon-News as secretary again, by the generosity of Premdent A. M. Snook, of the Aurora Beacon Pul-behing Company, who again agreed, for the good of the cause, for Mr. Groom to asse so much of his time as is necessary to further the plans of the League

The Association elected as officers for the ensuing year: President, John Sundine, Moline Disputch; vice-prestdent, F. P. Hanatin, Elgin Courier; secrelaty, G. B. Shaw, Dixon Telegraph; transurer, Fred Lo Hoy, Streater Independent Times.

Karl H. von Wiegand Joins Staff Of International News Service

clients to its lists, the number exceeding the combined additions to the lists of the other two big news services. Many of the 135 papers left one of the other two services. while others took on relegraph news reports for the first time. In either case, the inference is clear,

International News Service was recognized as THE BEST NEWS SERVICE AVAILABLE in 1916.

To emblesize superiority over competition, and further to strengthen the service generally, International Neter Service has contracted with Karl H. van Wienand, world-January war correspondent, for his writings, for use by its

Beginning with the Associated Press, shifting to the United Press and thence to the New York World, Mr. sert Wiegand comes now to the apex of his journalistic career and grasps the opportunity to place his cable and nireless war articles before the country's greatest group

Mr. can Wiegend's interviews with van Bethmann-Hollwen, the German Crosses Prince, the Pote, van t. indenturg, van Jagow. Count Zeppelin and others are was Listory. His chronicles of his visits to the various Tratonic fronts, many of which he, alone, of all the Assertion correspondents, usus permitted to impert, also With the war approaching its chimay, International

None Service will continue to record all its phases, first, always and most accurately. The addition of Mr. year Wingard's articles from Central Europe will strengthen

L. N. S. growth for 1917 already promises to surpass that o 1916. Thus far in January, five new leased wire Fr. e Press, which, after taking trial service week by week, In signed a long time contract; the Oakland, Cal., Telbuse, the Oakland Post, the Durbam, N. C., Herald and the Bellingham, Wash, Journal,

MAJOH EDWIN W. DAVION, of the United Stotes Army and Naisy Journal until of expert, is criting special duly war reviews for marriag ellimit sensor, milhars men as the naisy agricultural nature of the control of the c on the server having and the control of the Army and control of the server problems. His articles in the Army and control have seen him an entitle reputation for all



Quoting the World Almanac for 1917

The True News FIRST-Always, Accurately.

INTERNATIONAL NEWS SERVICE

238 William Street

New York City

RECKWITH HOBBY BUILT LITTLE TRACEDIT

PRESENT BIG BUSINESS

Stirking Nearly Forty Years to Certain
Fixed Principles, it Bas Paid \$20,000,
000 in Cash to Newspapers and Its
Operations Continue to Expand—A
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or nearly one man per paper.

The men of the Beckwith Agency, including J. T. Beckwith himself, travel



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the normalizes the same, representation states of 15000M, receiving the country from count to count, and from the Galf to the Vanadous frontier. Durlies the last eleven years, J. T. Beckwill, has control to selferts to getting some ond owner business for his citient, and in addition, it developing near necessaper after retinate seconds. M. Deckwill, the transport of the country of the country of the country of the country of the transport of the country of the transport of the country of the developing the basiness primarily soft all owns into the size forced all new-

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illustrates the plan, which is so remple that it is convincing to the obsertion and paying, for the erason that the hustseus is growing.

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HEADLESS NEWSPAPERS

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GOOD ADVICE GIVEN STUDENTS Great Importance of Accuracy Emphasized in Journalism Clauses. Under the head of accuracy, the fel-

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"Yellow Journalism" Defined At a function of the Brooklyn Ostivition of James, H. Arthus Bradensolfor of the New York Exercing Journal, told why be appropriated of "yellow journalisms," "Assertings to successful."

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Here's Your Question:

"Where can I reach the largest number of BUYING people at the most reasonable cost?"

Here's the Answer:

The most prosperous people in America live in Michigan and they will buy anything that is worth its price. You can reach ninety-five per cent. through

THESE FOURTEEN

Michigan Evening Newspapers

Here's the list of the profitable mediums in the fourteen leading cities

In NINE of these cities, the publication listed is the ONLY daily newspaper. Of the five remaining, TWO of the listed papers are the ONLY evening newspapers, while in the other three cities the one mentioned is the LEADING evening publication. There isn't a doubtful "buy" in the entire list.

		Evening F		1
Cli		Duplication		
Clty	Popu- lation	NEWSPAPER	Olreu- lation	A.One Lime State
Detroit	725,000	News	208,305	.17
Gd. Rapids	125,000	Press	82,302	.09
Flint	65,000	Daily Journal	22,168	.04
Saginaw	55.000	News	19.642	.03
Bay City	52,000	Times-Tribune	18,000	.03
Lansing	50,000	State-Journal	20,000	.035
Kalamazoo	46,000	Gazette	26,332	.035
Jackson	40,000	Citizen-Press	15,941	.025
Muskegon	35,000	Chronicle	11,298	.02
Battle Creek	32,000	Moon Journal	6,114	.015
Port Huron	25,000	Times-Herald	12,454	.025
Ann Arbor	20,000	Times News	6,974	.021
Pontiac	20,000	Press Gazette	10,640	.02
Adrian	12,000	Telegram	10,219	.02

"EVENING NEWSPAPERS BRING RESULTS"

UNIVERSITIES PRESENT DIFFERENT VIEWPOINTS

Study of Courses Offered by Departments of Journalism in the State Universities Shows that Instruction in Journalism is Still in a Period of Formation Few Ideas Alike.

Seventy-six men and twenty women are enrolled in the classes in journalism in the department of English of the University of Illinois this year. Frank-in William Scott, assistant professor of English, is director of the courses. He is assisted by H. F. Harrington, associate professor of English, formerly of the University of Kanssas and of the Ohio State University.

Indiana University, at Bloomington, has a separate department of journalism in the Arts College. Eighty men and twelve women, not counting duplicates and only including those in the prefessional courses, are enrolled this year. Joseph W. Piercy is the head of the department. He is assisted by Joseph A. Wright, assistant professor R. W. Van Valer, superintendent of the printing plant, and Claude Bolser, research assistant. Before going to Indiana University, Mr. Piercy taught at the University of Washington.

Arrangements for instruction in journalism at the State University of Iowa are based on the belief that the prospective newspaper man or magazine writer should acquire first of all a broad and liberal education. Consequently, the student of journalism is advised to pursue a course in liberal arts, including enough of the semi-professional work in journalism proper to give him familiarity with the methods in practice and thereby save him some of the difficulties of inexperienced beginners.

At present, four semi-professional classes are conducted as a special section of the instruction given by the department of English. Five additional classes have been outlined and will be added as the progress of students in the fundamental courses makes a wider range of electives for their further specialization necessary.

Twenty-one men and sixteen women are taking the work in journalism at Jowa this year. Conger Reynolds, assistant professor of English, is in charge of the classes. Charles H. Weller, professor of Greek and university editor, gives the instruction in advertising.

A book rather than a few paragraphs should be written about the department of journalism of the University of Kansas. The first class in newspaper writing at the University of Kans was started in 1904 as a course in the English department under Prof. E. M Hopkins, who was then head of the department. Two years later L. N. Flint, the acting head of the Kansas department of journalism, took charge of the course, and he introduced another course in editing. Mr. Flint at that time was secretary of the Kanaus Alumni Association, and gave only a small amount of time to teaching. A newspaper man out in the State of Kansas, C. M. Harger, of Abilene, held the position of non-resident director of the course.

In the year of 1910-1911, Mr Flint had forty-five students a nodled in newspaper writing and seventeen enrolled in editing. In the fall of 1921, Merle Thorpe, now editor of The Nation's Hustness, researed as head of the department of journalism of the University of Washington to take a similar position at the University of

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

Kansas. The work in journalism at Kansas was expanded and organized into a department.

To-day the Kansas department of journalism, which has an enrolment of 157 students, is the sixth largest in the United States. Every course announced is being given this year. The smallest class has an enrolment of 15.

The Kansas department of journalism is one of the most highly developed of all in the United States. It is probably doing more in the way of public service, that is, service to the publishers of the State, than any other department.

DIRECTORY OF TEACHERS OF JOURNALISM

(Continued from Last Week.)

EWING, DONALD M. Student Assistant in Journalism, University of Missouri, Columbia, Mo. Address: 1000 Maryland Place, Columbia, Mo.

FLINT, L. N. Professor of Journalism, University of Kansas, Lawrence, Kan

Poss, M. M. Professor of Rhetoric, University of Nebraska, Lincoln, Neb. Possythe, R. S. Instructor in Eng-

lish, Western Reserve University, Cleveland, O.

GARDNER, E. H. Assistant Professor of English, the University of Wisconsin, Madison, Wis. Address: 360 University Hall. Madison, Wis. Gives in "Newspaper Advertising," "National Advertising," and "Writing of Advertising Booklets," etc.)

Garner, M. Vissinia. Professor of English, Wesleyan College, Macon, Ga. Girz, Cam. H. Assistant Professor of Journalism, The Ohio State University, Columbia., O

Consuit. M. Max. Instructor in English, Knox College, Galesburg, III. Goss, Frank P. Special Lecturer in Journalism, with rank of Assistant Professor, University of Washington, Scattle, Wash.

Graham, Hammer, Fellow in Journalism, State University of Kentucky, Lexington, Ky.

GREHAN ENORS Professor of Journalism, State University of Kentucky, Lexington, Ky.

Hamms, M. H. Assistant Professor of German, The University of Wisconsin, Madison, Wis. Address: 154 University Hall, "Madison, Wis. (Gives course in "German Journalism" in course in journalism.)

HALLEY, Howard W. Student assistant in journalism, University of Mussouri Columbia, Mo. Address: 207 Missouri Avenue, Columbia, Mo.

Harsington, H. F. Associate professor of English, University of Illinois, Urbana, Ill. Address: 103 Law Building, Urbana, Ill.

Harvey, P. Cospan, Professor of English and Journal on, Fort Hays Kansas-Normal School, Hays, Kan

(To be continued.)

Subscribe to Library Fund

Subscriptions totalling more than \$600 for the Frederick A. Churchill. Ir., memorial journalism library for the department of journalism of the University of Washington, have been received hy William Simonds, secretary-treasurer of the Memorial Association. The library is intended to keep fresh the memory of Mr. Churchill, a talented alumnus of the University of Washington, who fell a victim of infantile paralyals-in New York last summer. The library, which will be maintained by friends of Mr. Churchill will be selected with reference to its use by students of iournalism.

Students Invade Candy Factory

For a practical lesson in descriptive feature story writing, students in journalism at Knox College, Galesburg, Ill., invaded a modern candy factory during the holiday rush. The plant was inspected from basement to garret by the twenty-five students, the proprietor was bombarded with questions, samples of candy were distributed, and excellent stories resulted.

Bliven Champions Writers

The December 9 issue of the Los Angeles Graphic includes an article entitled "Prophets in Their Own Country." written by Bruce Hiven, head of the department of journalism of the l'niversity of Southern California, Los Angeles, Mr. Bliven champions the cause of present-day writers of fiction.

"Pep" Reviews Bleyer's Book

The January issue of Pep, the bright monthly magazine published by the special service department of the Newspaper Enterprise Association, includes a review of "Types of News Writing" (Houghton Miffin Co.), compiled by Dr. Willard G. Bleyer, professor of journalism in the University of Wisconsin.

Gen. Otis Praises Students

Students at the University of Washington recently patterned an issue of the University of Washington Daily after the Los Angeles Times. Gen. Harrison Gtay Otis, publisher of the Times, declared the special number to be a "successful imitation". He complimented the student editors upon their enterprise.

Inspect Newspaper Office

The evolution of a newspaper story from the time it leaves the reporter's typewriter until it arrives at the pressuroun, where it is turned out in printed form, was followed through all its various phases by students of journalism from Marquette University, who invaded the Milwauke's Sentinel office last Thurschan in the class for the four of the class. Icu the four of in pestion.

To apologize, only mosthes the sting of errors, it doesn't after them.

ENGLISH EDITOR TELLS OF INFLUENCE OF WAR

Charles Lapworth, Former Night News Editor of the London Daily Mail, Describes War-Time Journalism to Newpaper Students at the University of Southern California.

"Getting out an extra edition of a London newspaper telling about a Zeppelin raid, while that same Zeppelin is hovering over your head raining down death and destruction on the city, is only one of the many thrilling incidents which fail to the lot of an English newspaper man in war-time," said Charlies Lapworth, former night news editor of the London Pally Mail, in a recent address before students in the department of journalism, University of Southern California, Los Angeles.

"The newspaper must be put to bed, raid or no raid," Mr. Lapworth continued. "The men in the office work with gas masks lying on their desks and with fire hose attached and ready for instant use. We never know when a shell may come through the skylight into the office.

Mr. Lapworth gave a thrilling account of how English newspaper men go charging over the country roads of England in automobiles at sixty miles an hour in the dead of night looking for Zeppeling, when the office receives a tip that a raid is coming. It is against the law to light the lamp on your machine, and since English country lanes are both crooked and narrow, mishaps are frequent. Every bridge where a wagon road crosses a ratiway line is patrolled by an armed guard, and if you do not answer his summons to "Hait!" he has orders to shoot. Several newspaper men have been shot, and two of them killed, because the roar of their automobiles drowned out the sentry's call.

"It is against the law to speak of a Zeppelin raid over the telephone," said Lapworth. "Consequently, we are forced to use code signals to convey our meaning, and these codes are changed every week. Everything written has to go to the censor, and he has spoiled many beautiful 'scoops' by holding up the news until twenty-four bours had claused.

The London Daily Mall, which is owned by Lord Northeliffe, and has a circulation of 1,350,000 daily, was the first paper to attack the late Lord Kitchener on the ground that he was not supplying enough munitions to the army in France. "When the first editorial came up from the composing room and we read it in the office, we felt quite confident that the whole staff would be haled off to prison, or possibly stood up against a wall and shot," said Lapworth "Such a course would have been entirely possible under the terms of the 'Defence of the Realm' act. During the next two days, the Duily Mad lost 500,000 subscribers. The truth of Lord Northeliffe's statements was admitted in Parliament, and we began to get subscribers back again. In the meantime, however, an angry mob had gathered in front of the Daily Mail ofher, intent on burning it to the ground. Very likely they would have done so, had it not been for the fact that, on the same day, a train carrying soldiers was wrecked in Scotland, and a large minuted of men killed. The news of the accident reached the growd, and disheartened them so that they days period quintly.

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UNCLE SAM and JACK CANUCK

THERE are three thousand miles of border, absolutely undefended, between the United States and Canada. Mutual respect and confidence are the great peacemakers, peacekeepers and trade developers.

On a per capita basis, Canada is far and away the best customer of the United States. Look at these figures. They do NOT represent war conditions. In every case, except for Canada, the totals are for the year ending June 30th, 1914. The Canadian figures are for the year ending September, 1916.

Country	Total Exports from U.S.	Amt. per Capita.	Country	Total Exports from U. S.	Amt. per Capita.
Austria-Hungary .	\$ 22,304,654	\$.43	Norway	\$ 9,063,646	\$3.81
Germany	341,875,820	5.27	Sweden	14,643,323	2.85
France	155,591,287	3.93	Denmark	15,586,235 31,253,254	5.65 .24
Great Britain			Argentine	45,053,874	6.42
and Ireland	590,387,927	16.75	Brazil	29,843,018	1.15

CANADA Exports \$518,848,465; Per Capita \$68.51

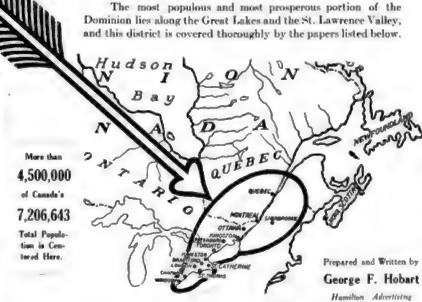
In total purchases Canada is second, being slightly lower than Great Britain and Ireland.

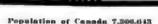
The American manufacturer has been deploring lost markets in Central Europe. has been devising schemes to overcome difficulties of transportation, credits and exchange in order to extend his business into South America.

And he is neglecting an unequalled opportunity in Canada. Canadian dollars are

worth one hundred cents in the United States. There is through, all-rail connection to any part of the country. Canadians use the same language, the same trade terms, the same weight sand measures, the same currency and the same brand of profanity as the Americans.

Canadians are making money and are spending it freely. The Canadian market can be developed to a much greater extent than it is at present.





met populous portion of prosperius Canada is covered by the following fluity Newspapers of Ontario Queber published within this circle.

PROVINCES OF ONTARIO

Population 2,523,274.

tion. Paid 2.5	Lines. 300-10,000
10, 00	T3 .015
02 .01	06 .00%
39 .01	.0071
.04	25 .04
HO , H-	.033
10, 92	10, 8
177 .04	220, 0
059 .00	.04
160 ,01	0:0
60 ,05	an,
25 ,02	NI .01%
10. 000	31 .01
100 .01	25 .01
PO. 00k	5 .012
112	(311)
90.00	.00
45 .11	,095
26 .04	\$ _00
410. 10	,07
29, 06	.0123

PROVINCE OF QUEBEC.

Total Population 2,480,487 French Population 1,534,457

English Population	406,229		
Montport Itally Mail (M)	22,925	.406	4163
Montreel Gamette (M)	24,356	.003	.40.
Montreal In Patrix (E)	35,427	,486	.4165
Montreal La Presse (E)	1.60,000	,10	,13%
Montreal La Devoir	11,721	,485 1 A	404
Montreal Star (E)	100,000	.11	1803
Queleg Le B dell (K)	MI, CHIEF	44.5	.435
Sherbruske Record (E)	10,684	025	.0228

Agency

HOW PAPER WASTE CUT

Watching the Run in the Press Room Will Make a Big Difference in the Quantity Used-Margins and Advertisers' Copies Also Enter Into Economy Problems.

By JOSEPH P. BARRY.

Curolotion Mantoce, Providence Journal and Bulleten.

As the news print situation continues to be the all-absorbing subject and publishers are every day effecting further economies and devising new means of increasing their revenue so as to tide them over these days of prohibitive cosis. I want to add a few suggestions which may belp out.

After the return privilege has been abolished, the free list cut down, or eliminated entirely and an efficient white paper system installed, there is a tendency to put one's self on the back and assume that the paper consumption has been reduced to bed-rock. However, this is for from being the case because after the paper account has been systematized it needs constant and vigilant supervision to keep the waste at a minimum. As a bank teller balances his cash, so should the papers printed be balanced to the copy every day.

it is the custom in most newspaper offices to print extra papers for advertlains: this is not necessary as the papers which are inevitably left over from each edition can be collected and used for that purpose, as it does not matter to the advertiser which edition he gets provided it contains his advertisement. If the left-overs are insufficient the difference can be made up of papers salvaged from the printed waste in the press room. We cut our printed waste on the Journal and the Bulletin in half by employing a boy to go through the papers which are spoiled in printing. and pick out all complete papers which although slightly imperfect, are quite entisfactory as advertisers' copies.

Every paper we print has to be accounted for an though it were a fivedeliar bill, and as a result we only have about 10 or 20 papers left over each day and our net press run is practically our net paid circulation.

The importance of balancing the press run against the circulation cannot be over-estimated as more paper is lost on account of papers being left over and unaccounted for than in any other way.

A lot of paper is wasted in the margin of the average paper. The perpendicular outside margins usually measure from one-half to three-quarters of an inch, while the centre varies from one inch to an inch and one-half, the horizontal margins average about one inch each. Without much expense or trouble the perpendicular outside margins can be reduced one-quarter of an inch each and the centre about half an inch. This would mean a saving of two inches in a full length roll. Hence if sixty-seven inch rolls were used they could be reduced to sixty-five inches and the threequarter and half size rolls reduced accordingly.

Some publishers are adopting a very short-sighted policy in going to extremes in cutting the size of their publications. Giving the public as inferior newspaper is about the worst way of meeting the present crisis. A much better pelicy is to produce a beter newstenter than ever and raise the price to two cents; then even though the circuhatuen should drop 25 per cent, or more, the paper can be run on a profitable these without merificing its prestige.

NEWSPAPER BANKING AND FINANCE

CAN BE ACCOMPLISHED Facts a Publisher Should Take Into Consideration, and on Which He Must Post Himself About His Own Business, Before He Applies to His Banker for a Loan-Information the Financier Must Have, and Without Which He Cannot Extend Accommodations.

> By EDMIND WALKER, Auditor, Keeley-Handy Syndicate, Chicago Herald.

T is true that publishers in general are regarded by the bunks as a "last resort" for available loaning funds, and yet investigation into the reason for this condition is seldom made—we prefer just to "muddle along somehow."

The first reason is because publishers do not give enough thought to the banker's viewpoint when asking for accommodations, and this article will explain what the banker thinks about when you apply for a loan.

In the eyes of the borrower all loans-when applied for-are merely temporary accommodations. The banker, from experience, knows that things do not always materialize and that loans made for a period of three months some-

A banker is nothing more or less than a "buyer," "seller," and "manufacturer" of an article or commodity known as "credit." When you cash your check for \$500 the banker does not generally give you money—he gives you a form of credit-negotiable notes. The banker is in a position where he may, at any time, without notice, have to meet sudden demands from his depositors. When he lends you money, he employs a very little of the bank's capital and a large percentage of the moneys deposited with him by his customers.

In Idaho, for example, the statement issued by the bank examiner shows that the State banks in that commonwealth had a total capital of \$3,306,010, and their loans amounted to \$15,267,462.71--it must also be remembered that \$1,675,872.52 of that capital was invested in bank premises and real estate. So that out of \$15,000,000 loaned only \$2,000,000 was capital.

IMPORMATION THE BANKER WANTS.

The banker then asks himself these questions:

- (1.) Is the applicant for this loan honest?
- (2.) Has he the ability to pay back quickly?
- (3.) How is he running his business?
- (4.) What is the security?

Question No. 1 needs no comment—you are judged by your past record and your associates.

Question No. 2. Ability to pay back quickly is often thought to mean ability to pay under a judgment and execution. That is a wrong impression. It means your ability to pay out of your earnings and surplus, so that your business assets would not be materially affected, so that none of your fixed assets would have to be sold, and so that your organization would not in any way be placed in a dangerous position. That is what is meant by "ability to pay back

Question No. 3 is the one which is the biggest stumbling block to publishers. Supposing John Smith were a manufacturer of printing machines and he came to you seeking credit. Supposing you asked him what it cost to produce a certain part of a muchine and he could not tell you without guessing would you consider that he was conducting his business efficiently? Would you be inclined to give him unlimited credit? Now bring this argument home to your own business. Mr. John Doe, your banker, calls at your office this morning and asks you what a certain advertisement in your paper cost to produce-do you know? You can tell him what you sold it for-what your total sales arewhat your total expenses are, but if he persists in demanding the cost, selling price, gross and net profits on one particular display advertisement, can you tell him? Why is it that you consider yourself entitled to credit when you do not even know what is going on inside your own business? How can you justify your position in passing censor on actions of other manufacturers when you yourself do not know your own production costs? The banker is merely a trustee for the depositors -would you like him to lend your savings to a business which was being conducted on "guessed" costs?

SECURITY THE BANKSE RECHIRES.

Question No. 4 deals with security. When the banker demands security he is not satisfied with your standing or ability to pay-or for some other reason he feels that he must have some specific and tangible asset back of the loan. He does not value security as you do. The question of realizing on the security will not come up for consideration until you have failed to pay your lean. That will be because of bad business with you. And bad business with you opens the possibility of had business conditions throughout. Now will this security be salable on the exchange under those conditions which would indicate a panicky market? Will this security be liable to wide fluctuations and rapid depreciation in value?

Before going near your banker for any accommodation, get all these questions answered mitigractorily in your own mind-and tell him the answers before he asks the questions-that shows him that you appreciate his position and that will establish confidence, which is the keynote of credit.

You must submit a proper financial statement. This must be based on facts not guess work.

The banker will take this statement and will compare the total of your liquid assets (after deducting a fair percentage for bad debts), with the total of your actual liabilities. There should be an excess of liquid assets over actual liabilities of at least 50 per cent. He will then compare the working or current assets and 50 per cent, of the fixed assets with the common, preference, and deferred shares issued—and the amount of the shares so issued should be greater than these admets-the difference being taken up under the heading of liquid assets. The remaining 50 per cent, of the fixed assets should be covered by either shares or honds as the case may be. Profit and loss account, surplus, and reserves should counterbalance all nominal assets, including good-will account. If good-will account cannot be taken care of in this way, it must be

THINKS JOURNALISTS UNDERPAID

Frederick Moore Says Few Harvard Men Could Stand Daily Grind.

Journalism as a profession is spoken of discouragingly by Frederick Moore, noted foreign correspondent of the Associated Press, in a special article in the Harvard Crimson. Mr. Moore asserts that it is his belief that few Harvard men could stand the swift pace set in New York newspaper life, and asserts that the profession is underpaid. Mr. Moore says:

"The work of gathering news for a daily paper in an American city is, to my way of thinking, most unsatisfactory. In the first place, the reporter is rarely paid a living wage. Even if he is experienced he does not receive the salary a capable man can obtain in business within a year or two after leaving college. And there is seldom a future in the work-which is never easy.

"Even as a carger of life-work that of a correspondent in Washington or foreign capital is worth while, in spite of meagre salaries; but the mill which a New York reporter has to grind is such that, I should say, few Harvard men can stand."

represented by common or deferred shares issued.

There is a great danger ahead of every commercial enterprise borrowing money from the banks to-day. The unfortunate thing about the banking business to the publisher is that when the bank makes a mistake and lends you money when you cannot qualify and when your paper is not acceptable at the Federal Reserve Bank-then it is you who always suffer and not the bunker, who usually holds some form of security-besides which fact they can stand the loss much better than

The banks are to blame in not following the lead of the telephone company and the railroads in advertising. There is not one publisher in ten who could discuss thoroughly the functions of the Federal Reserve Bank. It seems as though some good advertising man should get after that business.

In conclusion, get your papers and statements in order before you go to your banker. Don't approach him with t'nderstand that fear and trembling. if you have any right to ask for a loan, then you are doing him a favor in borrowing the money. You are buying his goods. But you must qualify as above set out. Don't tell the banker you are going to pay back in three months, when both of you know very well that you will not be able to. Don't go near the bank with any other figures than those which are correct and which you know to be absolutely accurate. Tell him your story from his point of view -not yours. Explain to him why this is a good loan from his standpoint, not Your best security is your ability to establish confidence-confidence in your integrity and confidence in your business ability and judgment. Guessed figures will undo all the connd nee which you might otherwise be able to establish. Never borrow an amount which will put you in the Don't delude yourself bank's pewer with the idea that the bank manager is your particular friend -he is looking out for the interests of his bank, just as you are attending to the interests of your company. An old banker once told me to "always keep my account and losins in the condition which would permit me to tell him to go to thunder"

and that is sound r advice than you

may think to-day.

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SUSPENDED FROMIA. B. C.

Editor and Publisher of New Jersey Evening Daily Cited to Show Cause Why He Should Not Be Expelled from Association Unexpected Expose Before Congressional Committee.

Harry B. Hames, editor and publisher of the Paterson Evening News, has drawn the attention of the Audit Bureau of Circulations to himself and his paper by a statement he made when he appeared in Washington last week as a witness before the House Committee on Interstate and Foreign Commerce. As a result, the fact has become public that Hames and his paper have been suspended from membership in tho A. B. C. and he was cited to appear in Chicago on Friday to show cause why he should not be expelled. His expulmion is regarded as likely, as his suspension was due, as the official bulletin said because of the discovery of a "system of falsified records" in the office of the Paterson Evening News.

Haines appeared before the Congressional Committee to argue against the Stephens Honest Advertising bill, the measure which will permit contracts between manufacturers and retailers for the re-sale of standard trade-marked articles at uniform, standard prices

After answering several questions put to him by Representative Dan V. Stephens, of Nebraska, author of the bill under consideration, Mr. Haines said that he was a member of the Audit Bureau of Circulations, adding:

"The Audit Bureau of Circulations made its report of our circulation some time ago, and I think the net figures was between nine and ten thousand. In fact, I am sure it was. The records of that audit bureau are on file."

JOHN P. BARRY'S STATEMENT.

A few days later John F. Barry, manager of the New York office of the Audit Bureau of Circulations, appeared before the Committee and asked permission to make a statement, which was granted.

"The attention of the Audit Bureau of Circulations has been called to a statement made before your Committee a few days ago by Harry B. Haines, publisher of the Evening News of Paterson, N. J.," said Mr. Harry. "In this statement Mr. Haines said that our bureau had recently audited his publicution and had issued a certifleate giving it a circulation of nine or ten thoumand copies a day. As this statement is false, we are interested in correcting it so that advertisers of the country will not be deceived and our board of directors ordered me to come to Wash-Ington to make a statement of the actual facts."

Here Mr. Barry explained in detail the aims and workings of the Audit Bureau of Circulations. He then con-Unwed:

"Last November we sent two auditors to Paterson to gudit the books and circulation of the Evening News. Our auditors found that there had beer, a systematic falsification of the books of the Paterson Evening News for more than a year. The publisher had overstated his direulation by about &-500 copies a day, and, instead of having a circulation of 11,000, the News had n circulation of perhaps 8 500.

"An inspection of the books showed that when an audit had been made a year before the system of f. biffed records, elever and complete as it was. had deceived our auditor, and he had certified to a circulation 2,500 greater know,

HAINES'S PATERSON NEWS than it actually was. The first thing that our auditors do when they begin an audit of a newspaper is to ask for the bills for print paper used during the year and the cancelled checks given in payment. It is perfectly plain that, unless the publisher bought the quantity of white paper needed for the claimed circulation, then P could not have the circulation.

"We found that the publisher of the Paterson Evening News and gone so far as to include in his records and offer for our inspection take involves for print paper."

THE A. R. C. BULLETIN,

Mr. Barry then detailed the objectionable methods of accounting in the office of the Evening News, and stated:

"When these falsified records were discovered in our second audit, made last November, I took the matter up with the home office in Chicago and they wired me to have the qualit discontinucd. We stopped the audit and the publisher was cited to appear in Chicago December 14 before the board of directors of the A. B. C. to show cause why he should not be expelled from the bureau. Our by-laws require the expulsion of a member who does not live up to our requirements. He cannot n main a member and do any such cruoked work as this publisher of the paper in Paterson.

"Haines wrote that he could not anpear in Chicago on the date set, as he had to be in Washington, he said, to appear before this Committee. A continuance was granted, as he requested, until January 19. At the time the continuance was granted the Audit Bureau of Circulations issued a bulletin concerning the matter which was sent to all our members. I offer in evidence a copy of this bulletin"

Representative Sims, who was the acting chairman of the Committee, said that the bulletin could go in, and Mr. Barry read it into the record. The bulletin contained the statement that the "auditors had discovered a system of falsified records."

After he had read and offered the bulletin in evidence, Mr. Barry contin-

"The reason, gentlemen of the Committee, why I am here is that the statements made before you by The publisher have been very harmful and would be detrimental to the Audit Bureau of the culations and to its members. For that reason the board of directors voted to send me here to appear before this Committee.'

It is said that several residents of Paterson have been subported to appear before the Federal grand jury in Trenton. While the subpenns do not tell the nature of the case in which they are expected to testify, it is understood that they will be questioned concerning their knowledge of the circulation of the Paterson Evening Naws and the bugges involces used to deceive the auditors of the Audit Bureau of ('inculations,

Residents of New York who are in a position to know some of the facts in the case have also been ordered to anpear in Trenton on the same date, and the indications are that the question will receive a thorough investigation.

Two or three years ago a Post-tilfice inspector made a similar inquiry concerning the same subject, and it was brought to the attention of grand juries in Newark and Trenton, but no action was taken at that time,

In writing copy, don't tell the reader what you think he would like to hear, but tell him what he really ought to

The Evening Mail

beat all the other New York Evening Papers in Volume

Automobile Advertising during the

Automobile Show

The Score

The E	venir	ng M	fail		57,718
Sun	٠				56,652
Journal					52,453
Telegra	ım				43,238
Post				•	41,934
Globe					23,140

THE EVENING MAIL for years has been recognized as the best Automobile medium of New York City in the evening field.

U. P. Scores Another

United Press papers this week carried the exclusive from the editor of one great



Editorial Rooms.

New York January

January 18th, 1 9 1 7.

W.W.Hawkins, Vice President, United Press.

Dear Sir:

Congratulations are surely due the United Press for its cable beat in reporting the work of the mysterious German Raider in the South Atlantic waters. The beat, moreover, was not a mere brief bulletin but a most complete report of the details of the raiders activities, with the names of the vessels sunk and captured.

Later cables from other sources, confirmatory of your first report, added no details of any importance. Your news foresight in installing a competent service in South America is deserving of the highest praise.

You are following sound lines of policy.

Yours faithfully,

Managing Editor,

Evening World.

The United Press makes no exclusive contrac's. No bona-fide newspaper

Press serves more afternoon papers

UNITED PRESS

General Offices

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Historic News Beat

cable news of the German commerce raid. A letter per; an editorial from another.

"Reports of the astounding feats of the new German raider along the coast of South America define a situation which has worried and mystified American shipping men. The first definite news of the facts brought to this country was published in Philadelphia by the Evening Ledger, which enjoys the advantages of a cable service recently established by the United Press in South America, a service which has already been of great value in linking the American continents."—Editorial from The Philadelphia Evening Ledger.

ompelled to rely on "lifted" or "re-written" dispatches. Already the United 1 any other news agency in the world.

ASSOCIATIONS

New York City

THE EDITOR & PUBLISHER FOR JANUARY 20, 1917

THE EDITOR & PUBLISHER

Entered as second-class mail matter in the New York Post Office. .

New York, January 20, 1917

"Dr. Johnson, it is said, when he first heard of Boswell's intention to write a life of him, appounced, with decision enough, that if he thought Boswell really meant to scrite his life he would prevent it by taking Boxwell's." Carlyle.

The contents of each issue of THE Elector and Printingen are protected by coppright. Editors are permitted to repreduce matter from our columns, however, where the courtesy of the credit is accorded.

EDITORS should hold on to their friend-making "features," and add others as opportunity presents. The BETTER PAPER must be the chief justification for the higher price,

vii two newspapers, in any city, are Not even approximately equal value as advertising mediums. National advertisers know this - and constantly seek facts on which to have their choice of medium.

With the recognition of advertissomething to sell in a business waycame the recognition by publishers of the need, propriety, and profit of ADVER-TISING IT.

WillEN one party to a plan of cooperation insists upon enacting the rôle of a wolf, and imposes upon the other party the rôle of a sheep, there is likely to be little of mutual profit as a result.

F it is true, as Jefferson contended, that it would be better to have newspapers without a Government than a Government without newspapers; and if we cannot have a free and independent press unless a supply of white paper may be always available at a reaconable price, it would seem that extreme measures for the regulation of both supply and price of new print would be distinctly in the public inter-

HE Leavenworth (Kan.) Times anhounces that it will have to pay \$5,000 more for news print during 1917 than during 1916. Its renders are told that, if high prices for paper are to continue, subscription rates may have to be raised. If a grocer were compelled to pay, wholesale, more for butter than his usual retail selling price, he would not continue to sell at a loss-even for one day. Why should a publisher postpone an inevitable step?

THE study of economics has a sudso we hear, now and then, that the 'cost of advertising" is a great and no less burden on the people. It is cited that the people pay for the great volume of advertising printed in the measpapers. They also pay for riding on street cars but they pay less than it would cost them to trivel if there were no street earn. Advertising lessens selling costs, thus lessening sellting prices,

MR. DODGE DEFENDS HIS COMPANY'S POLICIES

HE letter from President Dodge, of the International Paper Company, The letter from President Dodge, of the interpretable in last week's issue of The Engres and Publishins, is a document of

Mr. Dodge's charges of unfairness on the part of this newspaper to his cornoration are not well based. The columns of THE EDITOR AND PUBLISHER have always been open to Mr. Dodge, as to all who have any light to shed upon the news print situation; and he has as is well known, been frequently quoted: while his testimony at the Federal Trade Commission hearings has been printed. verbatim in this newspaper.

The editorial paragraph to which he takes exception, and which he cites as an instance of "sneering" at the International by this newspaper, was based upon a brief interview accorded by Mr. Dudge to a representative of The Euron and Pumishes at one of the December hearings at Washington. In this interview Mr. Dodge had scouted the idea that his company was transferring news print machines to other grades of paper, and had stated that the contrary was true. "We are putting machines on news print and taking them off kraft. . . . Only had week we made this change, adding sixty tons a day to our output. This makes the fourth machine we have changed from kraft to news print recently."

The offending editorial paragraph, in our issue of December 30, expressed the hope that this indicated a turn of the tide, and "the return of the manufacturers to a policy of sanity and of fairness to their real customers." Mr. Dodge characterizes these remarks as "without the blightest justification." He says that his company has had no machines on kraft for a considerable time. His objection to our statement of fact is, obviously, technical; as he proceeds to explain that two-thirds of last year's profits of his company, or more, came from the manufacture of other grades of paper than news print, while news print represents, roughly two-thirds of the output.

It is evident, therefore, that our use of the word "kraft," instead of the phrase "other grades," affords to Mr. Dodge his basis of denial. Our real offence, it appears is in having characterized the policy of restoring machines to their legitimate, or original, uses and purposes as a "return of the manufacturers to a policy of sanity and of fairness to their real customers." We are not convinced, through Mr. Dodge's protest, that the statement was extreme-and we know, of course, that it carried no "ancer."

Mr. Dodge stoutly defends his policy of using his plants for such purposes as may promise the greatest profits-a contention upon which is founded the action of those manufacturers who have abandoned their customers, wholly or in part, in order to make temporary profits through other grades of paper. BUT MR. DODGE IS NOT FULLY CONVINCED THAT THIS IS A GOOD POLA'Y-and this is the important thing about his letter of criticism of THE EDITOR AND PUBLISHER. For he states that "The International Company has made great sacrifices and has gone to great lengths in the direction of protecting the news industry and the publishers." He says that the company is "running all of its regular news machines to their capacity and producing more than one hundred tons per day of news on machines which have been and SHOULD NOW BE running on other paper."

If Mr. Dodge could now increase the earnings of his company materially by diverting news print machines to other grades, and refuses to follow that policy, through adhering to the broader view that the International is in duty bound to protect its customers in the newspaper field, all men must applaud his action.

But The Engue and Publishes is convinced that, if Mr. Dodge thus elects to hold to a wise policy up to certain limits, it is still within his power to extend that policy further even to the extent of aiding in "breaking" the present shortage and open market exactions. In recognizing the great administrative ability of Mr. Dodge, The Euron and Publishes merely voices the general view of him held by all men of importance in the newspaper world. It is the general impression that Mr. Podge will have a good deal of paper to sell in the "open market" this year. If he should decide to see to it that any stock he may have, beyond contract requirements, shall be available to publishers at approximately contract prices-that it shall not reach the speculative markets-he will perform a service to publishers generally. And if he will bend his great energies and devote his company's great resources to INCREASING THE PRODUCTION OF NEWS PRINT, thus helping to put an END to a situation which may otherwise lend to such extreme remedies as Government control of the market prices for news print, he will have served the interests of his own industry-and of all industries in which a few large producers practically control output and

prices.

The Editor and Priminium believes that Mr. Dodge missed a great opportunity when he failed to fix the contract price for his company's output of news print for the year 1917 at a figure approximating \$2.50. The price fixed about \$3.00 at the null, appears to impose upon publishers a large part of the burden of meeting, within a brief period, the deferred dividends on international stock. There are many people—some of them, too, in Congress—who believe that the power to tax consumers, through arbitrary flat, is a dangerous power to vest in the individual. It is this conviction, strengthened afresh in the minds in the people by every new example of excessive price-making for a necessary commodity, which forebodes legislation vesting the price-making power in Government agencies. It is a menacing outlook. Wise hissinsis men will not hasten the day of such legislation. The power to tax is the power to destroy. That is an axiom. When individuals so use it, they set forward the date when it will be taken away from them.

F advertising space in newspapers F advertising space based upon a fixed price per line for each thousand of circulation-spacebuyers would rejoice. At least, some of them seem to think that they would. But advertising space does not have a standeclized VALUE, therefore cannot be sold at a standardized rate. IN THE CASE OF NO OTHER COMMODITY PART.

DITOR MOONEY, of the Memphis E Commercial-Appeal, pourts to the fact that in States where libel laws are very seven political graft flourishes, and incompetents and blatherskiles find their road to public office easier. He believes, as do a majority of editors. that the proposed Corrupt Practices act is merely another attempt to muzzle the press; and that "the law itself shows DOES QUALITY PLAY A STRONGER, the absolute ignorance of its framers of the conduct of a newspaper,"

CONGRESS AND THE CONSTITUTION

HE Constitution of the United States is considered, by people who retain traces of conservatism, as the fundamental law of the land-as the charter from which appeal is to be made only through amendment of the instrument itself.

Article number one, of section numbar one, has not been repealed, nor has any shrious effort been made to repeal it. Yet its spirit and letter have come to be lightly regarded by some of our lawmakers. In this article it is provided that: "Congress shall make no law . . . abridging the freedom of speech or of the press."

What constitutes, in theory and in practice. "the freedom of the press?" A general definition is difficult—but disregarding theories, and defining "the freedom of the preser as we know it in action, in practice, we must couple it-as the Constitution does-with freedom of religion, of assemblage, of petition, of speech. We have, essentially, a free press, just as we have free speech. Yet we have had, lately, laws and proposed laws whose spirit and intent are hostile and menacing

The Bourne law is cited as an instance. This law seeks to restrict the freedom of an editor in his treatment of news. In effect it seeks to rule out matter of a news character IF SUCH MATTER RELATES TO AN ADVER-TISER OR TO A POSSIBLE ADVER-TIBER, HIS BUSINESS OR HIS EN. TERPRISES. Under the provisions of this law it is not possible for an editor to print as news any story whose publication would have advertising value to the person or interest concerned.

As an illustration: A new store is planned for a city; property is purchused, buildings planned, etc. The matter is of real news importance. It means much to the business community -it means new employment for the people. It is NEWS. Yet, in printing this news the editor runs foul of the Hourne law, which would read into such a story a motive on the part of the editor of influencing future advertising.

The proposed Corrupt-Practices act goes further. It goes to the length of prescribing that certain captions must be printed in 12-point caps. It says that a newspaper may not print a contribution on politics, prepared by anybody not on its staff, unless the name of the writer is printed. It makes it compulsory for a newspaper to accept hostile political advertising if it accepts political advertising in behalf of the party it supports. It directs that in printing such advertising a statement must appear in connection with it making public the amount paid for the advertisament, and by whom paid or promised.

These provisions of the proposed act are abridgments of the freedom of the press. They would set up precedents for legislative control of the press which would lead ultimately to arbitrary censorship. They are reactionary and in defiance of the safeguards established for the press by the Constitution. Yet they are slated to become law.

The freedom of the press is not a matter of limited importance or cona miles Editors and publishers are not likely to be more injured by its abridgement than are the people in general. But, as spokesmen for the people, and as guardians of public rights, editors and publishers should oppose all proposed legislative invasions of the right free speech which is impossible without a feer promp,

Whether she is fainting or not, any woman will give a man by support her,

PERSONALS

"Tis not what man does which exalts him, but what man would do."-Browning.

NEW YORK—Ervin Wardman, pubblisher of the New York Sun, left Tuesday for California, and will not return until April 1.

L. D. De Lesser, office manager of the New York Sun, is suffering from the grippe.

Arthur Brisbane is scheduled to address the New York Advertising Club on January 23.

Nelson H Cobleigh, foreign editor of the World, returned to his desk on Wednesday, after a long siege of illness.

Wray G. Brady has resigned from the staff of the Evening Sun to do publicity work in connection with the Billy Sunday campaign in New York.

W. G. Bowdoin, art critic for the Evening World, acted as one of the judges in awarding the prizes for the best exhibited book plates at the second annual book plate show at Columbia University, which closed on January 17.

OTHER CITIES.—Frank Wing. a favorite caricaturist of the Northwest, is doing members of the Minnesota Legislature every day for the St. Paul (Minn.) Honcer Press.

C. K. Hlandin, business manager of the St. Paul Dispatch and Pioneer Press, has been made general manager. He is succeeded by J. M. Riegel, circulation manager, and the circulation department is now in charge of H. S. Blake.

Philip B. Perlman, city editor of the Baltimore (Md.) Evening Sun, has resigned that position to become assistant Attorney-General of Maryland. Harold E. West, for thirty-five years a member of the Bun staff, is now city editor of the Evening Sun.

Hon. A. R. McCollum, editor of the Waco (Tex.) Tribune and State Senator from the Eleventh District, has announced the appointment of H. O. Bishop, a Waco newspaper man, as his private accretary.

T. A. Dean has resigned as editor and manager of the Fremont (O.) Messenger, being succeeded by Clark M. Wilder, of Fremont.

Mrs. Catharine E. Crous), former editer of the West Brownsellle (Pa.) Clipper, has succeeded Mrs. Maud Carrel Price as society editor of the Pittsburgh Dispatch.

Frederick Palmer, war excrespondent, lectured before a large audience on "Battles of the Somme and Verdun," at Carnegle Music Hell, Pittsburgh, on Monday last.

R. M. Hutchinson, for more than five years on the reportorial and editorial staff of the South Bend (Ind.) Tribune, has resigned, and is now a district manager of one of the largest insurance companies. The resignation calls to the Tribune R. F. Frazer, recently of the Chicago Tribune, and before that with newspapers in Mobile, Ala., St. Paul, Minn., and New York.

Joseph Richardson, of the staff of the Nashville (Tenn) Tennesseean and American, salied last Saturday for Bordeaux, France, on his way to report for duty with the American Ambulance ('Orps at Paris.

D. R. Sheehan, for years district branch manager of the Montreal office of the Great Northwestern Telegraph, has resigned to manage the want advertising department of the Montreal Daily Star, succeeding W. L. Weston.

Thomas F. Birmingham has joined the staff of the Montreal Daily Herald.

Frank Dinot has been named to succeed George Bateman as representative of the London Daily Chronicle and Lloyd's Weekly News, in New York and Washington.

Timoth G. Turner, for the past six years correspondent in Mexico and along the border, has joined the staff of the International News Service, being connected with the night office in New York. Mr. Turner was with the Associated Press in El Paso and Los Angeles, has worked for the Memphis News-Scimitar, the Grand Rapids Herald, the El Paso Herald, and more recently with the New York Telegram.

1. 8. Gowe, until recently managing editor of the Kingston (Cintario) Standard, has taken over the Montreal office of the Toronto Financial Post. Before coming East he was managing, editor of the Lethridge Paily News, in which he still retains a financial interest.

Walter C. Howey, formerly city editor of the Chicago Tribune, has joined the editorial staff of the Chicago Examiner.

B OSTON.—Frank Sibley, of the Globe, is being talked of an a candidate for president of the Press Club at the election on March 8. Hoy Atkinson, of the Post, the president of the Club, states that he will not be a candidate for reelection.

Charles Merrill, of the Globe, entertained Boy Atkinson and Norman Ritchie, of the Post, and W. Fifield, of the Manchester Union, at dinner at the Harvard Club, Saturday night.

Charles Flynt, one of the owners of the Kennebec (Me.) Journal, with Louis Burleigh, his partner, was in town last Saturday on a business trip. Messrs. Burleigh and Flynt were the guests of Roy Flynt at the Harvard Club. George R. Gallup, the new husiness manager of the Woman's Journal, was also a member of the party.

Jack Leary, of the New York Tribune, was a recent caller in Boston. Mr. Leary was formerly connected with Hoston papers.

Jack Casey, artist and reporter on the staff of the Traveler, has severed his connection with that paper to accept a position in New York.

Ernest Waite has started a hotel tradepaper designed to cover the New England field. The publication is neatly printed and contains much information of interest to the hotel men of this section.

E. J. Maguire, Joseph Brooks, and Ernest Jackson, who have been taking vacations, are once more at their desks in the city room of the Post.

PROVIDENCE, R. L.—W. H. Mason, been appointed a member of the State Firemen's Relief Association.

Major O. Edward Buxton, treasurer of the Journal, in an address before the O. U. A. M. here, made an appeal for universal military service.

PHILADELPHIA — Joyce Kilmer, literary editor of the New York Times, and well-known poet, gave a delightful lecture at the University of Pennsylvania on January 10, under the auspices of the Catholic Students' Committee. His subject was "The Prehaphaelite Brotherhood and Its Nuccessors," at the conclusion of which he read a number of his poems, to the great satisfaction of the large audi-

Mr. Krieghoff, chief artist on the staff of the Public Ledger, gave a talk,

"A Portrait in an Hour," at the last meeting of the Women's Press Association.

Marion Harris Nell, a widely-known cooking expert, is now conducting the domestic science pages of the Press.

Curtis Wager-Smith has been elected assistant secretary of the executive committee for the Artists' Masque for 1917.

Dorothy Patterson, a clever newspaper woman from Columbus, O., has recently come to Philadelphia. She has prepared a series of articles for the North American, which are featured on the front page of the Sunday supplement, on "Seeking a situation and a home in the Quaker City."

Gearhart Crate, a Press reporter, is loaded down with laurels these days through his beat, which he accord on the town and on the city detectives, in finding the two women who were in the taxi with the suspect. Lewis, in the recent mysterious murder of Grace Roberts, an affair so baffling (and still unsettled) that all the Boston and New York papers sent over men to cover it.

Mise Agnes Repplier, 2d., society editor of the Record, was elected president of the Women Writers' Club, at the annual meeting. Lisetta Neucom, of the Evening Ledger, and Mrs. Eleanor Cassavant, of the Record, were the two active newspaper women placed as members of the board.

WASHINGTON, D. C.—Grafton 8. Wilcox, president of the National Press Club, introduced former President Taft to the Club Friday night. Judge Taft spoke feelingly of his return among the newspaper men here.

Ernest H. Pullman, for several years Washington correspondent, has given up the work to become chief clerk in the office of the Director of Civilian Marksmanship, Militia Bureau, War Department.

H. J. Hallam has added the New Britain Evening Herald and the Pawtucket Evening Times to his string of New England newspapers.

Lawrence Todd, in addition to other papers is now correspondent for the Davenport Times and the Ottumwa (Iowa) Courier.

Thomas R. Darden has been named as assistant to Charles P. Keyser, chief of the St. Louis Globe Democratic Bureau.

L. Harper Leech is the Washington

correspondent of the Memphis Press, Houston Press, and Dallas Dispatch.

Stanley M. Reynolds, of the Haltimore Evening News, will also be accredited to the New York Sun in the new directory.

I. Monta Bell, of the Washington Heraki, succeeds C. N. Odell in the Congressional work for his paper— Mr. Odell going to the Munsey papera

Charles J. Sterner has joined the hureau of the Exchange Telegraph Company, Limited, of London, England, under John Hoyle,

Floyd H. Montgomery is named as an assistant to William J. Cochran, chief of the St. Louis Republic Bureau.

Judson C. Welliver, in charge of the editorial page of the Washington Times since 1905, has been transferred to London as the representative of the New York Sun, for which post he sailed Saturday. Mr. Welliver was the guest of his colleagues at a farewell banquet held in his honor at the National Press Cint.

CLEVELAND, O.—Charles A. Leedy, humorous editor of the Youngstown (O.) Telegram, and member of the Press Humorists' Association, spoke hare before the Young Men's Business Club Monday on the value of humor in the daily newspaper.

Fred Foulk, who has been with the Plain Dealer in various editorial capacities, has resigned to accept a position with a New York newspaper.

J. Evans Smith, well-known writer on Southern newspapers, has joined the staff of the Leader.

S. T. Hughes, editor of the Newspaper Enterprise Association, is taking a trip through Texas and the South, to talk business with editors of newspaper members of the N. E. A.

Ben Idng, of the Press, has been sent to Minneapolis to "Investigate" Superintendent of Schools Spruiding, of that city, who has been appointed to a similar position in Cleveland at a salary of \$12,000 a year.

W. S. Lloyd, who has been the editor of the Public Square, organ of the Cleveland Chamber of Commerce, has been appointed as librarian of the Plain Dealer.

NEW YORK VISITORS

C. B. Biethen, managing editor of the Seattle Times.

H. M. Powell, of the Peorla (Ill.) Star.

E. C. Bode, Chicago Examiner.

F. W. Kellogg, San Francisco Call.

The St. Louis Globe-Democrat has renewed its contract for the Haskin Letter.

Creporter for the City News Hureau. will been the staff of the Chorney Tribune Netwo has been investigating salve

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conditions in Boston for the News, The prospective telp of the Brenze committee of the Chronyo City Council to that city was the orrasson for Mr. Phinney's Leigh Helly managing editor of the

time at Panarea. MILWAUNEE, Win-Leland Reese copy deak to return to Muscaline, inrdetto Kirkham, formerly of the

Milwauker Daily News, is now sporting Winter Everett, Daily News; R. B. Pintey, Free Press; Fred C. Sheastry, Bentleet, and Craig Ralston, Journal. are in Madison covering the State Leg-

Iwo Chamberlain, manager of the Wisconsin berray of the United Press. Tradere de P. Mores has resigned as

T. LOCISS-John C. Letens, automo-Stille editor of the (Hobe-Democrat. of his paper.

W. G. Harron, formerly of the Repentir, and Archie Webster, of the Star. are now on the staff of the tilebe-Dernlowed I Mclimarit for several years n recenter of editorial staffs of St. Louis retary of the Louisiana Communical

trun, Louisiana, Me., going there from SAN PRANCISCO-V. R. McClutchy. companied by Mrs. McClatchy

J. F. Belliy, a well-known fon Franthree prespaper man, accompanied by Mrs. Holly, in returning freen a boss-Nemeth C. Adams and At. Murphy. of the Examiner; W. H. Jordan, Middle Boyden, and Mr. Walker, of the Chronreaveley the legislative sendons at No.

O ANADA -- J. H. A. Matson, Victoria CANADA - J. H. A. Vancouver World: J. H. Woods, Chigney Herald M. R. Jennings, Edmonton Journal; W. P. Hermann, Saskatoon Star; E. H. Free Press; C. P. Roland, Winney Telegram: H L luchardson Wisnipez Tribene, and J. W. Livensy, manager, nationally swited and controlled wire

ing to organize in Camplian politics. A T Mandoreld, assistant to the

at the grain growers' conventions in son, president and editor-in-chief of the Toronto News, who recently returned

News, has been appointed an associate of the Kingston (Ont.) Standard, bus

J. C. Rosa Visita New York J. C. Boos, a well-known presupport eident of Montreal, was in New represents the Toronto Globe, the Yothe Ottawn Citizen, and other well-

Arthur Brisbane to Go to Europe Aribur Brislane, editor of the New rope, probably week after next.

George S. Thurtle Nov. Publisher theory B. Thurtle, formerly general publisher and general manager of the News League of Ohio and in owned by Gov. this of Otto, who has just entered

Hannas Herr Mourd to Watertown Mark A. Hanna, 56, and Carl H. Han-A. Hanna and sens of lian It. Hanna. er, have taken up their residence in ington Paper & Power Company which

R. F. Parkinson "Somewhere in France" neing director of the tittema (Can) environat. Later his regiment was undered to the front. Major Purkingen

Correspondence to Elect Officers The annual election of officers of the Fire Affacts Many Pener-

District Lies Makeney City Bull to the control to the communications FROM RALEICH TO FORT WORTH

Torn King, of the Toronto Work! W. Henry Bagley Stars Interest in Well-Knewn Texas Daily. After femilies years of service with



W. H. Datter trevot in one of the great papers of

erty, becoming vice-president and general manager of the Fort Worth Her-The Fore Worth Second in one of the leading Democratic papers of Texas, a recraise dally, with a circulatter exceeding 23,000. It to a longestablished newspaper with a high repu tation throughout America, helding place as representative paper of P's

Mr. Thurtle will be in complete the State he returned to North Carohad previous service with it, of one lighers of the Saleigh Times, Visit In Beleigh Mr. Baginy has taken an active laterest in civic affairs, and was

the Navy. Mr. Hagley, a member of the per, the position from which he pay pe-Mr. Bauley, a native of Baleugh, In-

American naval officer

Way's Pula Wood Statistics

WANAMAKER BUYS PRESS

Name of New Owner Announced Late (Feeded in Tax Bornes and Principles) W. Henry Bugher has several his con-Wenumaker assumed to Top Street 1300 Printerior just before going

press that he is the purchaser of the Philadelphia Press. He had no anpouncement to make further than this. DAYTON WRITES FOR I. N. S.

Milliany Critic to Contribute 1,000 Words Daily to Hearst Service. Major Edwin W. Darton, U. S. A., bas News Service, for the use of papers using its night wire, a 1,000-word dally review of the war. Major Durice is and Navy Journal, and is recognised as a neutral writer. In addition to reviewing the progress of the war, he will interpret and explain the significance of military mayoments, in order to acquaint the layman with what to going on. Major Dayton is a Chevaller

McNah Sues Sir William Reid As an aftermanh of the troubles of the Montreal Evening News and Dally

ed publication later. A. McNah, editor for \$20,700, alleging a personal claim to that amount. No statement of the nature of the claim, or the basis therein the usual foresal terminology, that the claim was a personal action, of the

Dinner to Col. Sterett Colonel William Greene Sterett, mem-(Tex.) Morning News, was botter guest

at a dinner given by his friends on his errolleth birthday. About fifty newsdall, of Dallas, Colonet Sterrit came to of the editors of the sid Dalles Eventhe Dallan News, the staff of which he legan publication in Pallan, on October 1, 1885. He has served the News as at dent as State and national capitals and

Canada's Pioneer Jeurnalist Charles C. Blackader, one of the old-

1812 and taken over by his late father. for atill pursues the old casters of readthe party line which enters into the composition of his paper, including le-

PAST PRESENT AND FUTURE OF AUTOMOBILE ADVERTISING PROVE ITS VAST IMPORTANCE

Conservative Estimates Place the Amount of Expenditure for Such Publicity in 1917 at \$25,000,000 and These Figures May be Greatly Exceeded-Big Spenders Pay Money with Lavish Hand

and Must Keep in the Game-High Class Managers and Papers Are Working Together.

By JAMES T. STREET,

W many millions will be spent in types of cars. It will be millions. And

W many millions will be spent in motor advertising during the 1917 The question was asked off band at Aurona ranging all the way from \$10.

Desire That it will exceed last over by otmany people who hav to talk in exdown they cannot have their estimates very low totals for each, yet it went above \$5,000,000. That did not metudthe Falen advertisers, nor the senses with dealers. Nor did it include the money apent by the dealers, for much of the advertising is now placed on a 50-10 basis. Therefore the figure castly added to that earn my at least \$2.000.000 ment by tire companies, and sense tetal is mounting higher. Now add from factory help, and one does not go far

any other year. Chicago expects to share in the same prospecity, and flow too, with the third of the log shows in March, will reak with the leaders, clouthey will be given here for what they

NOT SHORTAGE OF CARP.

rara this year. Therefore same of the who centrol some of the local adverfied they have no cars to sell. Many will so through pretty near as schooluled. The shortage of curs is a reality rers coming on the market, and thro thing, so the seturation point will rue be reached. These new cars will have they are on the market, and what is

Ordinarily one would think the make



they will have to sweet more more,

Studelaker always spent its more) appropriation the along to that class plan thus a year ago. Evidence of this new departure. The factory has talons the matter up. Preriess has had cally, the dealers have been concernt-

territory by using Boston and other mirable advertising. When are put easily ply preferees of what advertising adject makers. They have profited by

"Ned" Jorden in developing his bushness rapidly. ing our for Joffery. New the Jordan. he a production of 5,000 Jerdane, o

THE ACCUMENT NAMES OF in the syster furtures to-day the adwriting supposers occupy response men at the bend of the companies. to the fellow who told the function stern, or bought the next drinks, or lones the most churus girls, has drunland: N. P. Drantale, Colline; Group Travers, Jeffery; Fred Deckinson, Hup-Vrhe: tetto, ctysto Thompson, E. S. Balcon, Harry Quine, L. L. King, J. L. Henley,

the fire companies. compaigns. The Miller Company has peatting I thomorads on the man. Miller copy is a reality. Pirestone long agowas a reality, and it is going to be blufew years not in new back hallding the money. Hill Hurgers has just resigned tires. He will out this on the man Losin man offered \$350,000 for a conthat he would win a self on his rice did not have faith in him. He won, A

> World was absolutely new copy. And there is more in sight. THE POSA GROWN, WHEN

things and put them over he advertises. that others had to follow sum. thought that body makers would over producers peyor were adjutted . But There is also the used-our field. This is going to be a big field. In Boston the liobe carries five us six pages of used ers need not fear trading. they wend their advertising properly. In Boston the managers of the used car es through development of this business

> As one looks tank now and restorin a leg change. A decade ago where

Tours Stock at \$100 a Share

tractice, the judgment its motor se- cal programmer, for \$120 a share,

TACTFUL SPACE BUYER

A Man Whose Memory Is as Certain as a Cord Index. Who Visualizes the Country, and Who Exercises Bemackable Test in the Purchase of Newspaper Space.

Some one said that the space buyer



United States, he must meet and talk throughtle of pinces. He same rememman also has on his list a number of smaller pewspapers, which may be just se troportant, in their fields as are

P. M. Lawrence, space buyer for Geo. Ratten Co., Inc., qualifies on all of these are as many as thirty special representations waiting to see Mr. Lawrence. Mr. Lawrence will meet and When he talks by a special representa-Cutted States from one and to the othhave no difficulty whatever in this re-

F.M.LAWRENCE, BATTEN'S sociates together rates and eleculations rounity, and then brings to the surface reader confidence and esteem in each case. Then he decides. Sometime Mr. Lawrence's mind will go back over a period of ten or fifteen years. constantly surprising his associates

they fill, and the matter of rates, pothe larget for every publication in the or a decade ago. All of these things apparent effort, and to meeting and no-

> MEMORY -- AND DESCRIPTION. It is said of Mr. Lawrence that he can same the newspapers of almost any that, but he carries in his head the advertising rates of those papers. He is, clopeda of information regarding the value of newspaper space.

one gives the test results, where a food make a difference whether the shees are for men or women, as to the metown is to be patronised-

Mr. Lawrence has been connected with the Geo. Ballen Agency for twenty-one years. He entered the ofthe as a stenagrapher. During the first year he assisted in figuring out rains, and in making contracts, showing

line of work to the exclusion of every-He has purrhased space. One of these coenwares fixes without defor the Geo. Easten. Co. for twenty deed organd to the facts a penalty upon contracts that aggregate many millions When Mr. Hatton incorporated his Mr. Lawrence became a stockholder and was elected secretary.

RANDALL "RIDER" FAILED House Rejects Amendment Prohibiting

Mail to Linner Ada Wasserston, January 11-The Post Office bill, minus, the Bardell "ridge which increased the rate on second-Turnday. Effort was also made to atprobabiling the soull to liquor advertiscments. This also failed, notwith-

The Post Office bill has been referred The advertising campaign sesseers fort by those heltering in an increase eral works suce that it was a foregoonthe Randalt has fulfilled that prophery. Pytitions

rtill continue to your in relating to the bill probiteting the snalls to publications carrying liquer ads. Among the more

sent to Missouri Congressence. The pe-"Legislation that tends to emburgas

the presupaper that poblishes an adveralso wish to protest against the new This proposed increase discrim-

WILLIAMS COES TO CHICAGO Circulation Manager of San Francisco Ex-

aminer Transferred to Chicago Examiner. A. G. Williams succeeds Bertheld Yokel as circulation manager of the of the American and Examiner sinffs at the Sherman Hotel, Wednesday ex-Williams who was contured fast as he was leaving his office and esco to the hetel, where his associates ex-

Mr. Yokel, who retires is a Chicago years ago, after baying made so excelleat record to Chicago. He returned to Chicago last spring. It is understood than Mr. Williams is succeeded on the

The Transcript continues to lead in its field, printing more advertising than any other evening paper published in Boston, although nothing of a doubtful or unpleasant character is accepted. The

Boston Evening Transcript

Gained 493,382 Lines

of advertising in 1916

-the banner year of its long history

The Transcript has a remarkable record for continuity of ownership and policy. For four generations the growth of its advertising has been uniformly cumulative

NEW YORK Pifth Avenue Building National Advertising Representatives: CHARLES H. EDDY CO., Peoples One Building

DOSTON Old South Building

MISS LOEB, NEWSPAPER WOMAN, SETTLES STRIKE

Special Writer for New York Evening. World Ends Differences Between Chaufeurs and Taxi Cab Companies ed New York in a Few Hear- Beth Sides Thank Her.

defferences between capital and labor.



framed the present tickish rates of that traffic, was neked to mediate be-

sides have past her tribute in the pubof having brought about peace and ca-Miss Lock who had taken the side

of the men, was recognized as fairseleded by the respicarry. the capacity of a judge, they knew sho but considence in her judgment, and

In accepting, she instead that each from seven o'clock Priday evening, Jantury 12, until tieven o'clock that night up for discussion in conference Alemployee and, continuing to senten and when an adjournment was taken MAN NATION OF PROPERTY.

More forth had first our and then the Throughout the alliment contenues give.

she exercised the aimost patience and tact, skilledly questioning and classrly bringing out the paints such had to submit, and in such a way that every-The sura were to take their

rules out the following meeting, and After the meeting, however, John Hertz, managing director of the Black Cab Co. and Bernard Tunney, choirrean of the stelling chauffrurs, decklcredit for settling the strike, and early

Miss Lock, speaking of her part in

Any one could have done what I Both olden were simply brought together, and discussed their differences. dissertion of the fact that every that has been waged pescefully has example of this principle."

Get- His Old Paper Back

Tonescro, January 15. The centrol of the outbreak of war Col. Alken was compelled by his creditors to sell his took the property, with T K. McCaltern as general scanager, and a local position he held from 1995 until 1915

ST. PAUL NEWSPAPERS SOLD

C. K. Mandin to Publish Dispatch and Pioneer Press. Half interest in the Dispatch Print-

Company, of Grand Hapids, Ming., basteen purchased by C. K. Blancon, for sounced on Thursday by Mrs. George Thompson, widow of the publisher of come active head of the organizations.

New customers are very towinating

Only 11 Lines of Hand-set Type in 16-page Newspaper

Mr. E. J. Thomas, publisher of the HOUR, NORWALK, CONN., writes-

"One day in a sixteen-page newspaper we had just eleven lines of hand-set type in our advertising, so you can judge for yourself the flexibility of our plant with INTERTYPE equipment.

"-to say that we are pleased is putting it mildly."

Simplified Versatility

The Hour is set on four Model C INTER-TYPES-twelve magazines always at instant com-

All headlines are machine-set. Also all of the advertising matter, with the exception of a few large

display lines. The Hour has discovered the secret of REAL VERSATILITY-a wide range of work without complex mechanisms or loss of speed on straight composition-practical non-distribution.



Model A Single Magazine

Model B Two Magazines \$2600

> Model C Three Magazines \$3000

Interchangeable Models

INTERTYPE

NEW ORLEASS CAVADLES AGREES, MILLER & RN HARD, Tomores and Wiscons.

UIT OF ASSOCIATED PRESS AGAINST INTERNATIONAL HEARD IN FEDERAL COURT

(Continued from page 8)

moral delinquency is unwarranted and a pretence. There are a few isolated casan quoted where some one stole some news from some one else, but there is no suggestion that there was any such custom. The plaintiff is merely using these instances in an attempt to establish some principles of law heretofore unknown. They are taking advantage of the fact that we have been excluded from Britain in an attempt to destroy us. They are desperate because we are getting the news, but we are not disclosing where Whether we are getting it from the other side or taking it from plaintiff's early editions makes no difference to the A. P. Why, if it were not for the stigma injected into the case, we would not care if an injunction was issued; but we don't want to stand under the stigma of the accusations made here." He then quoted the case of the Chicago Tribune against the A. P. to show that no protection could be inveked from the convright law.

MR. CARVALHO'S APPIDAVIT.

Mr Untermyer then took up the mass of affidavits that had been served by the International and discussed them separately and at length. The first was made by S. S. Carvalho, president of the International. He denied any knowleduc of the acts complained of, and said that no complaint was ever made by the A. P., although affidavits state that the facts have been known since 1915. The first intimation they had, he said. was when the complaint and order to show cause were served, followed by long stories in the newspapers "of what great thieves we are." He had never given permission for any such acts to he committed, and if he had found out that they were, he would have stopped them at once.

Bradford Merrill, publisher of the New York Arherican, and the representative member of the A. P., also dented any knowledge of any leak. He told of instructions given as to secrecy, and denied that any one was allowed to make notes from A. P. dispatches. Extraordinary efforts were made to keep A. P. dispatches from getting out.

He had warned Mr. Eddy, of the L. N. il., he said, to keep out of the American editorial rooms, where he sometimes went to visit friends, because the wrong construction might be put on his visits. He denied the statements in the amdavit of one Koukel, who swore that on the occasion of the receipt of an A. P. dispatch, announcing the death of the Austrian Emperor, an editor of the American had called to a boy to run downstairs (presumably to the International) and tell them the Emperor was dead. Mr. Merrill explained that he was in the room at the time, that he personally edited the dispatch, and the only directions given were to a boy to so to the obit, room and get the envelope with the Emperor's clippings In 11.

WAR ISSTOR DENIES LEAKS

Lawis Taplinger, war editor of the American, also denied that there were any A. P. leaks in the American office. He had been instructed not to allow any one not authorized to look over any A. P. reports, and it was a most rigid rule that no employee of the American was allowed to disclose to any one outside of the American the contents of any A. P. report. He had seen Mr. Atwood, of the I. N. S., in the

Honor, that the charge against us of moral delinquency is unwarranted and a pretence. There are a few isolated cases quoted where some one stole some news from some one else, but there is no suggestion that there was any such custom. The plaintiff is merely using the rewriting of special cables received by the American from abroad, and by the International, when these custom. The plaintiff is merely using the restated to the same matter." He had given Atwood the necessary interesting the same mattern and the necessary interesting the same principles of law heretofore.

Percy C. Edrop, night city editor, and Martin T. Dunn, his assistant, corroborated Mr. Merrill in the denial of the Koukel affidavit.

MANAGER WILSON'S AFFEDAVIT.

General Manager Fred J. Wilson, of International, in his affidavit, the states that they still have their correspondents in England, France, Germany, Italy, etc., and are still receiving all kinds of information and intelligence. They are still distributing this in "the United States, Canada, and in foreign countries." He denied any knowledge of any arrangement with "any telegraph editor or other embloves" of a newspaper receiving A.P. reports, to have them communicate the contents of such reports to the I. N. S., and the I. N. S. has not to his knowledge "made any unconscionable or improper use of the membership held in the complainant (the A P.) by representatives of the New York American." He also denied inducing them to violate the by-laws of the A. P. He then denies categorically any knowledge of the acts alleged in the plaintiff's moving papers. The manager of the Cleveland office is authorized, he said, to make an arrangement with a man in the News office, and to pay him for assistance in geting local news only. He had no knowledge that this man was furnishing any A. P. tips, and believed that he was only protecting the I. N. S. on local news. "The apparent assumption of the Associated Press that because the International News Service had been denied the use of the cables from London during the period referred to most prominently in the suit, that the International News Service was not receiving from any foreign countries any news report, is erroneous. The International News Service, during this period, wan, in fact, receiving from London and elsewhere in Europe large quantities of news. The International News Service is still receiving news from abroad." The affidavit later states that the International, "like every other news-gathering organization," uses items and matters of news that have been published in newspapers.

Barry Faris, the man who sent the now celebrated letter to Manager Ward, of Cleveland, to inquire into the arrangement Manager Agnew had with the man on the Cleveland News. admits that his employment with the International terminated January 8, a day or two after, the papers in his case were served. He also denies any knowledge of any one furnishing or being paid to furnish A. P. tips to the International. He knew of the arrangement in Cleveland, but understood, he said, that it was only for local news. Referring to the affidavits of Melville E. Stone and Agnew, in which a large number of instances of the alleged "filching" of A P news is set forth, Faris alleges that to every such instance the story was sent out from information independently received from other sources, and not from A 1º BUILDING

Frank H. Ward, who succeeded Ag-

new as manager of the Cleveland office, declared that on many occasions Cushing had called him up and given him tips on A. P. stories. He denied, however, that he had sent any of these tips or stories out or to the New York office.

ACCREMENTAL P. OF LIFTING SYCHLER.

E. A. Smiley, now engaged in the advertising business in Cleveland, made the first of the affidavits accusing the A. P. of "lifting" International stories. He alleges that he was employed on the (Seveland News and worked at the same desk with Cushing. At the latter's request he had taken stories received over the International wire and tipped the A. P. on them. He received \$3 a week from Cushing for his assistance. When he substituted for two weeks for Cushing, when the latter was on his vacation, he mays he received \$10 a week, which was sent up to him from the A. P. offices. He further declared that, when "Joe" Glass was manager of the Cleveland office of the A. P. that he (Glass) personally came into the officand examined the proof-sheets, including those of International stories, and read such of them as he wished.

Honjamin P. Field, who was news editor of the News, and is now with a realty company in Cleveland, corroborated Similey's story as to Cushing's alleged activity in behalf of the A. P. in tipping off International stories to the

Sam B. Anson, now publisher of the Columbus Monitor, also set at the same desk as Cushing, and his affidavit is also a corroboration of Smiley's as regards Cushing's work.

Karl Shiminsky also made a corroborating affidavit of Cuahing's work on the News in behalf of the A. P.

Edward C. Campbell, a telegraph operator in the employ of the International, told of numerous instances in which he alleges that Agnew made threats against the International and its officials. George T. Hattie gave similar testimony.

Cushing, the man around whom must of the events at Cleveland revolve, makes an affidavit for the International in which he mays that none of the A. F. news was released for publication until 10 A. M. Whenever a particularly good story broke before that, he would call up the International to have them send their story over so that they could use it. He says that he seldem volunteered tips, and sometimes weeks and months at a time would go by between tips.

William G. Warnock, bureau manager of the International at Syracuse, recites an instance relating to the sinking of the Lusitania, and says that his wires were in the same room with those of the A. P., operated by a man named Wilson. When he remarked that the International had beaten the A. P. on the story he states that Wilson answered that it seemed so, that he had heard the story come over the International wire, and had called up his office and tipped them off.

Henry E. Leary, a telegraph operator, states that it has been customary to send tips over the wire to the A. P. offices and that he had done so himself when working for the A. P.

An incident in the San Francisco Call office, where the A. P. and International wires are in the same room, was related by Kent R. Cochran, an International operator. He states that leaks from the International wire were going to the A. P. office, and he finally traced them to the A. P. operator, one C. E. Cox. When he accused him of lifting the stories, he alleges that Cox admitted it, and promised to stop it. The

leaks continued for many months, he alleges, and finally were again traced to Cox. who, he says, admitted his guilt. Corroboration of this affidavit is given by one Carlyle E. Cox, the man accused by Cochran, and who is now employed by the International in St. Louis.

"UNIVERSAL CUSTOM,"

William M. Baskerville, assistant city editor of the Evening Journal, relates incidents during his employment in Atlanta by the A. P. He states that they habitually "lifted" stories from the Atlanta Georgian and incorporated them in their reports sent out to the papers. He alleges that it has been the universal custom among newspapers men to lift stories from newspapers, re-write them, and send them out or use them themselves.

Several other affidavits of different men are also enclosed in the lot, relating incidents of the so-called "lifting" of stories from early editions of International newspapers by A. P. representatives.

At the conclusion of the reading of this great mass of affidavits, Mr. Untermyer asked Mr. Jennings if it would he conceded that, as a principle of law, if it were proven that the A. P. were guilty of the same practices with which it accuses the International, that it would have no standing in court, and would not be entitled to an injunction. To this Mr. Jennings responded that he was perfectly willing to have a doublebarrelled injunction issued, restraining not only the International, but also the A. P. from indulging in the practices complained of. To this Mr. Untermyer would not consent.

In rebuttal, Mr. Jennings offered several affidavits. Among them was one containing a copy of a letter from International Manager Ward, at Cleveland, asking for a raise to \$40 a week, suggesting that he had made good and had "tried to protect you on London and Canadian news," together with the copy of the answer in which it was stated that "under the circumstances" it was felt that they must "meet your wishes, and beginning with the coming week you with be placed on the pay-roll at \$40 a week."

CARTOONIST DINED BY NOTABLES

John T. McCutcheon, Whose Wedding Takes Place To-day, Entertained.

John T. McCutcheon's farewell to bachelor days was celebrated at a dinner given by his friends at the Hiackstone Hotel, Chicago, on Thursday. Mr. Mctutcheon, who is cartoonist for the Chicago Tribune, is to be married today (Saturday) to Miss Evelyn Shaw, after which they will leave for the West Indies, where he recently purchased an island for a winter home.

The list of guests at the dinner included the following: From New York -C. E. Akely, director of the American Museum of Natural History; Edward W. Harden, who stood on the bridge of the Olympic with Dewey during the battle of Manila Bay: W. K. Brice, son of ex-Senator Brice and George Harr McCutcheon, From Indianapolis.... Booth Tarkington and William C. Bobbs, well-known in literary cir-Washington-John Barcles. From rett.

The committee in charge was Judge Kenesaw M. Landiz, Charles G. Dawes, Chiford Arrick, Rufus C. Dawes, and John C. Shaffer, publisher of the Chicago Evening Post.

Cox. When he accused him of lifting to lord, do not give me tanks active stories, he alleges that Cox admitted it, and promised to stop it. The age according to my tanks."—Brooks.

CITY EDITORS OF OHIO **GATHERED IN COLUMBUS**

Semi-Annual Meeting of State Association Was Enjoyable and Helpful ---Live Topics Were Discussed and New Officers Chosen-Next Convention Will Be at Portsmouth in June.

Eighty-two newspaper men and women, representing thirty different Ohio newspapers, the press associations, varlous news feature syndicates, and many of the supply houses, attended the second annual convention of the Ohio City Editors' Association, held in Columbus, on January 13 and 14. The evident desire of the newspaper men and women present to be of greater bely to each other and the willingness to exchange ideas and the benefits of experiences, was the feature of the twoday session.

The convention opened Saturday morning with a reception for delegates the headquarters at the Virginia Hotel, registration, and distribution of badges. This was followed in the aftermoon with an automobile tour of the campus of the Ohio State University and an inspection of the new quarters, including the journalism laboratory of the department of journalism of the University. The first meeting was held Saturday afternoon at the Columbus Automobile Club quarters, when Charles Janes, president of the Club, spoke on the topic "What the City Editor of Ohio Can Do in Cooperating with Automobile Clubs." Mr. Janes appealed for co-operation. He asked the newspaper men to use their influence in obtaining legislation which will enable the construction of more good roads and in obtaining better traffic regulations.

The annual banquet of the Association was held Saturday night in the Rose room of the Virginia Hotel. J. Hammond, of the Youngstown Telegram, acted as toastmaster. Miss Jane Dillon, dramatic reader, entertained with readings from Riley and Service. On behalf of the city of Columbus, A. J. Thatcher, secretary to Mayor George Karb, of Columbus, expressed words of greeting. Clyde P. Steen, of the Lima Daily News, and president of the Association, responded. S. M. Williams, of the Garford Motor Truck Company. Lima, talked on "What the City Editor of Ohio Can Do for Good Roads." He pointed out the need for publicity in furthering the good roads movement, and proposed that the different newspapers establish good roads departments to appear once each week and to contain news of the work of improving means of transportation.

PREACHED COMPEL OF CONTENT.

Charles E. Morris, secretary to James M. Cox, Governor of Ohio, appeared for Governor Cox. Mr. Morris promised that he would do all in his power to throw every department of the State open to newspaper reporters, and assured the newspaper men of his willinguess to cooperate heartily with them. C. C. Phitbrick, editor of The Week, of Columbus, was the last speaker. Mr. Philbrick declared that the longer he lived and the more he associated with men in public life the more thought of dogs. Mr. Philbrick preached the gospel of content. He urged the city editors of the small city newspapers to be satisfied with their positions. He criticised the country publisher who was ambitious to go to the larger city. "He is a wise man who finds his place in the small community," anid Mr. Philbrick.

Harry Taylor, managing editor of

the Sunday morning session with a paper on "How I Get By With a Scarehead paper." Mr. Taylor took exception to the topic. He said that it implied that he was guilty of deception. Mr. Taylor expressed his opinion that a newspaper to be alive must be casy to read. "I have bad eyes," said Mr. That is one of the reasons why I believe in large type.

L. Rummell, editor, Ohio Experiment Station, Wooster, talked on "What the City Editor of Ohio Can Do for Agriculture." Mr. Rummell described the means employed by colleges of agriculture and experiment stations to obtain publicity, and declared that the one object in view was to give genuine public service. In such a cause, he said, he knew he could count upon support from the newspapers.

Joseph S. Myers, head of the department of journalism of the Ohlo State University, spoke upon "How Editors Are Developed Through a Journalistic School." Mr. Myers explained the methods employed at the Ohio State University, and pointed out that the student of journalism is given a broad,

training as may be given outside of the newspaper office.

ROUND-TABLE DISCUSSION.

Round-table discussions closed the Convention. It was proposed that the office of secretary be used as a central service bureau for the exchange of ideas, and that the secretary publish each month a bulletin for the help of the city editors of the State. It was also proposed that at the next meetsome representative of the New York World be invited to tell about the World's Hureau of Accuracy and Fair The Convention also considered ways and means of establishing a home for newspaper men who are no longer able to continue in active service.

At the business meeting the following officers were reflected: Clyde P. Steen. of the Lima Daily News, president; A. J. Hammond, of the Youngstown Telegram, vice-president; Miss Mary A. Young, of the Sidney Daily Journal, secretary; A. H. Mitchell, jr., of the Martin's Ferry Times, treasurer; members of the executive committee: Frank E. McCracken, Examiner, Bellefontaine;

the Portsmouth Daily Times, opened cultural training, and such technical Charles Harris, Messenger, Athens; C. E. Ayres, Mt. Vernon; C. F. Ridenour, Republican-Gazette, Xenia, and Prestdent Steen.

The invitation of Mr. Taylor, of the Portsmouth Daily Times, to hold the June meeting at Portsmouth was ac-

The Oblo City Editors' Association is one of fourteen organizations of its kind in the United States. It was organized in Lima in March, 1916. Meetings are held twice every year.

Big Record in Birmingham

Southern newspapers are enjoying a wave of prosperity. In Birmirgham, for example, the News printed, during the year 1916, more than seven and a quarter millions of lines of advertising, gaining more than a million and a half lines over the preceding year. Publisher Victor H. Hanson mys: "The band wagon is rubber tired, has inflated cushion seats, and runs over asphalt pavemebts."

All men are born equal, but some improve faster than others.

The **Ault & Wiborg Company** of NEW YORK

News Ink

57 Greene St. New York City Write Us-

WHITE'S ULTIMATUM TO PAPER MANUFACTURERS

Canadian Minister of Finance Gives Veiled Intimation That Compulsion Will Be Used to Force Lower Price-Says Mills Must Reserve 20 Per Cent. for Dominion Papers.

Tomoxro, January 15 .- The paper sitnation in Canada was moved one degree nearer a solution last week, when Sir Thomas White Minister of Finance. presented a virtual ultimatum to the paper manufacturers, stating that, if they did not accept a proposed compromise, he would take steps to force them to do so. The ultimatum was, of course, very nicely worded, taking the form simply of a suggestion, but behind it was the veiled intimation that compulsion would be exercised if the paper men did not come to time.

The Finance Minister's suggested compromise was that the limit of the advance over old contract prices should be \$10 a ton. All contracts entered into prior to November 1, 1916, at previous low prices, are to be lived up to during their life. All contracts made either before or after November 1, 1916, at advanced rates are to be declared null and void and replaced by new contracts tensed on old fleures plus a ten-dollar per ton advance. And all future contracts are to be made on this basis. More than this, these prices are to be applied under the old delivery arrangement and not on the new f. c. b. mill arrangement adopted recently by the manufacturers. In permitting an increase in cost of \$10 a ton to Canadian consumers the Minister allows \$2 to 5 a ton for increase in the cost of manu-' facture, \$3 a ton for contingency, and \$3 a ton for increased profit.

AFFECTS AMERICAN SUPPLY.

Twenty per cent. of the output of every news print mill in Canada is donied the privilege of export, under the plan, in order that there may be sufficient supply for the newspapers of the Dominion. It makes no difference whether the mills are owned by Canadians or Americans-all will be treated alike. This will affect mills that run exclusively for the benefit of American newspapers, as a number of them do, and will affect the supply of such American newspapers to the extent of one-fifth of the amount for which they have contracted. The Minister of Finance further suggests that manufacturers, among themselves, decide on a system of credit to concerns now selling most of their output in Canada, which shall be paid by mills selling the bulk of their product in the United States at unprecedented prices, rather than have each mill give up its 20 per cent, quota. Some companies sell their entire product in Canada, while others dispose of their whole tonnage in the United States. The Minister proposes to appoint a man who will regulate distribution and who will make certain that the order is carried out-

PAPIER MEN COMPLAIN.

At the meeting in Montreal, the same inches were tried by the manufacturers which were attempted in Washington, In endeavoring to drive a wedge in between the publishers who had contracts and those who had not. The manufacturers found the publishers united In Canada, as they were in the United States. One of the manufacturers ex-| lained that the paper-makers had not made any money during the past year, but a publisher present called his attention to the fact that in a prospectus place received from 100 representative

sent out by his company, it was stated that the concern had made \$100,000 last year and expected to clear \$2,000,000 in 1917. Another manufacturer was reminded of the fact that, after burning out a few years ago, he borrowed money to rebuild, had paid back \$1,000,-000 in indebtedness, and had recently refused \$10,000,000 for his plant.

The paper-makers protested but the Minister of Finance intimated that if the distribution plan was not effected. THE EDITES AND PUBLISHES: on the basis of sidewalk delivery at not to exceed 214 cents a pound, that he would take over sufficient number of the paper mills and operate them for the benefit of the newspapers of the Dominion. The Government has made a thorough investigation and has decided that \$10 a ton in addition to the price paid last year is a very liberal increase in price. In no case enn the price exceed an advance of \$10 a ton, and in no case must the price be more than 21/2 cents a pound, which means that much of the paper will sell for less than 2% cents a pound. While the matter is not settled as yet, the thoroughness with which the Minlater of Finance has made his preparations indicates that if the mill men do not act on the suggestion drastic action

Canada exported 11,235,368 pounds of news print during 1916, and imported 77,512,446 pounds of paper of all grades.

POST STAFFS AT DINNERS

Advertising and Circulation Men Gathered at Festive Boards.

Appreciation of efforts that are helping to achieve the steady increase in the circulation of the New York Evening Post took form in a dinner tendered the members of the circulation staff at Reisenweber's on the night of Janunry 10.

Thirty or more attended and enjoyed every course. The two most surprised persons in the place were Emil M. Scholz, publisher of the Evening Post and the Nation, and Hobert B. McClean, circulation manager of these publications, when two interesting-looking packages were opened and there were presented to their gaze two handsome sterling silver loving cups. On one was this inscription: "To Emil M. Scholz, From the Boys of the Evening Post. Circulation Dinner, January 10, 1917." On the other was this inscription: "To Robert B. McClean, From the Hoys of the Circulation Department of the New York Evening Post. Circulation Dinner, January 10, 1917."

On the night of January 15, at the Majestic Hotel, nearly forty members of the Post's advertising staff, including several women, entertained at dinner. H. A Ahern, advertising manager, was toastmaster and among the speakers were William Hazen, cashler, who has been with the Post for forty-five years; Mr. Scholz, publisher; President, Oswald G Villard; and Robert B Mc Silver circulation Manager. charette cases were presented to Mr. Ahern and Mr. Scholz.

WHY WOMEN READ ADS

Valuable Knowledge Gained by Canvaso Made in Minneapolis.

The Minneapolis Ad Forum has made a test of women's interest in newspaper advertising, and the result is probapplicable to other commonwealths. At a recent meeting, a report was read showing that, according to pr-

LIVE TOPICS DISCUSSED BY OUR READERS

(finder this cuefon we shall print, each ecch, letters from our renders on subjects of interest constructed with acceptuper published and advertision. Any published who desires held in the colution of the problems, or who desires pronounced riems on any subject connected with the business, it excited to contribute to fits eclusion. We are confident that column, the are confident that column could be made of great value fitrough the opposition of our renders.—Bo.!

Mr. Dodge's Letter Discussed

Naw York. Jan. 15, 1917.

Referring to the letter of President Doige in

THE EDITOR AND PERSONNER Of last work: He says: "The International Company is in the same position as any other manufacturer. It has a right to one im plants to manufacture these products for which there is demand and which it finds most preditable."

This to the way great Trasis speak to the

people of the United States after they have guined perseasion of vant natural resources. en in anticipation of such commercial phi-usophy that the people of this country, led public spirited men of the Gifford Pinchet the conservation policy a permanent institution, despite the successing indignation of would be extilations.

Mr. Budge makes his statement in the face of the fact that his great company owns 1,200,-(90) acres of spruce woodlands and has a Govermount license to cut from 2,800,000 additional acres. Also it possesses some of the finest waterpowers that nature, in her beneficiones, has bestowed upon the land for the cumfurt of Some of these great natural dynamou are not even developed, but are held by the lutersational Paper Company. No comment is necessary, for the secial wrong of Mr. Dodge's contention is obvious.

in this relation may I say that in Alaska, where Uncle Sam is now building and will seen operate his own railroad, from tidewater to the heart of the interior, there exists to-day hun-druds and thomands of serva carpeted with carpeted with spruce timber, which are held for the people by the conservation pulter. I hope that the nown-papers of this country will see to it that these lands will never fall lute the hands of a pel-tate curporation which, having gained them, use them without consideration for public interests, when they condict with and operate present. If Uncle Sam may build and operate present. If Uncle Sam may build and operate present on the contract of the contract a ratiroud, custing \$35,000,000, in Alseka, can't he build and operate print paper miled? any there are those who would idocurely believe venture would be fraught with "danpera" bardering upon political terroriam, they would be mainly the excephants of great wealth or the herd of followers. Where is the incumiationer between a Government-owned rationed and a Government owned paper mili?

note that Mr. Dudge, in his letter to you, fivels very much abused because of your editorial out concerning the methods of manufac ture, but he falm to answer the quantion. Has increased cont of print paper any relation to financial expediency in the International

Paper Company?

He might be as frunk in a discussion of the present amining prosperity of his concern, in the face of a "famine" that is ruining the businote of many publishers, the might try to justify his present carnings by a statement of increased custs of manufacture in these absoru-"war" times. He might indeed try to just He might indeed try to justify the difference in price between that charged on eviltmet to the big, powerful publishers and the price charged to the small publishers, may later be discovered, hold the real balance of power in this country. Mr. Dodge may asser at their littleness and their howling, but they

warnen, \$2.89 per cent. of the gentler sex in that city have faith in such advertising.

It was shown that 92.37 per cent. read this class of matter and 8.63 do not: 17.57 read ads sometimes and 82.48 read them always. Of those who read. 34.21 per cent. do so as a shopping guide; 28.94 are on the lookout for sales; 17.10 read from motives of economy, 9.21 to keep in touch with the styles, 7.39 for comparison, and 7.89 because their attention is attracted. The reasons for confidence in ads are thus classified: Faith in certain firms, 34.21; from experience, 26.31; in reasonable ads, 14 47; faith enough to read them, at least, 657; enough to order by telephone, 131; faith because of the Forum's vigilance, 1.31.

will serely justify their right to a place in the

To me. Mr. Dodow's letters will get interesting when he begins to discuss the matters re-haling to the financial history of his company. If the prices of name print have been too lum for profit during the past seven years, 1'd like to know why the company waited until a shortage appeared before raising them. I would like to have Mr. Dodge tell the publishers of the com-try, with facts and figures, whether the ined cents of news print bes, in fact, been to a manufacturing condition or a financial condition, and if the latter has bow the condition was precipitated.

Mr. Dodge's hardness may have been abused by his patrons. On the other hand, Mr Dodge's corporation may have been an over-capitalized Trust which bit off more than it could digrest, and is now using the "little, howing" newspaper editors of this country as papels.

Manwert Paw.

News Print Price Varies

PERSE PUBLISHING COMPANY.

EASTON, PA., JANUARY 4, 1917. THE EDITOR AND PUBLISHER:

in your very admirable and comprehensive report of the proceedings on Decumber the Federal Commission concerning the news print situation. I notice that in the deposition of the sestimuny I gave that it was stated I said that the Free Press was con "to pay 4 cents a pound next year at the mill. compared with a price of \$2,50 this year." more fully present the actual situation, allow the to say that I stated that the contract recently expired was at \$2.12 %, ℓ o. b., Easion. Then for two months, to January 1, 1 had to pay \$3.50 at the mill, and then was raised to the 4-cent rate at the mill. The compelitor in Ranton was given a \$3.50 rate, though he con-summer less than one third of the bree Press requirement, while another amaller competitor in Baston pays the International \$3.25, f. o. b., mill. Other imanances were given when the same below sold to other nearby papers at \$3.25, f. o. b., mill. My experience was that of many other newspapers published in Penn-

General Manager.

HONORS FRANKLIN'S MEMORY

eyivania.

Poor Richard Club Celebrates Anniversary by Brilliant Banquet.

Econklin's hirthday was celebrated in Philadelphia, on Wednesday, with more enthusiasm than ever by the Poor Richard Club, which has been giving dinners and otherwise marking the occasion for the past twelve years. At noon a deleration left the clubhouse under the leadership of Frederick G. Jones and Foster M. Roeder. They went in automubiles escorted by motorcyclists, to Frunklin's grave in old Christ Church burying-ground, at Fifth and Arch Streets, where a wreath was laid on the flat stone by W. C. Kingsbury, vicepresident of the American Telegraph and Telephone Company. On the way they left wreaths at the Philadelphia Library, at the new Franklin Bank Building, at the Federal Building, where Rowe Stewart, president of the Club. placed a wreath on the Franklin Statue, and the Franklin Institute. Other wreaths were left at the Franklin Fire Insurance Company, at the rooms of the Philosophical Society, at the Franklin Printing Company, at Independence Hail, and finally at the University of Pennsylvania, where Tait McKensie's statue of young Franklin, erected by the class of 1904, was decorated. The dinner at the Bellevue-Stratford in the evening was the most brilliant ever given by the Club. Major-Gen. Hugh L. Scott, chief of staff, U. S. A., a direct of Benjamin Franklin descendant through his mother's side of the house, and his aide, Major Brewster, also a descendant, responded to Franklin Dr. Solie-Cohen spoke of "Franklin, 'the Philadelphian," Dean Chapman, of Temple University Law

WILL LOOK FOR PAPER COMBINE IN MISSOURI

Attorneys-General of That State and Illinois Requested by Two Press Associations to Probe News Print Conditions-Many Determined Editors in Session at St. Louis.

A call upon the Attorneys-General of Missouri and Illinois to investigate the price conditions of news print paper; the turning down of a large paper house's proposition to supply paper to mnall publishers at certain reduced rates; the discussion of a plan to have paper shipped in carload lots to various central points for mutual distribution to small publishers; the unanimous adoption of a resolution to raise subscription and advertising rates at once; the suggestion of recommending the establishment of a State-owned paper mill. worked by convicts, and a call upon merchants to use less wrapping paper, so that manufacturers will be inclined to turn out more print, were among some of the things transpiring at a Joint meeting, January 12, of the Missouri Press Association and the Southern Hilnois Editorial Association, convened 200 strong in the Planters' Hotel in St. Louis.

Members of the Missouri Press Association unanimously adopted a resolution requesting Attorney-General Mc-Allister to investigate an alleged paper combine, which they say has more than doubled the price of print paper in the

Immediately after the resolution was adopted the executive committee of the Southern Illinois Editorial Association. which was present, went into another room and adopted a resolution calling on Attorney-General Brundage, of Illinois, for similar action.

The motion was made by former Lieut-Gov. William R. Painter, editor of the Democrat, of Carrollton, Mo. It read:

"Resolved. That President Blanton of this Association be instructed to request Attorney-General McAllister to investigate every paper house in Missouri to acertain whether a combination exists relative to print paper

Painter, in his speech urging the motion, declared that as a successful investigation of the large packing plants was carried on, he saw no reason why the same thing could not be done with the paper houses.

MILLS MAY PLANT PAPER.

E. E. Campbell, an Alton (Ill.) publinher, said he believed some of the paper mills had planted paper around in small towns to be sold. He told how a Chicago paper house had told him they were out, but that he could get a temporary supply from a small paper at Franklin, Ind. He said that when he asked the Indiana paper for a better price than he quoted, they told him the Chicago house would not let them.

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE by experts means material and methods that have been PROVED. Let us send you samples of our eat-ored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager ay wret soth st., New York

He said he has learned this small paper has sold seven carloads of paper, and that some "whistling station" in Arizona has sold two carloads.

Campbell complained that the metronotitan papers are able to buy from the mills at 3% cents a pound, and he could not understand why the smaller papers had to pay twice that.

President Blanton, of the Missouri Association, declared one of the peculiarities of the present paper situation is that a man can buy all the paper he wants if he will pay enough for it.

The Association unanimously adopted a resolution, presented by Editor Nacter, that the papers raise their subscription and advertising rates at once because of the great increase in the cost of materials. Nactor said the raise in paper prices is driving many useful papers out of business.

WANT STATE PAPER MULL

A motion, asking the State Legislature to establish a State paper mill, which can be operated by convict labor, was presented by J. M. Bosey, of the Palmyra Speciator, and passed.

The executive committee was instructed to take care of the investigation of the paper combine, and a subscription list was started to defray its expenses. The committee will also take up by mail a proposed plan for the editors to form a pool to buy direct from the mills.

A flery speech was made by George H. Struton, editor of the Sedalia (Mo.) Democrat. "The jobbers are getting rich by taking money from us like candy from children," he said. "There's an illegal combination here. The business in Missouri is divided between Graham's, of St. Louis, and Butler's, of He demanded an investiga-Chicago."

A proposition to have paper shipped in carbed lots to such cities as St. Springfield, Sedain, and Joplin, and distributed to small papers was discussed, but not acted on.

Some of the editors' humor cropped out in the meeting. S. P. Preston, of the Gillespie (III.) News, in discussing the quality of paper he now gets, said:

"It is some kind of a conglomeration corn alik and molasses and you couldn't print a half-tone on it without using a hammer. I have enough to last me until May, but the good Lord have mercy on me after May."

T. Carlton Upham, first graduate in journalism at the Massachusetts Agricultural College since journalism was made a major subject a year ago, is with the Shawm Press, Sandwich, Mass., which operates a syndicate of Cape Cod

You MUST Use the EXAMINER

cover the GREAT SOUTHWEST Sunday Circulation 150,000

The Pittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

AUVERLISCES.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadriphia

WISCONSIN CITY EDITORS

Annual Business Meeting in Milwaukee Was Interesting Cathering.

George F. Kull, of the Appleton Daily Post, was elected president of the Wisconsin City Editors' Association at the annual business meeting in Milwaukee. He succeeds Paul F. Hunter, "father" of the organization. Other officers elected were: Vice-President, E. W. Mackey. Manitowac Herald; secretary, Louis H. Torreyson, Oshkosh Northwestern: treasurer, John R. Wilf, Milwaukee Evening Wisconson. The executive committee includes Mr. Kull, E. D. Underwood, Wausau Record-Herald; Paul P. Hunter, Sheboygan Press; David Atwood, Janesville Cazette, and C. W. Byers, of the La Crosse Tribune.

James H. Skewes, new president of the Milwaukee Press Club, welcomed the city editors at a dinner served in the Press Club rooms. C. T. Rex, Fond du Lac. Wis., manager for the International News Service, gave an interesting account of his experiences while in the employ of William J. Conners, the Buffalo publisher. Walter T. Marlatt, of the Kenosha News, told how he caught a telegraph company giving his correspondence to papers that were not entitled to it, and how he won his suit against the company. Other speakers: E. D. Underwood, Wausau; Lyle O. Phillips, Fond du Lac; Paul Hunter, Sheboygan; R. S. Stark, Berlin; John R. Wolf, Milwaukee; L. H. Torreyson, Oshkosh; E. W. Mackey, and George McFariane, Manitowac.

It was through the efforts of Paul Hunter that the Association was organ-The first meeting was held in Sheboygan more than a year ago. The success of the Indiana League gave him his idea for an organization in Wis-

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement)

Sunday 68.942 Daily 55,365

The True News -FIRST-

Always-Accurately

International News Service 238 William St., New York City

(I Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

(I Many special representatives who know through years of observation recommend

AD ART SERVICE 212 Press Bldg. Cleveland, O.

to all papers on their lists.

NEW LIBEL LAW PROPOSED

Oklahoma Editors Want Published Retraction to Constitute Defence.

The Oklahoma Press Association, at its mid-winter meeting in Oklahoma City, January 12 and 13, took steps for drafting a new libel law for Oklahoma. and asked the Legislature to enact a law fixing a uniformly pro-rated rate, based on circulation, for legal advertising. About ninety editors from all parts of the State attended.

The advancing cost of print paper was discussed by the editors, and a decision was reached to assist in a financial way the legislative committee of the National Editorial Association, which is looking after national legislation affecting newspapers of the countev.

The drafting of a new libel law for Oklahoma, among provisions of which shall be that retraction of an erroneous statement in the paper shall constitute a defence, and that, instead of allowing punitive damages, the judgment shall be for actual damages, was left in the hands of a committee

Colorado Springs and

THE TELEGRAPH

An A. B. C. Paper J. P. McKINNEY & SON New York Detroit Chicago

Movie Strip

7-column or 8-column size, daily feature. More "meat" and more laughs in this strip than you will find in a whole page of socalled expensive New York Service.

Let us send you proofs

World Color Printing Company R. S. GRABLE, Mgr. Established 1900 ST. LOUIS. MO.

Successful

Men in every walk of life are all

Romeike's Press Clippings

Among our patrons are professional as business men and wamen, public persos ages and the leading Banks, Trust Cos panies and Corporations.

Romeike Clippings

are an indiapensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC., 106-116 Seventh Ave. New York City

The problem of cavering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over \$5 per cent of the perspapers and publications of CANADA. We cover cover foot of CANADA. We cover every foot of Canada and New-foundiand at our bend office.

74 76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates, special rates and discounts to Trade and Newspapers

Canadian Press Clippings

TIPS FOR THEAD MANAGER

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, are placing orders with some Connecticut nowspapers for the American Sugar Refining Co., 116 Wall Street, New York city.

The L. S. Goldsmith Co., 25 East 26th Street, New York city, is sending out orders to newspapers in selected sections for the Goodall Wersted Co., "Palm Beach Cloth," Sanford, Me.

The Cecil Advertising Co., Mutual Building, Richmond, Va., is placing copy with newspapers in selected sections for T. W. Wood & Sons, "Wood's Seeds," Richmond, Va.

Williams & Carroll, 1 Madison Avenue, New York city, are making 1,000-line contracts with some New York State newspapers for the Derby Medicine Co., Eaton Falls, Mich. The Rubberset Co., "Rubberset Tooth Brush," 56 Forry Street, Newark, N. J., transferred its advertising to the above agency.

Van Patten, Inc., 50 East 42d Street, New York city, is placing orders with newspapers in selected sections for the Hal Motor Car Co., Cleveland, O.

The Whitman Advertisers' Service, 80 Fifth Avenue, New York city, is making 1,000-line contracts with some Southern newspapers for the Raymond Co., Raymond Plasters, 291 Broadway, New York city.

Hoyis' Service, Inc., 120 West 1324 Street, New York city, is placing orders with newspapers in selected sections for the Ben-Hur Motor Co., Cleveland, O., and also is placing orders with some Western newspapers for the Russia Cement Co., Gloucester, Mass.

J. B. Haines, Bailey Building, Philadelphia, Pa., is sending out small orders to some Southern newspapers for the Rudolph Tire Co., Philadelphia, Pa.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is placing \$45-line, one-time orders with Pennsylvania newspapers for the Philadelphia Public Ledger, Philadelphia, Pa.

Carney & Kerr., Inc., 461 Eighth Avenue, New York city, is handling the advertising of the Greater Vitagraph Co., Mecca Building, New York city.

Carney & Kerr, 461 Eighth Avenue, New York, handle the account of the Paroquetic Record Manufacturing Co., manufacturers of a new line of phonograph records.

Berrien & Durstine, Inc., 25 West 45th Street, New York city, is sending out orders to some Connecticut newspapers for the American Sugar Refining Co., 116 Wall Street, New York city.

Chaa D. Levin, Inc., 1269 Broadway, New York city, Is making 2,000-line contracts with some New York State newspapers for the Englander Spring Hed Co., "Englander Wilt Edge Spring Hed," 88 35th Street, Brooklyn, N. Y.

Collin Armstrong, Inc., 1457 Broadway, New York city, is placing orders with a selected list of newspapers for the New York Life Insurance Co., annual statement, 346 Broadway, New York city. Humphrey's Homeopathic Medicine Co., "Humphrey's 71," 156 William Street, New York city, is sending out new copy to newspapers.

H. K. McCann Co., 61 Broadway, New York city, is placing new orders with newspapers in selected sections for the Royal Typewriter Co., 364 Broadway, New York city.

The Macavoy Advertising Co., Conway Building, Chicago, Ill., is handling the advertising of the Smith Forma-Truck Corporation, 1470 Michigan Boulevard, Chicago, Ill., which company will spend \$300,000 in newspapers throughout the country during the next eight months.

The Frank Presbrey Co., 466 Fourth Avenue, New York city, is placing orders with newspapers generally for the Shredded Whole Wheat Co., Niagara Falls, N. Y.

Sherman & Bryan, 79 Fifth Avenue, New York city, are placing orders with newspapers in selected sections for the Seven Arts Publishing Co., "Seven Arts Magazine," 132 Madison Avenue, New York city.

Lord & Thomas, Mallers Building, Chicago, Ill., are making 5,000-line contracts with a selected list of newspapers for the Waukesha Pure Food Co., "Jiffy-Jell." Desert, Waukesha, Wis.

Frank Kiernan & Co., 189 Broadway, New York city, are handling the advertising of Adipo Co., medical, 168 East 18th Street, New York city, and are placing orders with newspapers generally for Geo. Graham Rice, financial, 27 William Street, New York city.

The National Advertiser Advertising Agency, 33 West 25th Street, New York city, is placing new schedules with newspapers for the Emergency Laboratories, "Poslam," 32 West 25th Street, New York city.

The Fletcher Company, advertising mervice, Widener Building, Philadelphia, has secured the account of the National Rubber Company, Pottstown, Pa., National Redwall Speedway tires. The Fletcher Company also is preparing an extensive magazine and newspaper campaign for the Frontmobile touring car, roadster, and light delivery truck, manufactured by the Bateman Manufacturing Company, Grenloch, N. J., Iron Age farm, garden, and orchard implements.

Campbell-Ewald Co., 117 Fort Street, West Detroit, Mich., is placing orders with newspapers in selected sections for the Grant Less Gear Co.

The R. A. Mathews Advertising Corporation, of Chicago, handle the metal shoes account of the American Metal Shoe Co., Racine, Wis.

The W. D. McJunkin Advertising Agency, of Chicago, handles the polish account of the Chicago Mop & Polish Co., 229 West Illinois Street, Chicago,

The Johnston-Aryes Co., San Francisco, handle the comforters account of the California Cotton Mills, Oakland, Cal. This agency also has the candy advertising of the Ernest Wilson Co., Palo Alto, Cal.

The Snitzler Advertising Co., of Chicago, has the potato chips account of William Dernell, 1447 Hudson Street, Chicago.

The W. D. McJunkin Advertising Agency, of Chicago, handles the advertising of the Union Liberty Furniture Co., 4705 South Ashland Avenue, Chicago.

The Snitzler Advertising Co., of Chicago, handles the National Fruit Juice Co., "Apella" account, Lafayette, Ind.

Lord & Thomas, Chicago, handles the motor-car account of the Geo. W. Davis Motor Car Co., Richmond, Ind.

The Chaz H. Touzalin Agency, of Chicago, handles the incubator account of Schwalge-Smith Co., Elmhurst, Ill.

The O'Mailey Advertising Co., of Boston, Mass., handles the bottle-cap account of the Gavaza Cap Co., Beverly, Mass. This agency also handles the pewelry account of the Bigelow-Kennard Co., Boston; the musical instruments account of the Conclave 'Phone Co. Cornhill, Boston, Mass.; the banking-by-mail account of the Fidelity Trust Co., 121 State Street, Boston, and the banking by mail account of the Hibernia Savings Bank, of Boston.

The Mitchell Advertising Agency of Minneapolis, handles the shoe account of the Putnam Boot & Shoe Co., Minneapolis, Minn.

The Williams & Carroll Corporation, of New York, handles the advertising of the Koehler Motors Corporation, of Newark, N. J.

The Byron G. Meon Co., of Troy, N. Y., handles the jewelry and engraving account of Quaylo & Son, Inc., Albany, N. Y.

N. W. Ayer & Son, of Philadelphia, handle the seed account of the Deposit Seed Co., Deposit, N. Y.

The Collin Armstrong Co., of New York handles the "Sandy Mac" Scotch whiskey account of the Raphael & Jennings Co., 202 East 47th Street, New York city.

Good English in Advertising

Prof. Maria Sanford, for many years head of the department of rhetoric of the University of Minnesota, speaking before the Minneapolis Ad Forum on "The Use of Effective English in Advertising," said advertisers use too many superlatives, and she urged them to make sentences with plenty of reserve power and with force in every word. "You must treasure the English language," said Prof. Sanford, "and consider it an estate to be improved carefully and handed down to the next generation in better condition than when it was received."

Ads to Raise War Money

The Canadian Dominion Government starts this week a three months' national savings campaign, using practically every daily and weekly newspaper in Canada to advertise Dominion debenture stock and war savings certificates. The business is being placed direct from the office of the King's Printer, Ottawa, and it is understood that an appropriation of \$100,000 has been made for the purpose.

To Market Waste Paper

At Muskogee, Okla., the Muskogee Waste Paper Company has been organized with a capital of \$2,000. The high price of paper led to the organization of this company, which will gather waste paper and market it.

One Way to Make Editors

At Cambridge, Mass., a few days ago, with moving-picture men on the sidelines taking their antics for the various pictorial weeklies, seven candidates for positions on the editorial staff of the Harvard Crimson braved the icy blasts and driving snew in a picturesque programme of more or less serious mental and physical tests. All seven led off by dancing in front of the Lumpoon building in skin tights, ballet skirts, and very décolletté waists to the music of a ukalele.

Ado Drew 40,000 to Church

Go-to-Church advertising drew 100,000 persons to Milwaukee churches on Sunday, January 14. The normal attendance is 60,000. Many unusual advertising stunts were used, but the greater part of the publicity appropriation was spent on newspaper space. On Saturday one newspaper carried a whole page of one-inch cards. Practically every denomination took part in the movement.

New Home for Rochester Herald

The Rochester Herald Company has filed an application for a permit to remodel the brick building in Aqueduct Street, Rochester, which is to be the new quarters of the newspaper's plant.

New Orleans States

Member Audit Buran of Circulations, worn Net Paid Circulation for 4 Menths Ending Oct. 1, 1816

36,660 Daily

We guarante the largest white home delivered creating circulation in the trade feritured of New Orleans.

To reach a large majority of the trade prespects in the local territory the Sintes in the logical and economic medium.

Circulation data seed on request.

The S. C. BECKWITH SPRCIAL.

AGENCY

Rele Pressure Respectations.

AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York, Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kanaas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York, Tel. Beekman 3636

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Ill.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston,
Mass.; Kresge Bldg., Detroit,

is distributed.

Y.

......Wimbet

· · · · · Platafate

ICAN .. New York that to graces

... This

mintion A. S. C. report,

AD FIELD PERSONALS Ward Delaney, for several years ad-Vice-President of Agency

vertising manager of the Heaumont in the automobile business in Beau-

Walter G. Pietach, of Evanstown, t). J. McClure has been appointed adfor the the Bacter, Wie. E. W. Asterum, president of the Auk Chus. H. Gill, for many years a crepy

HTITE A. Biggs, Detroit measurer of

York for the Auto Bhow, returning H. C. Frown, advertising manager of department, will hereafter eral manager of the company, Louis P.

Resential Agency, Pittsburgh, Mr.

W. B. Hotchain, for ten years advertides and sales manager for John Wan-

H. M. Applygate has been appointed odvertising manager for the American ton A Gardiner, New York, has feland.

man spent the helifary in New York. William J. Students, president of the

Bis Paper Mill Earnings Accreding to the Montreal (Que.)

Benjamin Akin With Street Railways Benjamin Alon, who executly resigned provertising reassure. has beenege soon of Chicago, in a new agency, specializtising Congeny, New York,

MACGRECOR JOINS WILSON STAFF Well-Known Figureial Writer Elected Edwin Eted Wilson, Inc., financial of T. D. MacGregor as vice-president.

The Following Newspapers are Members of THE AUDIT BUREAU OF

CIRCULATIONS And grant the right to the organization to examine, through qualified auditees or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of

	circulation, the sources from which i	t is secured, and where it i
	ALABAMA.	MONTANA
	NEWS Meningkes Average elements for December, Daily 41,655; Soniar, 42,564, Provide 2,864,12 lites more aderesiming than its mental competite in 1924.	Arerage duty 11,065. Sunda months soding March 90, 1816
	CALIFORNIA	NEW JERSE
	BEAMINES Les Augriss A. D. O. Andir reports above inspect Merchag and Studies deviation. Countest Minne Delivery. MERCHYL-HERALD See No. See No. Proc Chin Passessed 51.485. Member 44.8.O.	PRESCRIBE OFFIS
	GEORGIA.	NEW YORK
T. D. MarCrarea	JOURNAL COM. STASSO	OCCUPATA O SECURISION
Overpany of New York, and was	ILLINOIS.	The National Avelan Dates
ing company of Ht. Paul before	HERALD-PEWS (Circulation 55,190)Delter	

TOWA RECIPTED & LEADER 2000 Points for Financial Advertising," Superity is severing Das Maines and "Back Advertising Plans," Your lossiness," and "The Book of For about nine years he was editor *** NO. 10 April

For Compension Paper Mill H. C. Chappell, of Middleshore, Ky.

Virginia men to recot in Minimahore in the company, at the cost of production. Home investigations have already tucky and Virginia are smote enough to

State Mill Plan Impracticable:

A propert for State paper mills prorosal recently by the Minnesota Edi-Lindon A. Smith, Attorney-General of resting of paper mile or to regar in

New Chicago Agency ulunds and toya

ощо blors then 700,000 structution generated and Member And't Durets o KENTUCKY PENNSYLVANIA

DARLY DEMOCRAT LOUISIANA TIMES PRAYERS . TENNESSER MICHIGAN BANYER

Lase Con. Statement-Dully, 11,455; Sonday 12,566; Member A. R. C. and A. R. F. A. Fig. Rates Opr thou ads. 50 coors inch; years continue. 35 rents inch; position 35% entra. The Chronists guarantees a MINNESOTA VALUETON, Merelog and Breeing ... Minnespells UTAH HERALD PRICELICAN

VIRCINIA DAILY NEWS RECORD Harrison to the famous Talley of Ta. cots paper to the famous Talley of Called Sa The PART DISPATED wile more papers to WASHINGTON charalatino cuttre peer, 1816

ROLL OF HONOR

and otlingly great any advertiser the privilege of a curvile and enhancing terreligation. SEASSOCIATES

PRETE PRODUCT (CO. 129,554) DORLLAYSUS DELLA 1984 New York

POST-SETTELLAGRACION

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

New York.—Empire List Company, Inc.; capital stock, \$10,000; publish directories, conduct advertising business; directors, Frank Simon and Cherrie Simon, of New York city, and Ernest V. Riess, of West Norwood, N. J.

New York.—The John Service, Inc.; capital stock, \$3,000; general advertising business; directors, Jacob Wincig, George Pariff, and Abram Shapiro, all of New York city.

New York.—T. A. Cawthra & Co., Inc.; capital stock, \$60,000; publishers, printers, stationers, advertising business; directors, Edward Tannenbaum, and Nathan D. Perlman, all of New York city.

Naw York.—Hotel Messenger Publishing Company, Inc.; capital stock, \$5,000; publish monthly periodical "Hotel Messenger," general printing; directors. William T. White, Chandler Owen, and A. Philip Randolph, all of New York city.

Ngw York.—Marks Advertising Co., Inc., capital stock, \$5,000; general advertising business; directors, Charles E. Marks, David A. Mock, and Anna Hoch-graf, all of New York city.

New York.—Peddlers' Magazine Publishing Company, Inc.; capital stock, \$1,500; general printing and publishing; directors, Max Blatt, Max Schenkman, and Sigmund Blitzer, all of New York city.

New York.—Ward Advertising System, Inc.; capital stock, \$20,000; general advertising business; directors, Herbert Ward and Isidor Dominits, of New York city, and Grace Talgo, of Jersey City, N. J.

New York.—Morsax Publishing Company, Inc.; capital stock, \$10,000; publishers, printers, collect statistics regarding prices of securities and commodities, directors, Louis E. Walker, John G. Kearton, and H. Y. Barrow, all of New York city.

New York.—United Steamship Publications, Inc.; capital stock, \$10,000; general advertising business, newspaper and magazine proprietors and publishers; directors, Frank B. Vanderhoof, Kathleen L. Vanderhoof, and Nicholas R. O'Connor, all of New York city.

New York.—Evolutionary Educational Society, Inc.; to carry on business with \$5,000; publish evolutionary histories of knowledge; directors. Edward D. Knowles, William F. Smail, and J. W. Calvin, all of New York city.

EDDYVILE, N. Y.—Architects' Publications, Inc.: capital stock, \$10,000: publishers and printers: Charles L. Hubbell, Joseph Loew, and Benedict S. Wise, all of New York city.

Hocherts, -- The Printed Products Company, Inc; capital stock, \$10,000; general printing, embossing, engraving, advertising, and art designing business; directors, L. C. Stahlbrodt, Allen M. Brewer, and James C. O'lirien, all of Rochester.

Naw York—Public Publishing Company; capital, \$10,000. Directors; S. Bowman, S. Cooley, S. Danzier, 122 East 37th Street.

New York Great Eastern Paper Company, paper; capital, \$10,000. Directors: C. Ginsberg, L. B. Nelson, M. Bernstein, 74 Broadway

Comming, N. Y. -- New York Democratic Register, newspaper; capital, \$10,-

000. Directors: J. H., M., and M. Moran, all of Ossining.

NEWARE, N. J.—New Jersey Law School Press, of 35 East Park Street, Newark, N. J. Capital, \$25,000.

MORRISTOWN, N. J.—The Pequannock Valley Paper Company, to manufacture paper; capital, \$150,000. Fred S. and Walter C. White and Joseph C. White, incorporators.

Hosyon, Mass.—Mitchell, Printer Inc.; capital, \$10,000. Incorporators: Florence E. Martis, Frank H. Hodges, and Elmer A. Mitchell.

Hoston, Mass.—New England Railway Publishing Company; capital, \$37,500. Incorporators: Hubert C. Shedd, Edward T. Avery, and George C. Flett.

Forr Worth, Tex. — Southwestern Journal of Commerce has filed charter at Austin; capital, \$2,500, Incorporators; Joe Kingsberry, Jr., F. P. Buckeridge, and C. M. Elliott.

Dallas, Tex.—The American Press
Association of New York has filed its
charter in the office of Secretary of
State McKay at Austin, and has been
granted a permit to do business in Texas, with headquarters at Dallas. The
company will employ \$25,000 of its
capital in Texas.

OKLAHOMA CITT, Okla.—The Tucker Publishing Company; capital, \$25,000. Incorporators: Howard A. Tucker, D. R. Tucker, and William L. Tucker,

New York—The Air Life Company, Inc.; capital stock, \$1,000; newspaper proprietors and general publishers; directors: Max Holtz, Robert Wolfers, and Barrett Andrews, all of New York city.

New YORK COUNTY — Ruthrauff and Ryan, Inc.; capital stock, \$100,000; general advertising business; directors: W. B. Ruthrauff and Frederick B. Ryan, of Cranford, N. J., and Miriam Raines, of Now York city.

ALBARY, N. Y.—State Department Information Company, Inc.; capital stock, \$1,000; furnish State Departmental information and publishing business; Grectors: Patrick T. Relihan, of Brooklys; H. W. Cuilen, Jr., of New York, and John V. Bucher, of Albany.

New York — Miles Engraving Co., Inc.; capital stock, \$18,000; commercial photographers, designers, printers, general etchers, publishers; directors: Benjamin J. Miles, Louis Miles, and David Cohen, all of New York city.

New York — H. Sumner Sternberg Advertising Agency, Inc.; capital stock, \$500; general advertising and printing business; directors: Louis Appleton, of Freeport, L. I.; Emanuel Steuer, of Brooklyn, and H. Sumner Sternberg, of New York city.

New York—Johnson and Dickson, Inc.; capital stock, \$6,000; publishers, printers, booksellers; directors: W. Campbell Dickson, of Orange, N. J., and Ella M. Johnson and Chester B. Johnson, of New York city.

New York-- John H. Eggers Co., Inc.; capital stock, \$25,090; advertising, publishing, designing, printing, binding, and kindred lines; directors: John H. Eggers, of Hummit, N. J.; John M. Lindley, of Hobsken, N. J., and Thomas C. Ennever, of New York city.

Wilsonseen, Del Edwer C Hill, Company, per cal publishing capital \$1 mon Discours He act E Latter Norman P. Coffin, Wilminston, and Clement M. Earler, Elkfon, Md.

CLEVILAND, O.—West End Review Publishing Company; capital, \$1,000. Directors: M. B. Hughes, Raymond E. Hyre, Bertha Hughes, Arthur A. Melfert, and W. E. Melfert.

OKLAHOMA CITY, Okla.—Tucker Publishing Company; capital, \$25,000. Directors: Howard A. Tucker, D. R. Tucker, and William L. Tucker.

CHICAGO, III.—Adams Publishing Company; capital, \$12,000. Incorporators: John A. Tenney, R. Gutterman, Harry L. Shaver.

CLEVELAND, O.—Premier Press Company; capital, \$10,000. Incectors: Charles Eisele, Daniel J. Guinan, Martha M. Eisele, Irene Majorus, Ida Williansem.

Newark, N. J.—Newark Morning Ledger Company, publishing newspapers; capital, \$100,000. Directors: La T. Russell and F. W. Wells, of Newark, and Marion G. Russell, of Elizabeth, N. J.

HARFORD, Conn. — Hartford Herald Publishing Company; capital, \$2,500. Directors: W. H. Coombes, F. L. Felix, and G. B. Lykens.

CHANGES IN INTEREST

Santa Rosa, Cal.—Ernest L. Finley, editor of the Press Democrat has purchased the interest of the partner, Charles C. Dunbar, in that publication and is now sole owner and proprietor. Dunbar and Finley, and the late Grant Richards, established the Evening Press, twenty-two years ago. Later the Press was consolidated with the Sonoma Democrat and became a morning daily-

DINURA, Cal.—C. E. Hamilton, publisher of the Advocate, has sold the paper and printing business and will remove to Bisbee, Ariz., where he intends to form a connection with a daily newspaper. Robert M. Lamborn, who purchased the Advocate plant, will remove it to Orange Cove, where it will be used to issue another paper. J. R. Locke, publisher of the Dinuba Sentinel, bought the Advocate's subscription list and unexpired advertising contracts.

CHARLESTON, W. Va.—The Post, for years an afternoon paper, has gone into the morning field under new management. David A. Jayne has taken over control of the Post, which will in the future be issued seven days a week, mornings only. The Post will continue to receive International News Service reports, receiving the service from Pittsburgh instead of from Calumbus as in the past.

Manson, Ill.—The Republic, a weekly paper of Madison County, has changed ownership, and J. S. Vaught, who has had charge of the plant for some time as editor and manager, assumed control as owner. Hind & Hind composed the firm, formerly owning the paper.

ARTHONY, Kan.—The Anthony Bulletin changed hands January 1. William Buckholder of Marion is the new editor. R. P. Methilough, the retiring editor, who owned the Bulletin for five years, will practice law in Anthony after leaving newspaper work.

West Point, Neb. The West Point Republican changed bands December 30, J. E. Elliott selling to E. M. von Saggern, editor of the Nebraska Volksblatt, of this place. The Republican was founded in 1870 and was purchased by Col. Elliott in 1901.

Farzo, N. D.—Fargo's morning newspaper, the Courter-News has been sold to the Noupartisan Publishing Company, publishers of the Noupartisan Lepter, the official organ of the Farmers' Noupartisan Political League, which carried North Pakota at the point elec-

tion. An announcement of the new owners states that the Courier News will be conducted as an independent newspaper and will not be the organ of any political party or faction. Robert Gaston, editor of the Nonpartisan Leader, becomes managing editor of the Courier-News.

Wausau, Wis.—The subscription list and good will of the Deutscher Pionier have been purchased by the Wausau Wochenblatt, and the publications will be merged as the Wochenblatt and Pionier, with H. J. Heise as manager.

FREMONT, Neb.—Charles R. Evans, for twenty-two years with the Hammond Printing Company, has purchased an interest in the News-Times, of York. Neh., controlled by Thomas Curran.

SMITH CENTER, Kan.—Will Payton, of Colony, who had contracted to take a half interest in the Russell Record in partnership with John Marriam, of this city, has abandoned the venture, and today his interest was purchased by W. H. Nelson, voteran editor of this place.

Rosenua, Ors.—The Roseburg Evening News, which has been owned by Mitton, Sam, and Carl D. Schoemaker for the past five years, was to-day sold to B. W. Bates and his son, Bertram. Mr. Bates formerly owned the News plant, but disposed of it five years ago in order to engage in the job-printing business in this city.

WATESTOWN, Wia.—J. P. Holland has sold the Watestown Daily Times to V. P. Kaub, city editor. Mr. Holland has been editor of the paper for twenty years. He will remain in newspaper work.

NEW ENTERPRISES

TRINITY, Texas. — Hurchingson & Lamb have launched a new newspaper here, known as the Trisity Times, a five-column folio which is filled with live, interesting news, and a good showing of advertising.

FALSE ADS LIKE FALSE WEIGHTS

State Superintendent Farrell Will Enforce Law Against Thom.

In addition to the task of regulating the weights and measures of the merchante of the State, John F. Farrell, Superintendent of Weights and Measures, is about to take cognizance of false advertising. In a letter sent to the Merchants' Association of New York recently, Mr. Farrell announced his intention to take up the enforcement of the laws governing the sale of merchandise, which includes the false advertising law, and to assist the Association in every way in the enforcement of the law, as far as his department is able. In his letter he says in part:

"To one phase of the work of this Department I desire to call your particular attention, L. c., the prevention of false advertising. As the legislative appropriation does not permit of our making extended investigations along these lines, we are, for the most part, compelled to rely on having these matters brought to our attention by the reputable concerns who meet with them in the course of their respective activities. I may state that the policy of this Department is not to prosecute, provided reasonable assurances of amendment are furnished. It sooms to us that correction is preferable to punishment. The results of this policy have been very satisfactory, and speedy acrom without great expense to the State has been achieved."

ADVERTISERS' DIVISION HEARD PRACTICAL TALK

Louis E. Kirstein, of Filene's, Boston, Pointed Out to New York Ad Men How Hard It Is for Them to Be Honest in the Preparation of Their Copy-An Extremely Interesting Talk.

At no time since the Advertising Club of New York grouped its members into divisions and promoted divisional activities have the members of the advertizers' division had such a treat as was accorded them on the night of January

Louis E. Kirstein, a member of the firm of Wm. Filene's Sons, Buston, and director of that concern's advertising. addressed the membership of the advertisers' division on the subject of Waste in Advertising."

Nat S. Olds presided. In introducing Mr. Kirstein, Toastmaster Olds explained briefly that it would be Mr. Kirstein's purpose to tell what he thought was wrong with national advertising from the retailers' point of view.

In opening his address, Mr. Kirstein explained that for many years he had been a member of a firm of pational advertisers-namely, the Stein, Bloch Company, of Rochester, N. Y., and after becoming associated with Wm. Filene's Sons, of Boston, he has been in close contact with their advertising, and that, therefore, he might well be expected to be a believer in advertising.

WHAT WE CANNOT PROVE.

That we cannot conclusively prove that advertising has reduced the cost of goods: that we cannot prove advertising is bought on a good business basis; that we cannot prove that at least 25 per cent. or more of our advertising appropriations are not wasted; and that it would be well to hand back to the public in merchandise the amount involved in advertising it, were some of Mr. Kirstein's contentions on the side of the economic waste.

Mr. Kirstein pointed out that advertising men were making great claims for honesty and publicity, and while no doubt thought themselves to be sincere. he doubted if in reality the majority of advertising managers could my positively that the copy they wrote told the truth and nothing but the truth.

In telling what Wm. Filene's Bons have done to attempt truth in advertising. Mr. Kirstein said that no comparative prices were used, and that the superlative was tabooed in the advertising copy of the concern. Further than this, buyers could not come to the advertising department and claim advertising space unless they could con-clusively prove that the merchandise they sought to put before the public was all they claimed it to be.

The speaker said that he believed that 90 or 95 per cent, of the people were honest and that this average applied to advertising men, but he pointed out that the advertising manager probably

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

They have written us letters giv-ing their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp. New London, Conn.

honest than the average person.

NOT GOOD BUSINESS MEN.

Mr. Kirstein went on record for saying that he believed advertising men were poor business men, and that they did not buy as wisely and as efficiently as purchasers of other commodities must buy.

Because of the economic waste in advertising, it is his belief that advertising is going to be attacked, possibly by Government authorities or by legislation, and that advertising men must be prepared to defend it, not with theories, but with facts.

In speaking of some of his experiences in purchasing newspaper space in Boston, Mr. Kirstein made a number of humorous references to selling arguments presented to him by advertising space salesmen, showing in each case how absurd such arguments would appear when applied to the sale or purchase of more tangible commodities than advertising space.

Among other things Mr. Kirstein urged upon his hearers was to advise advertising managers to become more closely identified with the sales work of their companies.

News and Observer Election

The Raleigh (N. C.) News and Obnerver Publishing Company stockholders have elected as directors Josephus Daniela, H. W. Jackson, Edward E. Britton, L. F. Alford, V. C. Moore, Miss Mary H. Horton, and Josephus Daniels, jr. All these directors, except Mr. Danlets and Mr. Jackson, devote their time exclusively to the paper, and all except the last named have been long with the company. He is the newest member of the staff in the advertising department. The officers elected for the ensuing year are: President Josephus Daniels; vice-president, Miss Mary H. Horton; secretary and treasurer, Josephus Daniels, jr.; editor, Edward E. Britton; business manager, V. C. Moore; assistant business manager, Josephus Daniels, jr.; manager mechanical department, L. F. Alford; cashler, Miss Mary H. Horton; auditor, S. C. Woolard.

Papers Pay Pupils Pin Money

Pupils of the public schools of Fort Worth, Tex., have joined in a co-

FOR SALE

Goss High-Speed Straightline Five Roll Double-Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and so page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 16,000 per hour.

> Walter Scott & Co. Plainfield, N. J.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

had a harder time being 90 per cent. operative movement by which old newspapers and magazines gathered by the school are sold. Through competitive hidding a price of 30 cents a hundred pounds for old newspapers and \$0 cents a hundred pounds for magazines has been established. The papers and magagines are brought to the schools by the pupils and are marketed by the principals of the schools, who keep individual accounts and pay to each pupil the proceeds of the sale on a pro rata

Doctor Expelled for Advertising

Because he was "unethical" enough to want to advertise himself and his profession, Dr. Thomas Dixon has been expelled from the Kings County Medical Society. He had inserted an advertisement in the classified telephone directory, and had published a booklet, "What you should know about the eye and the man who trents it." Over 400 members attended the special meeting of the Society Tuesday evening last, and it was one of the most exciting meetings that body had ever held. The session lasted until well after midnight, and, when the vote was finally taken on the motion to drop Dr. Dixon from the roll, 164 voted are and only 11 voted no. A large number of the members left the hall just before the roll was called, and many others remained silent and did not vote.

HINTS FOR THE MOTORISTS

By Albert L. Clough

Who for five years has conducted the Motor Service Bureau of The Review of Reviews

Weekly or e.o.d. service.

The International Syndicate

Features for Newspapers

Established 1889

Baltimore, Md.

USE UNITED PRESS

Afternoon Papers

General Offices, World Bldg., New York



Benefit for Newspaper Women

By a benefit performance last week the Woman's Press Club of Pittsburgh. Pa., netted \$2,073 as the nucleus of a fund for the aid of local newspaper wemen who may be in need. Mrs. A. P. Moore (Littian Russell) a member of the Club, was on the programme together with the Foys, Leo the cartoonlet, Beatrice Fairfax, and many other Society turned out in force. stars. Among the box holders were George S. Oliver, A. P. Moore, T. Hart Given, William Moore Patch, Mary Roberts Rinehart, and Mrs. Helen Rook Carroll.

A. G. Litterick, who has been on the staff of the Winnipeg Free Press for some years, has severed his connection with that paper and has joined the Nelson News.

F you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

> Chicago Evening Post Indianapolis Star Muncie Star Terre Haute Star Rocky Mountain News Denver Times Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street.

PREMIUMS

Publishers of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

BLAKE WILLSDEN Premium and Advertising Specialities 1000 Heyworth Bldg., Chies

We can increase your businessyou want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City Established a Quarter of a Century



ATOP O' THEWORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

T IS REALLY AMUSING HOW MANY SO-CALLED SOLICITORS there are who apparently know absolutely nothing about how to solicit.

Visitors? Betcher life! Talk-experts aplenty. Statistical bugs many of them. But salesmen perish the thought!

Why is it that solicitors, or men calling themselves solicitors, do not get the right angle on things? Why don't they study the other fellow's viewpoint and do comething really constructive?

There are hundreds of advertisers and thousands of prospects who could be made into good, paying customers if some good solicitor would get to them right. It can be done. It has been done. It is being done. But it is darn seldom.

Statistics are not particularly good things to solicit with but ideas are, provided they are feasible ideas and there are thousands of them, if you only look for them and give them out where they would work.

Here is a true story, founded on the personal vanity of a man:

The man in question is one mighty fine fellow and a man who, as far as he is concerned personally, is absolutely lacking in vanity.

But he is a father, and, being a father, knows that his children are just a wee bit superior to any other children that ever graced this dreary old world of ours. And he lave that to their mother, giving her all the credit for the beauty, brilliancy, and good qualities of those children.

Not very long ago the daughter told papa that she was contemplating changing her bourdine-place and that, in order to live up to tradition, she proposed having her name changed, too.

And here is where the personal vanity entered.

It was an important affair very important-and dad wanted the whole darm town to know about it. So he went to an advertising man, a friend, and asked for

The advertising man sent the news to two newspaper men, requesting them to use their good offices in seeing to it that this tremendously important event was

One man promptly replied, saving that he would take pleasure in attending to the publication of the story, and later on he made good splendidly.

The other man did not reply. And, when called on the telephone, said that he had done his best to get it fixed up, and thought it would go through, but could not be sure of it. It did not go through.

Now, dad, unbeknowned to either newspaper man, is considerable of a power behind the throne, influencing a great deal of advertising.

Admitting the story was not of vital interest to the world at large, it was important to that man, and the newspaper advertising man who did not make good is going to have mighty hard sledding keeping even with the newspaper advertising man who did make good, and he is going to have more than one more or less embarrassing interview with his boss, trying to explain why he cannot get business.

And still the man who did not make good is as nice a fellow as the man who did make good. He is simply unfortunate in being under men who spend a great deal more of their time studying arrogance than they do studying decency, concresy, and affability.

It is tough sledding for the man who wants to be decent to be tied to such people. But many solicitors fail to make good because they are so terribly handicapped by the powers over them.

A NENT OUR RECENT BRIEF ON THE "Do Your Christmas Shopping Early" fake, and now that we are past the season, but facing another Christmas some son, which will be upon us before some of us have paid the bills incurred by the one just past, why not get down to brass tacks and have some store come out with some real, straight-from-the-shoulder, honest-to-conducts editorial advertising which will eliminate the fake element and make all of us happy. As a suggestion, suppose some store run an advertisement something like this:

Do Your Christmas Shopping Early,

but

Do It With The Knowledge

That During The Last Few Days

Christmas Goods Will Be Reduced.

And then read this reason, and why it should not hold you back.

This store starts the Chris'mus season with great stocks of merchandise, purchased after extensive and careful shopping. Every item is expected to please, We know, too, that some of the goods will prove very popular, and we will not be able to meet the demand for them. We know, too, that some of the goods will not prove popular, and will not sell readily but we cannot tell which is which. Our customers will have to decide for us.

Now, as the end of the season draws nigh some goods will become mussed, soiled, and broken from handling. That is inevitable.

The slow sellers goods not carried regularly together with the mussed and broken goods, will be greatly reduced in price during the last few days but

The best, most wanted goods will not be on hand, so, unless you happen to be a hargain-hunter, or contented to put up with what is left,

Do Your Christmas Shopping Early

Such an announcement would be pretty near the truth, and would really have an effect on early shopping much stronger than the bunk generally used,

Daily Northwestern AT OSHKOSH

Only Wisconsin paper with Full Leased Wire Service of the Associated Press and United Press. Established 1868, A.B.C. report on circulation.

G. LOGAN PAYNE COMPANY Representatives

THE EVENING TELEGRAPHPHILADELPHIA

swined ever

TWO AND THREE-OUATER MILLION LINES

In unid advertising in the two-less months of 1910—
a far greater gain, six days a week, than that of ANY other Philodelphia newspaper, six or neven days a week.

The Pittsburgh Post

ONLY Democratic

Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansas City, China

The wa

Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

Buffalo News

EDWARD H. BUTLER Editor and Publisher

The only Bufulo nevropaper that ones its advertising columns. Muny of advertiors use our columns exclusive. The above is one of the many reaches.

MEMBER A. B. C.

Foreign Advertising Representatives KELLY-SMITH COMPANY eso Fifth Avenue NEW YORK Lytton Buildi CHICAGO

Food Medium

New Jersey

Trenton Times

A. B. C.

-12c Per

KELLY SMITH COMPANY

NEW YORK Lytton Building

METROPOLITAN DAILIES' SMALL LOCAL AD GAIN

Although 3,121 More Pages of Paid Publicity Were Printed in 1916 Than During Previous Year, 77 Per Cent. of Increase Was in National Advertising -Net Growth 912 Per Cent.

New York newspapers exhibited a gain of approximately 3,424 pages of advertising in 1916, compared with 1915. The total number of lines of advertising in the morning and evening papers combined for 1918 was 109,722,314, compared with 102,187,722 in 1915, the gain being 7,534,592, or 91, per cent. The evening group of papers gained 2,535,769 and the morning group 4,998,823 lines.

The department stores were, as usual the largest advertisers in Manhattan, purchasing 28,654,218 lines in the morning and evening papers, a loss of 1,-908,712 compared with 1915 The evening papers showed a loss of 1,237,573 and the morning papers 471,139 lines, according to the statistical figures of the New York Evening Post. This does not mean that the department stores do not believe in advertising, but rather that they are adopting the suggestion of newspaper men to get more out of their advertising - realizing greater value for their space. This is the doctrine that has been preached for the past year The result has been that there has been better conservation of the space, and more intelligent use of it. It means, also, that there is more truth in advertising than heretofore

Frw dry goods stores in Manhattan follow the old line of advertising the "greatest money-saving sale of the age. lower prices, better goods, and more, sensational values than is possible in any other store in the city" or "the If there is a comparison of country." prices, the comparison is made with those formerly quoted by the advertiser, as a rule, in order to move stock.

There was a gain of 1,297,297 lines in automobile display, 450,228 in the evening and \$47,074 in the morning papers.

GAIN IN NATIONAL ADVERTISING.

There was a gain of 4,560 692 lines in national advertising, 2,038,214 in the evening and 2,735,498 in the morning papers, which accounts for ngoperantmately 2,624 of the 3,424. In other words. 77 per cent, of the total gain in pages of advertising in New York city came from the national field.

PUBLICIA AD GAIN CHEATEST.

Local advertising, in the morning and evening field combined, amounted to 62,-556,089 lines, 35,356,388 being in the evening group of newspapers, and 26,-999,701 in the morning. The morning papers gained 237,661 lines and the evening 33,459 lines, the total gain in local advertising in 1916 over 1915 being 271,-520 lines, a gain of only about 124 pages tocally, compared with 2,624 in the foreign field.

For December, 1916, all the papers of New York printed 7.946,018 lines of advertising, a gain over the corresponding month in 1915 of 38,959 lines for the evening and 546,743 lines for the morning papers, the total gain being 585,702 lines. The gain in lines of department. store advertising among the papers for the last month of 1916 compared with the same period in 1915 was 189,470 lines; the evening papers exhibited a loss of 22,108 lines, the morning papers a gain of 211,578 lines.

The gain in national advertising for December, 1916, compared with the name month in 1915, was 20,071 lines for

the evening and 95,207 for the morning group, the total gain being 185,278 lines, about 35 pages over the same month in the previous year.

Automobile advertising exhibited a loss in December, 1916, compared with the same period for 1915, for the reason that the National Auto Show advertising for January, 1916, started in December, 1915, the exhibit being held earlier in January, while the 1917 show, which was held later in the month, was not advertised at all in the daily papers of New York during December, 1916.

The above figures include those of the Press, which was consolidated with the Sun in July, 1916.

FOR SALE

Advertisements under this circumfaction, Aftern cents per line, each insertion. Count sis stords to the line,

stords to the line.

FOR SALES 3-freek press, prints 5, 6, 8, 10, 12 16 20 24 press. Carribuled and rebuilt. The tiess Printing Press Co. Ch. 688, III.

FOR SALES—deck press, prints 5, 6, 8, 10, 12, 14 16, 20, 24 28, 32 pages. Will be overlaughed and rebuilt. The tiess Printing Press Co.

MISCELLANEOUS

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to the line. It the line of a prooperous newspaper in a flourishing city in the East desires to sell substantial interest for each to a man under distantial interest for each to a man under distantial interest for each to have present the publisher's object to to secure a permuncial working perions in relieve hims of ones managerist duties. Ample protection will be guaranties used interests and fundamentally interest, each Editor and Publisher.

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Publisher.

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SITUATIONS WANTED

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cities agreed 50 grards from baserious PARE.

CHMCLATHON MANAGER.— Ten years experlence. Understand handling mall dept carriers and street have in order to obtain best reorder. Have made a study of colds rione, has reorder three made a study of colds rione, has reorder three made a study of colds rione, has reorder to work in how. I washe circulation
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mendations from well known publishers. S. B. Core Scoth Vermonth, Mass Prittrently, with Publishers Willers A young newsing-can and an unusually entailed enter, desires to connect with a first class rate. Address O first entailed with Can conduct orbitins and slan writeruning editors in mile the References, the best Address O first eare of Editor and Publisher. SixwaysPhilman An experience of publisher, all rooms exceptive man having leaf full clarge of all desartances of best Newmanses, new employed will sensible a charge of a strong creatings and beginners in the Has desse every part of newspaces with historial precision of the experience of the first desse every part of newspaces with historial precision and men handling hig resulted. A feel outer-time of the experience of the control of the experience of the experience

SITUATIONS WANTED

cents per line, each faserifen. Count sie servis to the line. For those unemployed, not secret by unreds, tau facerifen FIEE, perbisements under this classification, for

deperdisaments under this classification, for My business in to recognize non-paying newspapers into paying properties. Miring vaccurity and get hig results by efficient and secondincial communication. Have trained appert advertising valuesmes and an expect circulation mixinger. Keep these and an expect circulation mixinger, Keep the and the minipolyment and call them on a sewergiper who needed the little pair the result on the right and the paying the paying the results of the larger, Know all departments by actual work. Want for the larger, Know all departments by actual work. Want his property systematized and placed on a good wound paying busin. Was the youngest publisher of a daily newspaper commended to the larger of 20. Am 40 years of age. Good record. Riceog reference, correspondence can be mixed. Columbre, Obisa.

Entitoli, All-cound newspaper man, experienced in all detartments, Good at desk work and apecial within. Him held important calcular positions. Sings Middle aged and excellent health. Can furtish best of references as to personal character and ability. Willing to deep of moderate salary. If assured permanent exponents. Address O 3104, care Editor and Publisher.

BUSINESS MANAGER AND AUDITOR—
Seven reace' experience with small and large layer by the control of treated in participation of treated in participation of efficient cost and economics system, and tables full integer of entire bestimates come are several unioned by meronolitan delivered treates and treated in the prior Are 30 married Bighest references. Reseaughtle commencing onlive exercised with requirement future benefit of meeting the particle of the property of the printing of the property of the property of the printing of the property of the printing of the prin

APVERTURING MAY—Objectle young advertising man, 12 years, experience as manager of datalog and chandles deconfinents of duties, travelling advertising representative of duties, travelling advertising representative of agricultural cubications general agency, and made order advertising, will essential connection officeing general operation of continuing help ability in the small contention way. For consider particulars, and reference address Box O 3197, care Estror and Publisher.

EINGTYPE MACHINIST — Operator wishes change: 35 News' experience all models to in-cluding 14: first class machinist, can handle hard reasonation, success machinist, and handle 34 Solite, 2:11 Ave. D. Flatbush, N. Y., care W. A. Lanksburg.

CHUTTATION MANAGER - Emptern circu-lator the is seriestent to built your circu-lation described retting the maximum results at a minimum cticase. Open for caracteris-ness Address O 3735 care Editor and Pub-ness Address O 3735 care Editor and Pub-

new Addresse O 329d ears Editor and Publisher.

BUSINESS OR CIRCULATION MANAGER—
Circulation menager with twenty-dre years' experience in mechanical departments and insisses offlore of one of the country's greatest successes, becort shows duly doubled, Sunday trebied, both
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ADVERTISING MAN—His work spiken of in noncommon terms in all employeers and enqualifiedly conducted by all employeers and enqualifiedly conducted by all employeers and enqualifiedly conducted by acted advectising and feature writer educatising conjugation. He can be all employee and feature writer educatising conjugation and feature writer educatising conjugation in the conference of the

AN EDITOR, thoroughly exteriored, and a line-wire introductive desires position as news or city editor. In middle class city. Evening tener-preferred. New holding shallar, rection, but de-siron to cinque. In present place feer year Emergetic, relarite, gest eventure, with ideas that cake circulation. Willing to tair at reas-enable salary that will increase as resolts war-rant, age 35. Address Q 3180, care Editor and Publisher.

and Publisher.

ADVIRTHISING MAN—Advertising expert
insizes position on newsymper in city of 10 000
commission or greater. Applicant processors instconstitute experience. Address O. 3185, care
before and Publisher.

MECHANICAL SUPERINTENDENT PORESTANDAND ASSESSMENT OF THE STANDARD STANDARD

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition 0. 0.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Antery Barwell

Henry F. Campon

WHY A BROKER?

In nearly every attraction where newspaper consolidation in desirable, intelligent mediation is necessary to satisfactory results.

Let us have the gravileng of taking with you in absolute confidence before the conditions have been made more difficult by some inexperienced mediator. In revent years to have been reaponable for many highly successful consolidations. It is the "only way out" in over-counted fields.

HARWELL & CANNON

Newspaper and Magazine Properties Times Bldg., New York

IN SLOT OR ON RIM

All-round news editor seeks position in custors city. Few men at imply-serves ceaseen city. Few men at twenty-waves have held better positions including sports, re-write night deal, and charge of make-up. Nervously corrective, does not tire easily, or drink, in kesses, bright and companionable. Now grifting 513 a week and can stay. The rightly paper and city are of more conse-quence than initial sulary. Ask about No.

4953; Our lists corer all departments in the Pub-lishing, Advertising and Printing field. No charge is made to employers.

FERNALD'S EXCHANGE, Inc. Third National Bank Bidg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher maintains as edicient corps of paid correspondents at the fellowing important trails control. Record, Philadelphia, Detroit. Glevaland, Pittaburgh, Glacianti, St. Louis. Glicago, Atlanta, New Crean, Dealas, Indianspoits, Washington, Reitmore, and San Francisco. Other correspondents will be added from time to time. Advertiser and newspaper seen will find a ready market for stories of adventising achievements, power best, etc., by addressing the main office, 1117 World Building, New York City.

Henach office are located as follows: Chicage, Henach office are located as follows: Chicage, Henach office are located as follows: Chicage, Henach office, 112 World Building, 163 W. Washington St., Che. H. May, Mgr., 'Phone Franklin 44; San Francisco, '12 Market St., R. J. Bidwell, manage, 'phune Kenrusy 2121.

The Editor and Publisher page contains 672 spate time, 168 on four. Columns are 18 pieces with and twelvis lashes deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$15 a helf page and \$42 a quarter page. Position extra. Time, space and cash discousing are allowed on contracts.

Small advertisements under proper classifica-

Small advertisements under proper classifica-tion will be charged as follows: For Sale and Help Wanted. Ofteen cents a line; Business Op-portunity and Miscalianovas, twenty-for could a line, and Situations Wasted, ten cents a line, count als words in the line. For those unrea-ployed a fifty werd or eight-line advertisement will be prohibated two times FRER, Readers are urged to have the paper mailed to the home address. This will insure present de-livery.

very.

The Editor and Publisher cells regularly
10c. a 0.09. \$2.00 per year in the United
tates and Osionizi Possentions. \$2.50 to Cantain and \$3.00 foreign, and is on sain end, weak
the following news stands:

at the following news stands:

New Yosh-Wee'ld Beliding, Tribune Building,
Park Row Building, 140 Names Street, Manning's toponate the World Building, 38 Park
Row: The Woolworth Building, Tames Building,
Forty-secund Kireet and Renadway, at beaching
entrance to Bubway; Breutano's Book Store,
The Woolway; Breutano's Book Store,
The Store Store Store Store Store
Mack's, Macy's conner, at Thirty:Swarth St. es-

Saltimore-B. E. Riwards, American Building. Philadelphia L. G. Rau, 7th and Chestnut rects; Wm. Sobel, Sulletin Building News trects; Wm. Sobel, Sulletin Building News-iand. Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 418 Wood

Washington, D. C.—Bort B. Trenfz, 511 Four-twenth Birwet, N. W., Riggs Bldg., News Stand. Chicago-Purmer's Book Storn, 57 N. Clark Street; Past Office News Co., Monroe Street; Chas. Lety Circ Co., 27 N. Fitch Avens.

Cleveland-Schrunder's News Store, Superi Street, opposite Fost Office; Solomon News Of 1111 Walnut Street.

Detroit--Solomon News Co., 60 Larned St., W. San Francisco-R. J. Ridwell Co., 742 Mariani-

DIED WHILE DOING GOOD

Mrs. Haskell, Widely-Known Wife of Publisher, Passes On.

William E. Haskell, jr., of Cone, Lorenzen & Woodman, has the sympathy of a host of friends, he having been hurriedly called on January 12 to his home in Minneapolis by the death of his mother, a woman of remarkable activity and ability, in her fifty-sixth year,

Mrs. Haskell, who was a native of St. Paul Minn, was the wife of William E. Haskell, one of the former owners of the Minneapolis Tribune. She was living in Europe with her younger children when the war began, and returned eto this country to devote her efforts here to the Bervian relief cause. It was largely due to the strain of this labor of love that her health failed until her death anguad

Mrs. Haskell enjoyed the acquaintance and friendship of hundreds of publishers throughout the United States.

For "Tody" Hamilton's Widow

A considerable sum has already heer. raised for the fund for relief of Mrs. Tody" Hamilton, part of which has been turned over to her for immediate Subscription lists will be circulated in newspaper offices of New York city and in press clubs throughout the country for a fund which will give to Mrs. Hamilton an annuity, which at her death may revert to a worthy charity.

OBITUARY NOTES

George F. Harrow, a California attorney and Republican politician of national fame, who died on January 6 in San Francisco, aged fifty years, was formerly a brilliant newspaper man. Hatton was widely known as a political writer. He began his work on the Pacific Coast in southern California and for several years was political writer and editor of the Oakland Tribune

WARREN WILSON, owner and editor of the Los Angeles Daily Journal, a legal publication, and identified at different times with other California newspapers. died at Venice, Cal., on January 4, of pneumonia. Mr. Wilson served as editor of the San Bernardino Index, which he founded at San Bernardino, Cal Later he went to San Diego and purchased the Sun, which he sold in 1889. He purchased the Los Angeles Daily Journal In 1892. Subsequently he established the Denver Daily Journal, but later gold it. He was born in Sacramento in 1456.

James J. James, aged thirty, an allaround newspaper man and one of the best known sporting editors of his day. in dead in Pittsburgh, where for fifteen years he had been employed on various papers. Two years ago he became totally blind

J W CHIEDRESS, aged eighty-two, for twenty four years editor and publisher of the Rush Springs (Okla) Landmark, died at his home on January 12.

The Discriminating Philadelphia Evening Ledger

Fan , ast ordered

DWIGGINS' SCHOOL DAYS

A These Colomic District Panel his tar and away the best talleate homos feature in the told

We to on a reason with the dense, but there wamp'ex

Y and the conserved of its confiminities size "alise excellence

The McClure Newspaper Syndicate 12) Want 32nd Street. New York City

Mr. Childress was an unreconstructed Democrat, and often boasted that he had never permitted publication of political announcements or political advertisements from Republicans at any

J. NELSON DICKERMAN, news editor of the Sherman (Tex.) Daily Democaat. and veteran newspaper man of north Toxas died at his home in Sherman on January 6, after an acute illness lasting little more than a week.

JOHN NORMS, II. son of the late John Norris, newspaper man, died January 13, at his residence, 906 St. Mark's Avenue, Brooklyn, in his twenty-fourth year, after a lingering illness. He was on the advertising staff of the New York Times, Mr. Norris was an alumnus of the Polytechnic Preparatory School, and was a member of the First New York Cavalry, but was prevented from leaving with the regiment for the border owing to his illness.

Col. NATE M. Rame, an old-time newspaper man, is dead at Chicago at the age of cighty years. In the 80's he was editor of the Morning News, and later he established the Banner of Gold. a paper exploiting the Keeley cure. He was a life member of the Chicago Press Club

C. FRANK BRANK, aged thirty-two, one of the best-known newspaper men in Des Moines, In., died January 14 of heart trouble. Mr. Brann was born in Des Moines and attended the public schools and the high school. Entering the newspaper field, he was employed by the Register, News, and Council Bluffe Nonparell, and was the circulation manager of the People's Popular Monthly at the time of his death.

THOMAS P. NICHOLS, who died at his home in Lynn, Mass., January 10, aged eighty-seven, was believed to be the oldest printer in the country. He learned the trade at the age of thirteen, and founded his own printing house later, publishing among other periodicals the Transcript.

Most Electory F. Romonogrove wife of the Democratic winner of the Public Ledger's editorial contest, died at her home in Philadelphia on Tuesday, after an ilineas of over a year. She was a daughter of the late W. J. Singleton, auperintendent of the Canadian Pacific Railroad at Montreal. The funeral was held on Thursday.

Pennions for Old Printers

International Typographical Union has in operation an old-age pension system, which now has on the roll 1,242 pensionera, who receive \$5 per week each. The fund is supported by a per capita tax of 14 of 1 per cent, on the total earnings of the members.

Mr. National Advertiser:

The Turculum (S. Y.) Stally Source han the pep" and his electrical through, Six to fourteen pages daily,

"It we late two thousand house every due,"

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

WEDDING RELLS

Friends of Charles B. Cory, Jr., and Miss Edna Thomas Novak have Just learned of their marriage, which occurred November 24. Mr. Cory is a member of the Chicago Herald staff, and Mrs. Cory has written special articles for several Chicago newspapers.

Miss Virginia Linn, daughter of Mr. and Mrs. M. P. Linn, of St. Louis, was married in that city January 15 to George B. Bullock. After through the South and West, they will make their home in St. Louis. The bride is a daughter of the president of the Advertising Club of St. Louis, who is also advertising manager of the St. Louis Republic.

Thomas F. Logan, Washington correspondent of the Philadelphia Inquirer, and Mrs. Mildred Loring Drouet were quietly married in Chicago a few days

M. A. Hanna, II, son of Dan R. Hanna. owner of the Cleveland (O.) Leader-News, was married for the second time a few days ago in the office of Justice of the Peace Calvert, Cleveland. The new Mrs. Hanna was Mrs. Rhea Fearm Brown, of Cleveland. The couple left for Watertown, N. T., where Mr. Hanna has transferred his newspeper interests to the new paper mills his father hought for him recently.

Miss Dorothy Hancock Stiles, daughter of Mark D. Stiles, one of the proprietors of the Mt. Vernon (N. Y.) Argus, was married in St. Peter's Church. London England, on January 6, to Lawrence C Wellington non of Prof. Charles Weilington, of Amherst, Mass. Mr. Wellington is an Attaché of the American Embassy at London. In the absence of the bride's father, she was given away by Ambasador Walter Hines Page.

Robert O. Foote, news editor of the Richmond (Va.) Evening Journal and formerly associate editor of the Los Angeles Graphic, and Miss Blythe Crawford, daughter of Mr. and Mrs. James Hugh Crawford, of Alhambra, Cal., were married January 6 in Washington D. C.

E. Poston Hamilton, editor and publisher of the Lewisville (Tex.) Enterprise, and Miss Willie Douglas Farrington, were married at the home of the bride at Lewisville, on New Year's Day. They will reside in Lewisville.

CIRCULATION HOLDERS

The fathering are the confeshment to the Notional Editwiol Service work ending, Jan.

2018. 1917.
Theodore Marburg, Formerly United States Minister to Relation.
Systems: Temporally, Author of Mississis Strunch for an Dasket Wilfred B. Schoff, Author of American Commerce and investment in South America.

Frank Andrews Pall, Litt D., Burner,

New York University
Henry Pract Pairchild, Professor of
Sectiology at Yale University.

J. Waddison Taylor, M.D. Professor of
Applies Theraceutts, Modical Department,
Tomple Interestry

National Editorial Service, Inc., 223 Fifth Ave., New York.

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n

World Bldg. New York

Frederick Bldg Cleveland

Newspaper Man Engaged

Arthur G. Burgoyne, jr., of the Pitts. burgh Gazette-Times, has announced the engagement of his sister. Florence Meredith Burgoyne, to Charles J. Murray, of Cleveland. Miss Burgoyne is the daughter of the late Arthur G. Burgoyne, editorial writer. Mr. Murray is a newspaper man, formerly of the staff of the Gazette-Times, but now with the Cleveland Leader.

Senate Would Control Press

A proposal has been submitted in the Oklahoma Legislature that newspapers be allowed representation in the executive sessions of the Senate, that certain portions of the Senate proceedings be regarded as privileged and permission be given newspapers to publish such portions, and that other portions be withheld from publications, newspapers heing requested not to publish them. Another rule proposed is that the Senate appoint a member as press representative to give to newspaper representatives such portions of the executive session as it is desired shall be ub-

The Middletown (O) Journal has completed sixty years of existence, and on January 12 issued its "birthdaybuoster" edition in commemoration of the event. The edition contained twenty-four pages. The paper was established first as a weekly, and in 1890 was changed to an afternoon daily.

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat

R. J. BIDWELL CO.

DAILY **NEWSPAPERS**

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street SAN FRANCISCO

Here's A Winning Combination—People Who Wish to Buy and Are Able to Buy—Newspapers That Come to the Very Heart of the Home As a Welcome Friend and There Give Their Message to Those Who Believe In Them

An Intimate View of New York State Possibilities

By MANLY M. GILLAM, Advertising Counsel, New York City

New York State as a whole has as small a percentage of waste population, from an advertiser's standpoint, as any state in the Union. It tremendously outstrips most of them in the percentage of real prospects for any worthy advertised thing.

Having a product that deserves attention, that a considerable number of people would do well to buy, the advertiser's thought should then be to get his story to those who have a right to be interested.

No matter what the proposition, so that it be reasonable, a New York constituency comes nearer to being an all around constituency than any other I know of.

There is no chance for any advertiser to go entirely wrong: there is small chance that he will go far wrong; there is practical certainty that he will do well—if he deserves to.

No better field, no better condition need be asked for.

Three quarters of the state simply bristles with communities made up of people who want substantial things up to the very best and are able to pay for them.

I know of no better newspapers anywhere than the average through New York State.

They reach the people. They have character and standing that give them real weight with the people. The great majority are so conducted and so edited that an advertisement appearing in their columns has the practical endorsement of the paper.

A DAILY FORCE OF ALMOST FOUR MILLION

Paid 2.500 10,000

		Lines	Lines
Albany Knickerbocker Press (M)	41,090	.06	.06
Albany Knickerbocker Press (S)	35,144	.06	.06
Brooklyn Eagle 3c (E)	44,332	.16	.16
Binghamton Press-Leader (E)	28,761	.07	.05
Buffalo Courier-Enquirer (M&E) 1	102,568	.14	.12
Buffalo Courier-Enquirer (S)	101,795	.14	.12
Buffalo News	103,303	.15	.15
Corning Evening Leader (E)	7,832	.0193	.015
Elmira Star-Gazette (E)	21,549	.035	.03
Gloversville Herald (M)	6,483	.02	.015
Gloversville Leader-Republican (E)	5.714	.0143	.0103
Ithaca Journal (E)	6,804	.035	.015
Jamestown Post (M)	8,751	.025	.0207
Middletown Times-Press	5,222	.0178	.0107
Mt. Vernon Daily Argus (E)	6,888	.0214	.015
Newburgh Journal (E)	5,076	.0107	.0107
New York American (M)	329,984	.40	.38
New York American (S)	705,224	.60	.57
New York Globe (E)	210,994	28	.27
New York Herald (M)	OO Sale	£ 40	.40
New York Herald (S)	99,597	1 50	.50
New York Evening Post (3c) (E)	20,744	.18	.16
New York Sun (S)		[39	.36
New York Sun (S)	192,210	1.39	.36
New York Sun (E)	171,247	.31	.29
New York Telegram (E)	010.463	1.2925	.27
New York Telegram (S)	218,463	1 195	.18
New York Times (M)	110.001	50	.45
New York Times (S)	340,904	.50	.93
New York World (M)	menut of the time	40	40
New York World (S)	398,894	.40	.40
New York World (E)	404,858	.40	.40
Rochester Union & Advertiser (E)			.06
3,4	661,707	6.3160	5.9129

Ratings Government Statements, October, 1916.

That is a winning combination for sure—people who wish to buy and who are able to buy a newspaper that comes to the very heart of the home as a welcome friend and there gives its message to those who believe in it. Could any publicity possibility be stronger?

Think of reaching over 10,-000,000 such people in one state!

Think of ease of access and ease of delivery!

Think of the radiating influence of such a campaign!

The adviser who cannot harvest richly in such a field has himself to blame.

When Prosperity touches anywhere between the oceans New York State is sure to feel the thrill.

Prosperity is here now. The farmers are prosperous, the fruit growers are prosperous, the manufacturers are prosperous.

They never before had so much money to spend.

They never before had so many recognized needs.

They never before were so ready to take good offerings.

The time and place to fish is when and where fish are running.

The fish of business opportunity are running now as never before in New York State.

The only lure needed to land them is an offering of merit, plainly presented.

Drop your line through these newspapers, Mr. Manufacturer, and have no doubt that the result will be more than satisfactory if you do your part.

The Newspapers listed on this page offer 3,560,404 average Circulation at a total combined cost of \$6.16 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-eight cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of New York State, and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the Benefit?

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York, Phones, Beekman 4330, 4331.

New York Advertising Situation

Figures Showing Volume of Display Advertising Carried in the Daily Newspapers for the Years 1916 and 1915

(From Figures Compiled By The Evening Post)

DRY GOODS ADVERTISING

1916	1915
Journal2,959,137	3,757,496
Globe 2,416,050	2,211,817
World2,332,067	2,839,024
Sun	2,233,143
Mail	2,034,964
Telegram	1,258,444
Post 833,405	548,466

NATIONAL ADVERTISING (1916)

Journ	M	ı.	l	۰								٠				4			1,512,386
Globs	В								۰	9	,							۰	1,251,390
Sun								٠		۰		٠							1,159,204
Post																	٠		986,286
Work	d				4					*					,				891,601
Mail				۰		۰				,									800,085
Teleg	Ç¥.	18	×	n					,					۰	,			,	592,848

MEN'S FURNISHINGS (1916)

	*		0																481,573
																			172,983
																			162,017
E	n					٠						٠	٠						126,367
																			123,007
																			112,463
		,	+														_		27,707
10	ď	ŧı	3/	E		p#	u	27	d	20	3								
	. I	EED	113	113	113	100	m	m	m	E13	m	m	m	m	m	m	m	m	m

Total Display Advertising:

EVENING NEWSPAPERS

1916	1919
Journal 7,019,969	6,904,035
Globe	5,340,526
Sun 5,500,857	4,691,030
World 4,869,804	5,165,796
Mail 4,732,071	4,165,710
Post 3,542,538	3,206,688
Telegram **3,076,946	2,868,967
Telegram	Tibecutae t

*The Globe omitted 250,000 lines on account of white paper shortage. **Six days excluding Sunday.

MORNING NEWSPAPERS (Excluding Sunday)

	1916	1915
Times	5,529,305	4,921,567
American		2,254,853
World	2,670,804	2,558,049
Tribune	2,539,904	1,931,884
Sun	2,219,284	1,962,093
Herald	2,099,614	2,201,969
Tologram	482 706	447.796

SUNDAY NEWSPAPERS

	1916	1915
Times	4,243,2	36 3,262,404
American	4,057,0	18 3,740,896
World	. 3,707,9	50 3,433,284
Herald	. 3,050,5	22 3,209,243
Tribune	. 1,630,6	79 1,031,766
Sun	. 1,525,4	69 1,469,286

WOMEN'S SPECIALTY SHOPS (1916)

Journa	1						*				4		4			٠	433,80
Globe												4		4	٠	4	416,70
World									i	ı	٠			6		٠	293,73
Sun		_	_			_											232,71
Mail .								_			٠	á	*			٠	163,98
Post .																	96,36
Telegra	L	m:	ì		_					4		٠	4			,	35,11

FOOD ADVERTISING (1916)

Globe					,	۰										1			
World	٠			٠	4			٠		4						,		÷	229,366
Sun							٠			٠				٠	٠			٠	220,318
Journa	1												٠				,		205,105
Mail .			i											٠		,	,	٠	126,033
Post .	į.		i				٠		٠					,			,		90,653
Telegra	RI	DC	ì.	,	,	٠													83,838

FINANCIAL ADVERTISING (1916)

Post															
Sun .							,	,						4	545,793
Mail											٠	۰	٠		389,895
Globe					4			,		٠					364,691
Telegi	r	M	m	ı		,									176,921
Journ	a	3													36,474
World	ı		٠	,			,								16,936

PUBLISHERS' ADVERTISING (1916)

Prost						,	,		,	,	,					139,103
Globe .		4							,	,						86,594
Journal						,	,	,	,		,	,		,		84,610
Sun				,			٠		,							38,197
Mail			,		,		,			,						16,877
World .			,				,		,							5,538
Telegrai	11	1											_			1,197

AUTOMOBILE ADVERTISING (1916)

				1						,				
Telegram								,	,		,			702,014
Sun									,					312,109
Journal														199,259
Mail						,		,	,				_	198,729
Globe			٠				4		,					188,219
Post		,			,								4.	175,389
World														26,853

Now 200,000 a Day

THE NEW YORK GLOBE

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK Brunswick Bldg.

Member

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$2.00 a Year Coppright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, JANUARY 27, 1917

10 Cents a Copy

TO MEN WHO HAVE NEVER ADVERTISED

To men who have never advertised but who have a meritorious product that should be marketed in greater quantities than it is now—

To men who have no money to throw away, but who would like to start some advertising under the most favorable possible conditions, with a small expenditure, and prove the success of that advertising before increasing their expenditure—

To such men all the resources of The Chicago Tribune's Merchandising Service Department are open without cost or fee of any kind.

Its merchandising maps showing the buying power of each section of Chicago—its lists of all the high-grade retail dealers with their ratings—its data covering every line of retail merchandising showing exactly what local conditions are—the services of its seasoned merchandising men who know every corner of Chicago as you know your A B C's—all this is at the disposal of any man who wants to increase his sales and do it with the smallest possible cost.

We've started many on the road to big successes. We'll be glad to help you if you have an honest piece of merchandise.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over

600,000 500,000 Sunday 350,000 300,000 Daily

· Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y. Pacific Coast Advertising Office: 742 Market Street, San Francisco

I AM Reader Interest

I AM the attribute which every newspaper must have or fall short of success.

I AM not easily obtained—and I am maintained only by the greatest stability of purpose.

I SERVE a diversity of tastes and interests, and my intrinsic value to a newspaper lies in a degree of discernment and receptivity with which I interpret and respond to what it offers.

I KNOW that individuality in a newspaper makes a strong and lasting appeal and that it is a mighty element in sustaining me.

I KNOW that the contents of a newspaper and the tastes of its readers can so harmonize as to effect a community of active interest highly profitable to both.

I KNOW that reader sympathy and reader response give to a newspaper an enviable circle, and when coupled with the means to buy that for which its advertising columns may have created a desire—the result is a trilogy of advertising values the worth-whileness of which cannot be disputed.

I AM that invaluable asset which has enabled The New York Evening Post to demonstrate to advertisers that the worth to them of the voluminous circulation of the so-called "popular newspaper" is based not on its entire distribution, but only on that portion of it which reaches readers really interested in what they have to offer; that the best medium is the one with undiluted circulation—the kind that everyone knows The New York Evening Post has. Its circulation is as homogeneous as that of any high-class periodical. It is the newspaper of the home of culture and refinement. It is read for information, not for sensation—and the "home genius" herself is one of the firmest attestants to the wisdom of publishing only such matter as is of permanent importance, whether it be news, editorial, feature or advertising.

Why gamble by buying dilution and dregs when the very essence of what the advertiser seeks can be had in the columns of

The New Hork Evening Post

More Than A Newspaper- A National Institution

→1916 WAS BY FAR THE

BIGGEST YEAR*

IN THE HISTORY OF THE ST. LOUIS

POST-DISPATCH



In NET PAID CIRCULATION and in volume of PAID LEGITIMATE ADVERTISING The Post-Dispatch record for 1916 overshadows that of all other St. Louis newspapers, also retaining its established position as one of the 2 leading newspapers in the 7 largest cities of the United States in volume of display advertising.

DISPLAY ADVERTISING

In the Leading Newspapers of the Seven Largest Cities:

ST. LOUIS POST-DISPATCH	-	-	-	-	-	-	-	-	9,716,840	Agate	Lines
New York Times	-	-	-	_	-	-	-	_	9,772,546	44	4.6
Chicago Tribune	-	_		-	-	_	-	-	9,641,400	4.6	6.6
Cleveland Plain-Dealer -	-	_	-	₩.	-	-	-	-	8,395,016	8.6	6.6
Boston Post	***	-	_	-		-	-	-	7,848,222	6.6	6.6
Philadelphia Inquirer	-	-	440	-	-	-	•	-	7,762,800	6.6	6.6
Baltimore News	•	-	-	-	-	-	-	-	7,475,962	6.6	6 6

Comparisons of

TOTAL PAID ADVERTISING

Carried by the 5 St. Louis Newspapers During 1916:

ST. LOU	JIS	POS	T-DIS	SPAT	'CF	ł,	12,	969,040
Globe-Dem	ocra	t -	-	-	-	•		8,301,600
Republic			-	-	-	-		4,585,500
*Times -		-	-	-	-	•	-	3,497,200
*Star					•		-	3,120,000
Post-Dispa	tch (GAIN	(Over	1915)		-	-	1,555,400

This Table (The Post-Dispatch exceeded its nearest competitor 4,667,440 lines and carried 81,940 lines more than its two nearest competitors, the Globe-Democrat and Republic added together; (also it exceeded three out of all four of its competitors combined by 1,766,340 lines.

POST-DISPATCH Circulation Average, 1916: Sunday only, 356,193 Average Daily, 204,201

Tribune Building, Chiengo, Third National Bank Bidg., M. Louis,

Tribune Building, New York. Ford Building, Detroit.

THE BALTIMORE SUN

After a thorough test, extending over several months, including the exacting conditions of the tremendous holiday rush, has made its

Ad Room Exclusively Monotype



Six Monotype Keyboards—Six Casting Machines—Lead and Rule Attachments, give the Sun Monotype composition and Monotype display type and material for all ads, and all the advantages of the Monotype System of

NON-DISTRIBUTION

The Baltimore Sun is one of the ten journals in the United States carrying the largest amount of advertising, having printed last year 8,524,595 lines—or 608,899 inches single column.

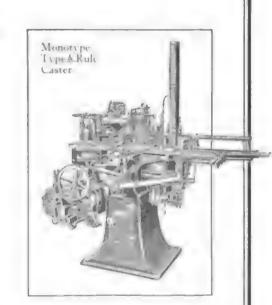
EIGHT OF THESE TEN JOURNALS USE MONOTYPES IN THEIR AD ROOMS

When Newspaper Managers generally realize the advantages of Monotype Ad Composition and Non-Distribution, all ad rooms will be all Monotype

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK: World Building Boston: Wentworth Building Сисадо: Rand-McNally Building Токомто: Lumsden Building



THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Bailding, 63 Fask Row, New York City. Private Branch Telephone Exchange, Beckman 4330. The Journalist, established 1884; The Editor and Publisher and The Journalist, 1901; James Wright Bown, President; Edwin Deddright (Wift, Servettay and Treasurer

Vol. 40 Crepropt, 1917, by The Editor and Publisher Co. NEW YORK, SATURDAY, JANUARY 27, 1917

GENERAL OTIS A FIGHTER WITH SWORD AND PEN

Distinguished Editor of Los Angeles Times Has Served His Country in War and in Peace With Equal Ardor and Courage-In Building a Great Newspaper He Has Helped to Build a Great State-Commanding Figure in American Journalism. By W. D. Showalter

ENERAL MARRISON GRAY OTES

vis the Pirst Citien of the Land of

The max-makers designate his sonny empire as southern California.

Thorty-five years ago, when he became office of the Los Augeles Times, ting to the world of cottanders the has delivered the memage. And it has On February 10, 1917, General Oils his eightieth Liriblay. The statement will seem unbellevable to tereporary workers in the field of jouraccomplished in the past would characte age of rast, of a shifting of burdens to rounger nich. Hut, at eachty, General the heart a centre of miracles." which there is he blombs. The first

1832. Hits porcette father, Stephen Clin, had emigrated from Yermant to the year 2000; and his Otts framed the trade of printer. He

ernment Printing Office at Westing-His record as a seldier in the Civil War is a soluble one. He served fored in rifteen engagements, was twice tions, including two brevets.



He held the rank of captain in the and under Cal. footberford it. Hayes August 1, 1865, he was henorably dis-

to experies the Pilipine insurrection, William McKinley, in May, 1818. was assigned to the Eighth Argur

Coron at Manife, in which he commanded the drat briends of the first division, and later the first brigade of the second division, holding the left of the American line on the northern command of his brigade, at the Pittpine cuttered on the night of Petronry 4. His brigade constituted the principal force engaged in the assentit reary 10 (his birthday austremany).

ed, with his brigade, to "pierce the en erst's centre" in the advance on the temporary Pilipine capital, Malcion. Brig.-Gen. Otto, at his own request, was was henoraldy discharged freen the military service on July 2, 1889. He He acquired a one-fourth interest to

and, in October, 1886, Joined in the orengination of the Times-Mirror Comgeneral manager stace 1884. tieneral Otis has made of the Times a newspaper so big in scope, so original in methods, so aggressive in policies, so courageous in buttling for the principles held by its distinguished editor, so untiring to its service to the great field in which it dominates that it has be-Everywhere, by laymen as well as by ble brethren of the press, the Times is considered the voice of the Pacific Bouthwest, the mirror of the life and the ideals of the people of that coun-

General Oils is a stalwart Republi ean, unhesitatingly aligning blesself with "the Old Guard" of his party; yet, to his newspaper, gover allowing his contention. He has kept the consesses and has necestimes reduced to support the candidates of his party The Times has been, for many years, in the front rank of Assertean news-

It is a marning newspaper, with a Sunday impe remarkable met alone for size often running to nearly & hundred and fifty pages but for the variety and value of its contents.

On October 1, 1910, the building of

of that track and ghastly spinute in On October 2, 1822, the new home of

the Times, crected on the ette of the 1509. On March 25, 1889, he was ordereditor calls "industrial freedom." The new building was designed to be "as nearly fire-proof, earthquake-proof, and dynamite-proof as is humanly possible." It is a model newspaper home, and one of the chief points of interest for tourists who visit Los Angeles.

In his fights for individualism in the industrial world—for the right of an employer to control his business down to the smallest details, and for the worker to accept or to abandon employment without restraint—Gen. Otis has antagonised multitudes. He has had the courage to stand by his convictions, uncompromised, unshackled, unpurchasable, unafraid, and unincumbered. The protagonists of unionism consider him prejudiced and reactionary—but they know him for a man of iron courage, and they respect him as a fighter who asks no quarter.

Gen. Otis was married to Miss Eliza A. Wetherby in 1859. For twenty-five years she was actively associated with him in journalism. She died in 1904. She was the author of a noted volume of prose and poetry entitled "California, Where Sets the Sun." Of the five children of that union but two survive-Marian, wife of Harry Chandler, and Mr. Mabel, wife of Franklin Booth. Chandler is treasurer and assistant general manager, and Marian Otis-Chanddier is vice-president and secretary of the Times-Mirror Company. Gen. Otls's bome is the Rivouac. Westlake, Los Angeles.

THE TIMES A COLONIZING PURCE.

The Times is sometimes referred to as a product of the great Southwest. It is equally true that much of the life of this same Southwest is the product of the Times—the result, the fruit, of that newspaper's perpetual service to its community, of its tireless efforts to bring to that land of flowers the vital people of the country who sapired to live and work under kindly skies. For the Times has been a colonizing force. It has made its every issue a brief for southern California, and countiess thousands of the people who live there owe the fact to its influence and persuasion.

Thirty-five years ago, when Gen. Otis became editor of the paper, he realized that Mother Nature had given to that part of her estates everything needed for human comforts and delights—only PEOPLE were lacking. And this lack he set about to repair. There are now nearly 600,000 people in Los Angeles. The city has an area of 337 square miles.

Gen. Otts values, above all material assets of the Times, the confidence its readers have in it—"the responsiveness of its readers to the appeals of its advertising patrons." This responsiveness is founded upon the unending service of the paper to its ellentêle—upon its treless enterprise in obtaining the news of the world and in giving to its patrons a daily measure of value difficult to duplicate. Its readers believe in the Times, and so, of course, they believe in the advertising it carries.

The editors and publishers of America would be unable to think of Los Angeles, or of southern California, without associating Gen, Otis with the thought. In any record of that wondrous section, of its material development, or of its progress and culture, Gen. Otis would figure, perforce. His service to his State has been so stendfast-his service to his city so ineffaceable and so fruitful -- that he has carned the homage and affection of his follow-citizens, the plaudits of his fellow-workers in the whole field of American journalism, and the designation of "First Citizen of the Land of Heart's Desire '

LINCOLN B. PALMER THROWS SEARCHLIGHT INTO MANY YEARS OF NEWS PRINT HISTORY

General Manager of American Newspaper Publishers Association Tells
New York Association of Dailies How Artificial Prices Have
Been Created and High Profits Obtained by Mills Since
the International Company Was Organized in
1898—What Led to Present Conditions.

INCOLN B. PALMER, general manager of the American Newspaper Publishers Association, addressing the New York Associated Dailies at Albany on January 23, discussed many of the accomplishments of the association, now thirty years old. Among the many triumphs he mentioned the dissolution of the General Paper Company; the securing of equitable action on express and railroad rates; the reduction of maximum penalty for newspaper infringement of photographic copyright from \$5,000 to \$200; the exposing of advertising fakirs and free space seekers; saving \$500,000 annually to publishers by blocking efforts to raise freight rates ten per cent. on paper; fighting for the freedom of the press and battling against the Owen Corrupt Practices Bill.

Mr. Palmer reviewed the news print history as he had gathered it from A. N. P. A. records, covering a period of eighteen years-since the International Paper Company was organized in 1898. with a capital stock of \$55,000,000. It ras then composed of twenty-four of the largest mills in the country, and controlled 80 per cent of the total output. After detailing the organization in 1900 of the Great Northern Paper Company for the purpose of combating the "Trust" and "Trust" prices, and giving it a clean bill of health in the present crisis, Mr. Palmer gave facts and figures of the long fight against the "Trust" and "Trust" prices, of the squeeze of 1907, and of the buttle then made to break artificially-created prices. Coming down to four years ago, Mr. Palmer said:

"From 1913 to the spring of 1916, the prevailing market price was around \$38 per ton, £ o. b., mill. Lower sales were reported, and higher prices were also paid.

"Prior to 1916 the members of the News Print Manufacturers' Association, representing 80 per cent. of the continent's production, are believed to have held frequent meetings in Canada and various points in the United Statesmeetings of sufficient importance to cause the leading manufacturers to attend, but, like the Gary dinners, with nothing to eat, presumably of insufficient importance to make necessary the keeping of records.

"A standard price of two cents, mill, seems to have been in mind, and one manufacturer even went so far as to suggest that for the good of the business, publishers should pay in excess of the market price and refuse to permit the mills to keep up even a semblance of competition.

"The fall of 1915 witnessed an unexpected and sudden increase of newspaper advertising, which resulted in increased deliveries from the mills.

"During the first half of the year they had permitted their stocks to drop from over 91,000 tons to nearly 77,000, and during the last six months 8,000 more, so that the first of 1916 showed less than 69,000 tons, which, by July 1, had dwindled to about 58,000 tons, well below the danger-point.

THE SQUEEZE OF 1916.

"Contracts were renewed at increasing prices. During December the International announced its minimum price to be about \$62 per ton at the mill for 1917 delivery, and some other mills fixing even higher prices.

"The tonnage of contract customers was in many cases reduced 10 per cent. to 25 per cent., and there is some speculation as to what price the excess tonnage will bring.

A. N. P. A. BOONOMY CAMPAIGN.

"To guard agaist these high prices the A. N. P. A. waged a campaign for economy during all of last year, but it was not generally heeded until too late to affect the 1917 price.

To supplement economy many newspapers have increased both retail and wholesale prices. No better method to offset increased cost seems to have been discovered. Newspapers in all parts of the country are increasing their selling price from one to two cents, and it you gentlemen have not already done so, I urge you to put such increase into pracitice.

THE PEDERAL TRADE COMMISSION-1916.

"From the preliminary report of the Federal Trade Commission we learn that it was obliged in order to show the true cost of production to revise the cost figures as shown by the manufacturers' books by eliminating all interest charges, inter-company profits, rentals, and transfer profits, to substitute its own depreciation charges, and in some instances to reduce shrinkage charges.

"The Commission also found that more mills were producing at lower cost during the first half of 1916 than during the same period of 1915—that selling cost was lower and profits per ton higher.

"The Commission found the average prices received per ton f. o. h. mill to be less than \$40 during the period from 1912 to July 1, 1916, except from the mills of Wisconsin and Minnesota, where the prices ranged slightly over \$40 during 1913 and the first six months of 1916, and under that figure during 1914 and 1915, and from three Pacific Coast mills which received as much as \$44 during 1912.

The Commission also reported the following manufacturing costs for the periods stated: 1913—30 mills produced 944,363 tons at an average cost of \$33.41½; 1914—35 mills produced 1,043,-530 tons at an average cost of \$32.08; 1916—35 mills produced 1,025,461 tons at an average cost of \$32.20; 1916—34 mills produced during the first six months 539,836 tons, or at the rate of 1,079,672 tens per annum at an average rate of \$31.93.

"The Commission adds that if the one mill included in 1915 and not in the 1916 figures was included it would bring the



L. B. PALMER.

averages of the two years more nearly together.

The Commission also found that the average cost of more than 80 per cent. of the total production of the United States mills and 75 per cent. of Canadian mills shows no increase in cost during the first half of 1916 as compared with 1915.

REPORT OF TARLET BOARD, 1911.

"It is interesting to note that the report of the Tariff Board submitted May, 1911, showed the average manufacturing cost of news print, not including depreciation or interest, by 38 mills to be \$32.88 per ton, a higher price than during the preceding four years. The lowest production cost of any mill was \$24.50, the highest \$43.

FURMER MARKET PRICE NOT LOW.

"It is obvious that every doilar of capital stock on which dividends are to be paid tends to decrease the dividend rate; therefore, other conditions being equal, an over-capitalized mill, especially if a considerable portion of its stock is water, or issued for non-productive speculative account, may not be expected to return as high a dividend as a well-balanced mill. Surely, the fact that it does not should not be taken as an evidence that the market price of news print is too low, but rather that its organization is faulty.

"The Tariff Board (see 1911 report) contains the following:

"The lowest actual balanced mill which we have examined in this regard (necessary capital investment per ton per day) shows \$15,000.

"'It may be said in general terms that under normal conditions an investment for hydraulic power and fully equipped balanced plant, of best construction and equipment, and a capacity of 100 tons per day, ought to be fully covered by \$17,000 per ton per day.

"If these (cost of water, storage, or facilities for extra grinding) were included, the total might be increased to \$20,000. Either of these figures should be taken as a liberal estimate."

"The Tariff Board found that from 50 to 60 cents per ton would cover interest charge, should working capital not be charged to investment.

"If, therefore, we hear complaint of market price being too low to afford adequate dividends, may we not with propriety look into questions of expiralization and what it represents, make inquiry with regard to the relation of net investment to number of tons produced, and delve also into the question of speculative investment or profits of speculative investment or profits of setterdianics."

"I am creditably informed the net (Consisted on page 27)

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AMAZING ACTIVITIES OF RODMAN WANAMAKER

NEW OWNER OF THE PHILADELPHIA PRESS While the Great Merchandising Business Created by His Father Is His-Greatest Pre-occupation, He Finds Time to Help Direct Affairs of

Banks, Theatres, Real Estate Developments, Hotels and Other Big Interests-Loves Art and Music and Finds His Pleasure in Them and in His Incessant Work.

By CERTIS WAUM-SMITH

R ODMAN WANAMAKER, new owner of the Philadelphia Press.

—what manner of man is be? This bearer of a name famous all over the world; of whom, even in his own rity, there are few who can say they know him well, yet whose personality and achievements have made him beloved and respected in Paris and Loudon, as well as in certain circles in this country where men of vision and paramount ability foregather. All over the United States newspaper owners will be keen to hear something about their new associate. who with the purchase of the old Republican daily, his second newspaper property, becomes a great potential power in journalism, and of whom the least that can be said is, that whatever the Wanamaker hand finds to do, it does with all its might.

It is not easy to paint his picture. A man of self-effacement, a loyal and worthy son of a distinguished sire, he is a living denial of the theory that great men seldom beget great sons. In passing it may be mentioned that John Wansmaker, Jr., the only son of Rodman, has become associated with the Wanamaker store, in Philadelphia, and is already, according to accounts, giving notable proof of the race from which he springs.

Three things clordy distinguish Rod- West End Trust Company, the owner man Wanamaker to the world at large building of the already "Amor-

les," which was destined to make the first aerial passage of the Atlantic and ent measured to the American Indian in New York harbor; and his close association and unoold and unlimited Assistance to the American Art Assocuston in Paris, which has been of instudying their craft in that city. yand these three things from the fact development and management of the Wannemaker stores. Beyond even this and realized by comparatively few, he cots-banks, theatres, betein, real-relate developments—to all of which he given georgiahip, and finding, beaven alone the pulse of each separate enterprise.

This story is largely written from authoring accounts of a score of witsenses, high and low. Of the real man plaking they know full well, and trim flood. He se said to be one of the This is chiefly because he is so unutburn, though be to not at all food of personal publicity and will probably be ampthing but pleased with week to spent in New York, and when John Wannamaker goes away on a va-Lib Ingrapsy Corepany, a director of

NOW OF HIS MANY ORGAN ASSESSMENTATION.



POLICIAN WANAMAKER years, or the daring conception of bull-

no one knows what else. In the last "He has no recreations," according to one who knows him well. Probably i

CHEATRE STREET STREET ALTERNATION His greatest of prevenualisms is the has been bifted to the reals of a fine senistive in Paris, where he had a lavewhich there be constantly sent over ideas were innovations in the land of "all pictures, articles de verre fasticos taste and his ability to awage the trend A collection of old Prench prints and of art. He those best qualified to redge, expert which the country has produced can do everything," says one of his

riches, cutied from every corner of the earth, and would come finally to the great organ, where alone, save for the of the Legion of Honor, his father size leing a member of the same distin-It is very difficult to speak of one main

Streiman, who sent fir Paper on there the policy or manuscreent of rither

had it, was christened in 1914 and -poch-making fight being deferred until better times. The plan was to strive for the \$50,000 prize offered by Lord North-1970 to the Daily Mail for the 1914, also, Mr. Wanamaker presented the failess. America III to the Aero Club of Pennsylvania, to represent the State to the national bulloon races at 21 Loois. About a year ago, it was amounced that a giant tel-plane ten was under construction, "which would nautical power by crossing the ocean in one flight." In his letter to the president,

will be recalled that the first, "Malestic

to see up only there regularly ocressed to remain Californian Favor Co.operations

maker, president, and he added: "I hoppe

ALL SERENE WITH PITTS. BURGH NEWSPAPERS

Raise in Price to Two Cents, Inaugurated December L Has Had Most Favorable Respits - No Great Loss of Circulation, and Advertising Has In-

That the increase in price from one cent to two cents, made by the Pittsburgh. Pa., dailles on December 1 last, reads to Torn Ereron and Pulmaness by a man thoroughly familiar with the Directorich situation The Pittsburgh papers have now had over eight weeks' picety of time in which to find out if the scheme was going to be a success or not. The general effect on circulation, advertising, and general business

I have not to hear of a single complaint from any of the publishers over the effect of the increased price," he said, "while to the contrary, every one has stated that he was very well satisfeel with the charge. All report that their circulations are rapidly resussing were very much ions than they had anticiouted. As to the effect of the inthe advertising I wish to say that I believe all papers wit show a decided ber 1, 1916, over the same period last year. In addition to that, I believe that the papers won the good-will of the adverting by their action of increasing the price of newspapers to the reader instead of throwing the entire torden upon his shoulders. At any rate, all of the papers have received many comminery letters from advertisery congratulating them upon their action.

PUBLIC OF THE REWISSITS. "Planurning to the subject of circulation, I want to add that the greater pertion of the bosses that were spetalacd at tern up and destroyed by striking newsbeen In addition to that, many sympathlars, who did not know what they expressions about record to teed the papers because they imagined they had been unfair with the newsborn. Much of the trouble was the result of the determination of the publishers to pagers there. The system was commonir knews as the padrone system. out an end to it. In this they have been successful; and now all of the boys are a part of their earnings to a man who beretofore controlled them. The cry of the striking powshous was that they wanted a full cent profit on all papers and in this they succeeded in arcostng they them of a portion of their profit. and who did not understand that, as a

When you explain that it's the other dian of voursalf.



THARLES R. MILLER, editor-in-chief of the New York Times, believes that the first few sentences of an editorial should be a concise presentation of its purposes and orgument. This is the policy he has followed on the Three, and its impress is freed in the news columns of that paper, where the what of the story is told in the first sentence or cornerson. Mr. Miller was Stortegyfeld Republican to 1972-75. He is one of the clearest thinkess in New believes that, to get on in the newspaper prefeader, it should be agreeable and satisfying to one to inform himself on all polycets about which he may write. This implies reading and research in many fields. A study of international and constitutional law he believes to be port of the presency equipment of an editor, in order that he may intelligently discuss investigat questions in delemany on the one hand and soti-trust, railroad, and publisheration installation on the other; while the handling of fureign topon rails for the runding of history, in order to intelligently interpret events in coulors times. In order to find the sources of international questions and problems it is only by day to day study of lusean affairs that the editorial writer is able to rough the unbinance judgment. He believes the mission of the new spaper about to to telling

about a higher order of intelligency in the direction of public affairs. Mr. Miller's bobby is longuages. He reads Prouch, Germen, Spanish, Rus-

sian, and Italian, in the original work. He does not have to rely upon the version of some translator whom he does not have. He can one of course the very thought of the foreign writer for himself. Here one means his conspreheradon of fereign subjects and topics of international interest for the Miller is his research invariably goes through the work of the best-known writers in the six languages which he is able to rend. Work, to Mr. Miller, is a matter of joy. He cuters it with cuthustann, applying himself an systematically that sessed with the idea that he arest succeed. There are tirror when it reasterns less arises, he follows it persistently, patiently, and with a determined energy that can right the year early on a solution. Mr. Mellor become described with also New York Times in 1875, first on the tringraph deak, then as editor of the invebref. He is a member of the Century, Metropolitan, Pipeng Hock, the plays golf, likes billiards, and debalts in hunting and tishing.

This picture of Mr. Miller, snapped while he was working at his duck in the Price offices, shows how absorbed he becomes and gives an tion of the self-scataining interest by finds in his work of directing the editorial polycy of SAW PRESIDENT WILSON

ABOUT THE OWEN BILL

Frank P. Glass, Vice-President of the A. N. P. A. Also Pointed Out to Congressional Committee Features of the Correct Practices Art to Which Pub-Washington, January S.-Frank P.

Class proprietor of the Hirmingham organisation is on varation. Mr. Glass sent out more than four hundred telein Chicago on Friday, for which city Mr. Glass left to-day. The President gave Mr. Glass an interview at the Capnot on Wednesday, when the caper sitdent showing the keepest interest to Congress which Mr. Oluns thought at Previous to his interview with the President, Mr. Glass had been Hetened to which Committee had charge of report-Scnate. To this sub-committee Mr. Glass pointed out what seemed to him to be defects in the proposed law re-

Mr. Class petated out to the Committee the enormous power given to the being classed as common carriers and tegralated for as such. He stated that responsibilities as reposed in bles by this bill, and pointed out that the restrictions imposed by the net against publishers have been consented upon

PAPERS HOP COMMON CARRIEDS.

before asking the Senate to Scotty page Talented Representatives' "Stunts" Washington, January B .- To-night

tenentative Henry Harnbart, of Indiana. York will strig several selections; Rep. sentative Bengares C. Hilliand will also

ADVERTISING AFFILIATION MEETS AT CLEVELAND IN TWO-DAY CONVENTION

Session Brings Together Delegations from Ad Clubs of Many Cities -Vital Topics Discussed by Practical Men-Secretary Daniels, of the Navy, An Invited Guest-Warm Contest for Club Attendance Trophy and for Honor of Entertaining Next Meeting.

OA A C. W. in its annual convenland O. to-day. The meeting started



to-eight with a banquet at which the stone of the Advertistas Affiliation, com-



ALEXANDER P. OSSUROR. Vice-President As a result targe delegations were pres-

Friday with a get-regether danner at

UTSIDE of the cathering of the At 5:15 a salesmanship meeting was held, of which N. M. Peters, pres was chairman. The speakers scheduled land, C. Louis Allen, of the Perspe Institute of Technology at Pittsburgh.

prove profitableness of advertising deager of the Mayore Company. partment. Hohert Disque, Post-Stand-DESCRIPTION OF PERSON ASSESSMENT On Saturday carried at 7:30 there was a club breakfast in the Cleve-Reportered net and discussed the ful-Chaleman-Finley H. Greene, Matafed for none o'clock, to last one and one-half hours. W. P. Guodopeed, pressews-Northrup Works, Duffalo, N. Y. shint of the Huffale Ad Clab, and gra-(1) Tupic-Open discussion of: (a) Evils of speculative work by craftsween; (to How cooperation on part of adver-



W. P. Goucerson, President Buffalo Ad Clab, Director.

(I) Took - "The Appropriation"

(I) Topic The Internal Problem effort in merchandise being featured?

Miss Sames J. Patrick, Halle Bres. Co., (Seveland, 15-minute paper-15-minute (1) Topic-"The Advectising Beelf." own advantage the manufacturers' or Jobbers' advertising effort? W. H. Campminute paper-10-minute discussion, 10 At the same hour, the Manufacturers

Advertising Department also beld a Topic-"Getting Results by the icht Oblique," Robert E. Banney, Art

(I) Topic-"How to Start a New Brand is a Crowded Market, Alex F. Cabern, tuniness manager, E. P. Remington Agency, Deffalo, 10-minute paper-15rainute discussion, 9:45 to 10:30. DEPOT MAIL CAMPANING. (1) Topic-"How Link Up: (a) Di-

rest mail compaign with personal modita

Larwiell, Herst Mfg. Co., Canton. 25-

tieer seves his money and paye craftsmen a better profit. 45-minute discus-(I) Topic--- Hiumrated Jecture on

Mr. M. Luckiesh, physicist.

paper-30-referste discussion. (2) Tuple-"Effective Organization."

a study of civic conditions in Cleveland with special reference to the markets The officers of the Affiliation and the From 16:45 to 12:15, the Direct Mail Affiliation officers, 1916-17-President Advertising Department met with C. E. Cliaton G. Fish, Rochester Ad Club: vice-president, Alex. F. Osborne, Baralo



The delegation from that city will make

Hee. Josephus Damme, Secretary of the Navy. A4 Club; secretary, S. A. Websenburger, Cheveland Advertising Club; tren-

surer, C. B. Sala, Advrags Clab of Can-Affiliation Grectors, 1916-17--Wm. P. Goodspeed, Alex. P. Ospora, DaFurast. Porter, Buffalo Ad Club: J. B. Militaro. Jos. H. Wilsen, Clinton G. Plah, Boches ter Ad Club; E. H. Lawrell, R. V. Mitchell, C. R. Hele, Aderast Club of Cam-ten; Jeroma D. Barners, Walter B Cherry, N. M. Peters, Syracuse Adverthing Men's Club; Wm. J. Finddate, Ab-



Charles W. Meacs, advertising man-

savy of Winten Motor Car Company, Advertising Wobblers": Illehard H. At the burguet this evening, Clinton t). Fish, of Rochester, president of the Advertising Affileties, will preside as chairman, and will introduce William

The Cunton, Syracons, and Hochester. freed to the city sending the largest delegation to the convention. Syracus-Affiliation, and in expected to land it. this year.



tand Smith, L. E. Honsywell, Cleveland General Convention committee-Al-

Want Convention in Chicago Recrewatatives of Chicago news-

NEWS PRINT ALLOTMENT OF 80 PER CENT. PUTS 412,300 TONS IN THE "SPOT" MARKET

Manufacturers' Policy to Starve Newspapers, by Creating an Artificial Shortage, May Have the Effect of Piling Up a Surplus that Will Result in Breaking Print Paper Quotations While New High Level Prices Were Anticipated.

HE policy of the news print manufacturers in allotting publishers during 1917 only 30 per cent. of the amount of paper they consumed during 1916, will throw 412,300 tons of print into the open or "spot" market. This is assuming that the papermakers will manufacture as much news print this year as they did last, and they have stated that they will not manufacture any more.

Publishers have alleged for months past that the policy of starving them was for the purpose of creating an artificial market for the surplus, compelling them to bid against each other for a sufficient supply to meet their require-

Contracting with publishers for only 80 per cent. of their 1916 consumption leaves 20 per cent. to be accounted for This 20 per cent. constitutes more than 1,000 tons a day, and publishers are curious to know why prices rule so high now that the 1917 demand has been curtailed to a point where there is every indication that there will be a surplus of almost one-fifth of the total production, over and above the amount for which the mills are willing to contract.

FURLISHIESS NOT ALL TREATED ALIKE.

Newspapers have not all been treated alike by the mills, it is stated. Some of them have been permitted to contract in 1917 for as much as 90 per ent. of their 1916 consumption, others have only been given 80 per cent., some only 75 per cent., while a number have been abundoned by the mills that have formerly supplied them, or have been unable to get paper, except through the Federal Trade Commission. The amount the Commission has been able to give in evidently from surplus stock. Some publishers, it is asserted, have been allowed to contract for the same amount of paper this year that they obtained

ENGRMOUS PROFITS FOR MANUFACTUREDS.

Some idea of the profits that will accrue to papermakers from the increased price by the holding out of 20 per cent. of the product for the "spot" market may be gained from the following:

Paper has been selling in the neighborhood of \$38 a ton, or approximately \$40 a ton, for years past. There was an increase in the cost of manufacturing fast year, which publishers insist should not be in excess of \$5 a ton. The quality of the paper is poorer than it was, and the matter of color has been reduced to the minimum, and, in these respects, publishers claim to have conceded to papermakers at least \$3 a ton. In other words, they claim that manufacturing costs have not increased more than \$2 a ton. Out of this price (approximately \$40 a ton) the papermaker paid all the costs of freight to destination, cartage, storage, and insurance.

Taking advantage of the artificial condition of the market, prices have been increased to \$62 a ten, an advance of about \$22. At the old price the 20 per cent, excess tonnage which manufacturers are not contracting this year, would have sold for \$16,425 mil.

At the present price of not less than .0210 cents a pound f. o. b. mill, the same tennance will bring \$23.485,300. Allow-ing \$5 a ton for increase cost of manufacture, there should be an additional to the of about \$6,975,300, for the additional to the same cost of the s

tional cost of manufacture would be approximately \$2,061,500. There should be added to this profit the amount the manufacturers will save in freight, storing them to take less paper last year than their contract requirements called for, and then in cutting off 20 per cent, plus the increased price, has had the effect of making the future market of news print, and particularly open or "spot" sales uncertain. The increase in price has caused many newspapers to double the retail selling price of the newspapers on the streets, in one town alone reducing the news print demand of the daily papers by 10,000 tons a year. This has contributed to a condition entirely different from that which

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THEN IT HAPPENED-JUST AS THE BUSINESS MANAGER WAS SHOWING THE BEAU-TIFUL DALGREEF OF THEM BEGINST ADVERTISES THEOLOGY THE NEW COM-POSING ROOM.

age, cartage, and insurance, which they formerly paid, and which they have now passed on to the publisher, plus the cost of ingredients they have left out of the paper, such as coloring, and so on, which have changed news print appearance and affected the quality. This is figuring on the minimum contract price at the mill. As the 20 per cent, surplus is not contracted, and publishers seem to be unable, in many cases, to get a contract, while many jobbers have a supply when the price rules skyward, it would appear that the 412,500 tons of print will be held for a higher quotation.

BREAK IN THE MARKET EXPROTED.

There has been current for a long time rumors to the effect that a break may be expected in the market during the coming summer, and if the 80 per cent, alletment plan is persisted in, and the figures from which the calculation is made are correct, then it would appear that before the year is over there will be available a supply of paper amounting to 412,300 tons, plus the amount of additional tomage that is coming on the market during 1917.

Drastic economies forced on publishers by manufacturers, first in compellexisted one year ago, when advertisers made greater demands than ever on the newspapers for space, thereby increasing the consumption, and forcing the mills to run at high pressure.

PUBLISHEERS BUD AUAINST BACH OTHER.

Then publishers went into the open market and bid against each other, driving prices to new high levels. Practically every ton of paper in the United States, outside of that contracted, was placed on the auction block.

The investigation by the Federal Trade Commission brought the representatives of the publishers of the Unit-distance together, and they have placed their houses in order. The result is that they are using less news print to-day than they have for some time past, and they are printing more papers in doing so, for they have cut off all forms of waste.

This began to have its effect in December, when predictions were to dymade that there would be a break in the "spot" market by the middle of 1917, and perhaps before. Manufactuous delined to make contracts for sex months' time, insisting that contracts should read for one year, and expire on December 31, 1917. The economies of publishers have been carried to such a point that there is no longer an abnormal demand for news print in the open market, and instead of an actual shortage, it begins to look as though there will be a surplus that may bother manufacturers to dispose of before the year is over.

MORE PRINT IN SIGHT.

The indications are that there will be constantly more news print given over to the distribution of the Federal Trade Commission, and it is believed that within a very short time that an amount sufficient to take care of the small publishers, or something less than 52,000 tons for the year, will be in sight. There is no authoritative statement to this effect, but it seems to be the general impression.

In the meantime attempts to create an artificial market have been made, it is charged, by some publishers, who assert that jobbers have been trying to stampede them into signing a contract for a year, regardless of the tonnage they may use, at the prevailing high prices. Small tonnage brings 4, 5, and 6 cents a pound. Men who buy in carlots at irregular intervals, say, every thirty, sixty, or ninety days, are asked as much as 6 cents a pound, and some as low as 4% cents a pound. Publishers who buy in broken lots, or less than car-lots, pay more, and those who obtain their requirements from week to week or month to month, as many of them do, have paid as much as 10 or 11 cents a pound, and it is in the supplying of these markets, it is charged, that an artificial market is created, for these figures are quoted to show that the demand is in excess of the supply.

That there has been a softening tendency to prices is evident, some jobbers dropping the price where it is found that publishers appear indifferent, or seem to have other sources of supply.

The consumption of news print by the newspapers of the United States in 1917 amounted to 2,052,500 tons. Of this amount, 1,642,803 tons, or 80 per cent., was furnished by mills belonging to the News Print Manufacturers' Association, the other 20 per cent., or 410,692 tons, was made by mills not reporting to that organization.

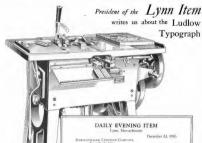
RANDALL'S NEW MAIL BILL

Would Raise Rates for Papers Carrying More Than 25 Per Cent. of Ads.

A bill has been introduced in the House by Representative Randall to increase the mailing rate of all newspapers and periodicals carrying more than 25 per cent, of advertising matter, and requiring publishers to send all matter through the mails to get the benefit of the second-class rate. If express or freight is used, he proposes a zone system of charges, the zones to be the same as that now applying to parcel post business. The rates he proposes in the new measure are, for first, second, and third zone, limit of 300 miles, 1 cent a pound; up to 600 miles, 2 cents; 1,000 miles, 3 cents; 1,400 miles, 4 cents; 1,800 miles, 5 cents; and more than 1,800 miles, 6 cents a pound. If a publication contains more than 25 per cent, advertising, it will pay the zone rates; and if 25 per cent, or less than that amount of advertising, it will take the 1 cent a pound rate.

Any time you think it's a cinch, stop and think again. It is better to change your mind before than after you lose.

Read What W. R. HASTINGS



HERGENTHALES LINGTUTE COMPANY,
New York City.
Pear Sirs:
One point which has, perhaps, never been called to the

attention of the Mergenhaler Lioneye Company, is that our streetyper reports that since we commerced using the Landon merkine he has been able to use a lot of driving blastner which had been disaction. The presents also reports that he has been also been also been also been also been also been also been proven user out of this press blastner. The bracks in the been proven user out of this press blastner. The bracks in the contraction of the press of the brack of the contraction of the press of the brackets. The brack is the condition of the press of the brackets of the condition of the press of the brackets of the contraction of the press of the press of the press of the results are all directly torought to the Ludius slags, became we supply and lost types.

Very truly years,
HASTINGS & SONS PUB. CO.,
by W. R. HASTINGS,
President

The Ludlow Typograph Casts Display Type up to 48 Point on Slugs, and Places Your Display Composition on a Low-Cost and Absolutely Known Cell Basis.

MERGENTHALER LINOTYPE COMPANY TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 S. Wabash Avenue SAN FRANCISCO
646 Sarramento Street
TORONTO: Carudian Limitype Limited, 35 Lombard Street

NEW ORLEANS

CHAIRMEN OF A. A. C. W. COMMITTEES CHOSEN

Twenty-five Hustlers in General Charge of Various Interests at St. Louis Convention in June It Will cost \$80,000 to Care for the 10,000 Vivitors Experted at Big Meet.

With preparations all made for the collection of a convention fund of \$50,-000, to care for the 7,000 to 10,000 visttors expected, St. Louis ad. men are getting busier and busier every day. At a recent meeting of the general committee it was decided that the above amount would be necessary. Addresses were made by Mayor Henry W. Kiel, President M. P. Linn, J. Ferd Oberwinder, general director of the Convention Board: Associate Directors John Ring. jr. George M. Burbach, and Convention Secretary H. E. Meyers, Chairmen of twenty-five committees, that had just been appointed, were also present, as Advertising and Promotion. follown: W. C. D'Arcy, chairman, D'Arcy Advertising Co. Badges, Carl Gogel. chairman, St. Louis Times. Civic Cooperation, Hon. Henry W. Kiel, Mayor of Mt. Louis. Hotels, Herbert Durand. chairman, Nelson Chesman Adv. Co. Information, Chas. F. Hatfield, chairman, St. Louis Convention and publicity Bureau. Music, C. E. Storer, chairman, Baldwin Plano Co. Night Parade, Arthur Siegel, chairman, St. Louis Poster Co. Printing, B. E. Chappelow, chairman. Chappelow Adv. Co. Reception. Robert E. Lee, chairman, Auto Review. Session Quarters, C. L. Britton, chairman, Beruggs-Vandervoort & Barney. Speakers, H. M. Morgan, chairman, American Trust Co. Theatres, E. L. Skinner, chairman, Buxton & Skinner Women's Advertising Clubs, Frank L. Osborne, chairman, International Shoe Co. General Entertainment, H S. Gardner, chairman, Gardner Advertising Co. Illuminations, Frank D. Beardslee, chairman, Union Electric Light and Power Co. Ladies' Entertainment, Max Koenusberg, Famous & Barr Co National Exhibit, Flint Garrison. chairman, The Drygoodsman. Pageant, Walter S. Donabison, chairman National Printing and Eng. Co. Publicity, E. Lansing Ray, chairman, St. Louis Globe-Democrat. Bergennt-at-arms, Chas. R. Ketchum, St. Louis Republic, Souvenirs, Geo. E. Cayou, chairman, Advertising Slide Co. Sunday Inspirational, Roy B. Sloipson, chairman, Fisher-Steinbrugge Transportation, Glen W. Adv. Co. Hutchinson, chairman, Western Advertisting Co.

FAIR PRICES OR NO PAPER

Missouri General Assembly Pusses Real "Show Me" Resolution.

State Senator Sam H Cook this week introduced in the Missester General Asnembly a resolution requesting that no contracts for paper be made in behalf of the State until proof shall be produced that prices are fair. It was passed.

The resolution is in protest of the high price of paper, which is being severely felt by all Missouri publishers. The Missouri Press Association committer appointed had week in St. Leads to tuvesticate trices and alloyed combines. headed by H J Blanton, editor of the Paris (Mo.) Mercury, was authorized by the Sounte to take the matter up with Capation

If a man's wife is his better half and he has been married twice, what is there left of him ' -t'attell

By the Side of the Road By Thomas Dreier

"The culture of one's own test life much come with his ordinary work or else the man is sacrified to the profession. We are not here to be effective nunchines for grinding out sermons or briefs, operations or incrured, barquita or manufactured probable; we are here to be men, stong, fine, aspiring, and useful men. The whole man therefore must be considered, the bedy, his brain, ble hours, and his soul, as well as are pures, when you make selection of his iffe-work. What you make out of you version to make out of you is tenfold more important?"

— There of Reynolds Brown. What you make cet of year vocation is an important question, but

antoon estam paramigromonomicon managem antimonomico de la compania del compania del compania de la compania del la compania de la compania del la compania de la compania del la comp

IN PITTSFIELD, MASSACHUSETTS, lives a friend of mine who is manager of a foundry, and who is also one of the best read men I know. I can see him now, sitting in the corner of his Lving-room, a pipe in the corner of his mouth, and some book in his hand

Currously enough he is interested in religiona, the Oriental, mystical kind having for him a sort of fascination I know that I owe much to him for opening many gates into gardens of thought that to me had never before

Many a long tramp we used to take over the hills, and many a glorious session we have had together at his house or at my apartment. He helped me grow.

Not long ago Prof. Kirsopp Lake was in Pittsfield, where he gave a talk on the relation of the New Testament to modern religious thought. Remembeting our old discussions, my good friend James Howe sent me a report of what Professor Lake said

One paragraph interests me especially, perhaps because it represents my own belief. The speaker was answering the question: "What do we librals mean to-day by God"

The young men of the present day in our universities," said the speaker, "have somewhat definite ideas on the subject." He might have said that countiess young men outside of the universities also have definite ideas on the same aubject.

"They feel," he went on, "that the old belief that God is much like ourselves is rather vague and meaningless. What they do feel is that all through the world and universe there ma) he seen a definite purpose,

While they may not be able to understand all this purpose, this is due to our own ignorance. It is there to learn of. And this purpose is not a merely mechanical purpose, but an intelligent, vital, living purpose, running through all tife

"The young men of to-day think of God in that light, as a great, overwhelming purpose, running throughout all life. The real duty of a Christinn as they see it, is to subordinate his will to this great purpose and link his life with it. He who holds such a view is none the less to-day a Chaintian though not a believer in the oldtype of theology."

Let us all be thankful that the old blea that certain persons could by prayer change the great fundamental laws of nature is disappearing from the world. We no longer seek to exact the law or have it changed. Instead. we study to obey it.

lab becomes richer and fuller and we do botton work and here better men and women when we hold must be the behalf that the world to governot hy unchanging laws which we can

trust. If you prefer, substitute God for laws. The name does not matter.

Changes take place, of course, but always in accordance with the law, thedience to the law means freedom from trouble, it means health, it means success, it means happines

Be calm. The world and all that is in it is being taken care of. When things mem to be going wrong from our point of view, let us find comfort in the thought that from the point of view of God all in well

Cursing, reviling, complaining, whining will not help us win happiness or contenument. Perfect trust and perfect love will.

. . .

CHARLES FROHMAN WAS NOT ONLY a master showman, but was using the phrase of Mark Twain's, "A master of hearts"

Sir James Barrie says that he was known as "the man who never broke his word." His squareness was a quality which came straight from the heart. To him the phrase "businesse is business" meant nothing. It was not necessary for him to have contracts with his stars, because every one of his stars knew that Frohman would give nothing but the squarest kind of a square deal. Even when he had a chance to make money by doing the unneighborly thing he refused to do it. He was too log a man to profit by the bad luck of others.

In his biography who h has just appeared, the story is told that there was once a well-known English author who was in great financial need, and he cabled his agent in America that he would sell outright for two thousand dollars all the dramatic rights to a certain play of his that Frohman and an associate had on the road at that time. The associate thought it was a the opportunity and personally calded the money through his agent. Then went to Frohumn and said, with great satisfaction:

"I've made some money for us tu-

"How's that" said Frohman.

Then his associate told the story of the author's predicament and what he had done. He stood walting for commendation Instead, Frohman's facdarkened, he rame a bell, and when his secretary appeared he said:

"Phase wire Blank that the money colded to him feeday was an advance. on future royalties.

Then he turned to his assessante and

"Never, so long as you work with me in any enterprise, take advantage of the distress of author of actor. This min's play was good should for its to proclaim in and it is still good attorish. tere it is memory. When it make a money for unit also reakes munus for him

RHODE ISLANG SENATOR HITS TRADING STAMP

If Barry Bill Becomes a Law Licenses Ranging from \$500 in Small Towns to \$3,000 in Providence, Will Be Required for Use of Coupons and Similar Devices.

PROVIDENCE, R. I., January 25 .- Senator John J. Barry, of Central Falls, would license all persons, stores, and corporations furnishing trading stamps and the like to customers for the purpose of creating trade. He has introduced a bill in the Senate looking for the creation of a fee to regulate the trading-stamp system. Business men in this city say that the adoption of the measure would place extreme hardships on them, because of the enormity of the price of the Beense.

Senator Barry would force every dealer giving trading stamps and the like to pay \$3,000 for a license in Providence; \$1,000 for licenses in other cities in the State, and \$500 for the towns. Violation of the measure would he classed as a gross misdemeanor and punishable under that statute.

The measure provides that licenses shall run for one year, and that a separate license shall be obtained from the State Treasurer for each store using stamps, coupons, tickets, certificates, cards, or other similar devices. Idcenses could be used at no place except the one mentioned therein.

Maine Publishers Elect Officers

The Maine Press Association concluded its fifty-fourth annual meeting at Portland last Saturday night with the election of officers and the appointment of a committee to investigate the feasttility of forming a cooperative association for the buying of news print paper.

The session occupied two days, the principal business transacted being the adoption of a new constitution for the organization. This provides for three classes of members, publishers, etc., of dailies, of weeklies, and general printers. A proposition to change the name to the Maine Press and Printers' Association was voted down. The election of officers resulted in the selection of the following: President, Edward L. Blanding, of Bangor; vice-presidents, Frank B. Nichols, of Bath; Charles H. Form, of Houlton, and Frederick L. Tower, of Portland; secretary, Roland T. Patten, of Skowhegan; treasurer, William H. Dow, of Portland. The president and three vice-presidents, by the new constitution, constitute the executive committee.

Editor Sues Railroad

R. O. Payne, of North Lewisburg, O. a newspaper man, with his wife, hasued the Erie Railway for \$12,500 for personal injuries sustained in a wreck.

Lively Press Club Election

Toronto Press Club elections are scheduled for the night of January 29. and judging by the amount of campaign literature to be seen around the local rooms of the six Toronto dailles, a warm fight for the various offices will develop. The following are the nominees: For president, G. Midford, World; W. McKnight, Globe, A. Rubra, News; H. C. Hundmarsh, Star. For vice-president, J. L. Milligan, Globe; K. McKay, Teleplan: J. Simpson, Star; E Reynolds, Gloss W. Wellis, Mail and Empire; G. Smith World, For treasurer, W. Logan, News J. Honon Mail and Empire; M. O Hammond, Globe and W. L. Wilkinsen, World The secretary, Hew Trill, World, was elected by acclamation.

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Here's Concrete Evidence of the Prosperity of the Birmingham District:

1,556,422 **LINES GAINED**

By The Birmingham News in 1916

A gain in 1916 of 1,556,422 lines of advertising over the volume printed in 1915 is the remarkable record achieved by The Birmingham News, "The South's Greatest Newspaper."

This extraordinary showing was equaled by only a limited number of American newspapers and exceeded by few.

The Birmingham News' gain in volume was three times as great as that of either The Age-Herald or The Ledger.

Here are the comparative figures for 1915 and 1916:

	THE !	NEWS	AGE-H	ERALD	THE LEDGER		
	1916	1915	1916	1915	1916	1915	
Local	5,840,632	4,666,326	3,448,564	2,953,412	3,367,350	3,004,974	
Foreign	1,479,716	1,097,600	980,672	905,184	916,342	731,864	
Total	7,320,348	5,763,926	4,429,236	3,858,596	4,283,692	3,736,838	
Gains	1,556,42	22 Lines	570,64	O Lines	546,854	4 Lines	

It is most important to you to note The News' long lead and big gains in linage from advertisers in Birmingham—merchants here on the ground who know how to spend their money for results.

And the National advertisers have found out, too. They gave The News in 1916 382,116 lines more than in 1915.

The band wagon is rubber tired, has inflated cushion seats and runs over asphalt pavements. Nineteen Seventeen is the time to climb on for a veritable joyride.

"Nothing succeeds like The News' circulation."

The Birmingham News

"The South's Greatest Newspaper"

220 Fifth Avenue, NEW YORK

Kelly-Smith Company FOREIGN REPRESENTATIVES Member Audit Bureau of Circulations

Lytton Building, CHICAGO

NEWS PRINT MAKERS DEFEND PRICE AT CONFERENCE WITH PUBLISHERS IN CHICAGO

Alexander Smith, of the Abitibi Paper Co., States that Manufacturing Costs Have Increased to Such an Extent that the Day of the Penny Paper Has Passed-Frank P. Glass Defends the Attitude of the Publishers.

(Special to THE EDITION AND PUBLISHESS.) CHICAGO, Jahuary 26, 1917.

Nearly two hundred newspaper publishers and print paper manufacturers met here to-day at a conference at the Blackstone Hotel to consider the exigencies of the print paper situation. The conference was called by the manufacturers for the purpose of convincing the publishers that the high prices for paper are justified under the present conditions and through the medium of open discussion to arouse a more friendly feeling on the part of their cus-

Among those present were three members of the Federal Trade Commission-William J. Harris, Joseph E. Davies, and W. H. Parry.

The manufacturers who spoke did not deny that there had been individual cases of "hold-up" methods applied to publishers, but, in the main according to their statements the manufacturers have treated the publishers fairly, considering the extraordinary conditions in the paper-manufacturing industry.

"The question is not at what price we can sell you the paper," said President P. T. Dodge, of the International "The question is Paper Company. whether we produce paper at all."

Alexander Smith, of the banking firm Peabody, Houghteling & Co., and vicepresident of the Abitibi Paper Co., declared that the cost of manufacture had risen to such an extent that newspapers could never hope to sell for 1 cent again.

Mr. Smith, from the standpoint of a banker, arraigned the manufacturors for "twenty years of inefficiency," which, manufacturers have all along charged he said, has culminated in the present situation. His argument was that the manufacturers have all along charged too little for print paper.

Frank Glass, of the Montgomery Advertiser, chairman of the paper committee of the American Newspaper Publishers Association, summed up the sentiment of a large group of the publishers when he voiced the feeling that the admissions of the manufacturers showed that they themselves were to blame for the present chaotic conditions of the industry and the consequent difficulties of the publishers.

George H. Mead, of the Spanish River Pulp & Paper Co., and chairman of the executive committee of the Manufacturers' Association, acted as chairman. He asserted in effect that it was the sole desire of the manufacturers to lay their cards on the table in order that conperation might be obtained.

YOUNG PRABBIN MANUFACTURER'S FRANK-34 speed.

Lafayette Young, jr., of the Des Moines t'apitol, one of the moving spir-Its among the conferrees, took the same nttitude. He praised E. W. Backus, of the Minnesoia & Ontario International Power Co, for taking his customers into his confidence and convincing them of the justice of increased prices.

The statement of Mr. Smith, of Peabody, Houghteling & Co., in its frank discussion of the "inefficiency" and "fallatien" of the manufacturers, aroused great interest. In answer to a question put by Mr. Giasa he said he would regard \$12

a ton as the least profit that would justify investment in a paper mill. He said manufacturers have been content with \$5 a ton profit because their accounting took no consideration of cost of power, depiction of wood supply, and the extraordinary hazards of fire and

VIEWS OF A BANKER.

He warned the publishers that even if they would and could attempt to control the price through Government agencies the natural laws of supply and demand would finally precipitate a more dangerous condition than now ex-His reasons were that capital inter. would not invest in new milis, and the present mills could not continue to exist if prices were so low as to wipe out He advocated four remedies. First that the manufacturers should pay greater attention to cost accounting. Becond, that the publishers should consider print paper as a commodity, subject to conditions that affect coal, iron, and the like. Third, that the publishers and manufacturers should co. operate to eliminate cutthroat competition. Fourth that the publishers must give up the hope of returning to a 1cent paper. President Dodge of the International, explained at length how the increased cost of labor and supplies had necessitated the increase in cost. "How is it, then," asked Mr. Glass, "that the Federal Trade Commission found that the cost was \$1.65 less during the first six months of 1916 than previous-Do you dispute their figures?"

Mr. Dodge replied that he would not dispute their figures, though he took exception to some of their accounting.

MR. MEAD'S EXPLANATION.

Mr Mend added an explanation that the manufacturers were able during 1915 to buy materials at low prices. that they had these materials on hand at the beginning of 1916, and that the increased production made possible the lower operating cost.

"But the profits of the early part of the year were entirely wiped out by the losses of the last part of the year, due to the big jump in supplies."

Mr. Glass wanted to know if it was not true that these "supplies," such as wire gause, felt, and the like, bore about as much relation to the cost of manufacture as black pepper to the price of a meal. Mr. Dodge replied indignantly that this was not true.

The conferrees included Jan Rogers, New York Globe; Charles T. Hart, New York Times; G. H. Larke, New Mail; Victor Lawson, Chicago Daily years to come." News: W. S. Jones, Minneapolis Jour. nal, W. L. Halsted, Minneapolis Tribune: W C Steigers, St. Louis Post-Dispatch; Collins Thompson, St. Louis Republic; E G. Roberts, St. Louis Star; Homer Bassford, St. Louis Times; E. Lansing Ray, St. Louis Globe-Democrat: August Seested, Kansan City Star; Frank McLennan, Topeka Journal; E. Adler. Davenport Times: E. H. Baker, Cleveland Plain Dealer: John Stewart Bryan, Richmond News-Leader, secretary A. N. P. A.; C. H. Rembold, Cincinnati Times Star; Emil M. Scholz, New York Post; Victor Rose-

Orleans Italy States: and Lincoln B. Palmer and A. G. Mcln. tyre, of the A. N. P. A.

PURPOSE OF THE CONFERENCE

Manufacturers Called Meeting to Discuss Differences With Publishers.

JOINT, informal conference was A held between publishers and news print manufacturers at the Blackstone Hotel in Chicago yesterday. The meeting was called by a committee of manufacturers, in an attempt to clear up the differences between the news print makers and the publishers.

The meeting was called following a conference of manufacturers held in New York Saturday morning, January 20, between Philip T. Dodge, of the International Paper Company, Alexander Smith, of Peabody, Houghteling & Co., George Gould, of the Gould Paper Co. George Cahoon, ir., of the Laurentide Paper Company, and George H. Mead, of the Spanish River Pulp & Paper Mills, after which the following telegram was sent to a number of publish-

"To bring about more cordial relations and to clear some of the misunderstandings between publishers and manufacturers, a committee of manufacturers propose an informal joint meeting, to be held at the Blackstone Hotel. Chicago, at 10:30 o'clock Friday morning. January 26."

The invitation was extended to newspaper publishers generally. On hehalf of the American Newspaper Publishers Association, Lincoln B. Palmer, manager of the organization; Emil M. Scholz, and A. G. McIntyre, of the paper committee, accompanied by Jason Rogers, of the New York Globe, left for Chicago Thursday afternoon. Frank P. Glass, chairman of the paper committee of that organization, who has been in Washington, left that city Thursday for Chicago, and Elbert H. Baker, of the (Seveland Plain Dealer, also a member of the paper committee, left Cleveland to join the New York contingent at the Blackstone Hotel. Members of the American Newspaper Publishers Assoclation from different sections of the United States are hurrying to that city. and it is expected that the meeting will he one of the largest yet held.

PURPOSE OF THE MEETING.

George H. Mead, of the Spanish River Pulp & Paper Company, who sent out the invitations, in reply to a question as to the purpose of the Chicago gathering, said:

"It is my hope that not only will the problems of the present and immediate future he thoroughly reviewed, but that a liberal discussion take place of the vital factors pecessary to a situation that will certainly provide a supply of paper for all publishers, large and small, alike, at reasonable cost, for many

Commissioner William H. Harris and W. H. Parry, of the Federal Trade Commission, who have been in Ottawa, Ont inquiring into the Canadian supply of news print for this country, and conferring with the Minister of Finance as to the report that Canada would restrict the export of 20 per cent, of the output of Canadian mills, left for Chicago Thursday, to attend the meeting hetween the publishers and the manufacfurers.

While no statement has been made as to the exact purpose of the meeting. it is said that an attempt will be made water, Omaha Bee; Robert Ewing, New to take up all the differences that exist,

Dodge and and it would not surprise publishers if Thornton, of the Scripps McRae League, the manufacturers will wish to discuss the price, by offering to make a contract for a number of years in advance -say five, at a price of .0250 or .0260 cents a pound. It would not surprise publishers if the manufacturers offered to date such a contract as of January 1. 1917.

> The whole idea, in the opinion of some publishers, is to head off the plans of the newspaper men for establishing mills of their own. So much progress has been made by the paper committee of the American Newspaper Publishers Association within the past four or five months that, it is said, manufacturers view with alarm the stiff competition coming from the new mills which are being planned, and for which capital is being raised at the present time.

Shortly after the last meeting of the Federal Trade Commission in Washington, a number of mid-West publishers. who came to Washington with the manufacturers, and who returned as far as Chicago with a number of them, murgested a second meeting between the paper makers and the newspaper men. in an effort to get together and patch up their differences. A preliminary meeting was held in Chicago, when the question as to whether the conference should be called by the publishers or the news print makers was discussed. It was decided that the manufacturers should taken the initiative, and the result was the informal meeting of manufacturers in New York a week ago today to fix upon the time and place of the present conference and its scope.

Practically all of the milis that report to the News Print Manufacturers' Association, it is said, will be represented in the meeting.

THREE JOURNALISTS SPOKE

Portland (Me.) Economic Club Hear Able Newspaper Trio.

"Modern Journalism" was the general topic of discussion yesterday at the fourth dinner of the season of the Economic Club of Portland, Me. The dinner was held at the Congress Hotel, and the speakers were all newspaper men. Heading the list was Talcott Williams of New York, director of the Pulitzer School of Journalism at Columbia University; Don C. Seitz, business manager of the New York World, and James T. Williams, jr., of Boston, editor of the Boston Transcript.

All speakers, through long familiarity with the profession, were amply able to do justice to the subject, and they gave to their hearers an inside view of modern journalism that could not have been excelled.

On January 18, Mr. Seitz was one of the speakers at the banquet of the Southern Society of New York, held at the Hotel Astor in New York, where Joseph J. Altsheler, of the World, and Irvin S. Cobb, humorist, also spoke.

New Legislative Press Club

Members of the Oklahoma Legislature who are newspaper men have formed a press club for the purpose of promoting the interests of legislation desired by the newspapers of that State. The Club has twenty members, and among these are editors of several of the larger dailies of the State, as well as publishers of numerous country weeklies. The number of newspaper men in the thishoma Legislature is greater at this session than ever beforc.

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You Should Begin Your Spring Campaign In Cleveland

Because

There are 750,000 thrifty people living in Cleveland and suburban districts covered by a five-cent street-car fare—an unsurpassed and compact body of good buyers.

Because

There are over 2,500 factories in Cleveland, running full-time and paying higher average wages than are paid elsewhere. This means a waiting market for every line of advertised merchandise.

Because

Cleveland has a larger number of savings-bank accounts, proportionate to population, than any other American city. The convinced Clevelander has the money to buy.

Because

There are no distribution problems in Cleveland. Unequalled water and rail transportation; enterprising, co-operating jobbers; wide-awake and responsible dealers.

and Because

You can cover all of this buying power through one newspaper, with the largest morning and Sunday circulation between New York and Chicago, with 75 years of firmly intrenched home influence—

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:
JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative: JOHN B.WOODWARD Times Building, NEW YORK

MISSOURI SCHOOL IS LARGEST AND OLDEST

Instruction in Journalism at the University of Missouri Can Be Traced Back to the Year 1873 Present School was Armally Established July 1, 1998 Hos

Now 236 Students. The University of Kentucky, at Lex-Ington, includes a department of jour-

centry of Michigan is given in the Lorent Brawn, to the College of Agricultury, University

teduce that time and offer his retirerecent from the l'absendre in 1884 a creposter and editorial writer on the St. Louis Globe-Democrat, gave the first made. This course, offered in the School New York Herold" The same course was offered every year from 1939 to 1414, when, because of Professor Mc-

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ. Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus,

Tips for the Teacher

The Publishers' Auxiliary for Associ-The around review number of the

PERSONALS Massachments Agricultural College, in Henry Fowler, a graduate of the

ment of prerenties of the Ohio Mar-

gette at Bend, Occ. Wollage 4', Eakin,

SEATTLE TIMES EDITOR WILL SUCCEED DYMENT

Cover Turnbull, of the Editorial Staff of the Seattle Built Times, Appointed Professor of Journalism at the Uniarreity of Oregon to Fill Varance He Hav a Splendid Record.

Grarge Turnicall, of the editorial staff

newspapers. Most of his carity educashops. It was not total he had risen to the position of editor of the street that he undertook to arquire a unievenly education. Without interas a freshman, and by taking his necthree or four hours to the early morn-

Arreng the papers with which Proframer Turnbull has been connected since going to the Pacific Coast from his Netholace to Northumberland, Eng-Sprencer, Hellingham Herald, and Sent-

Students Elect Officers

Edward J. Mathiker, of Elgin, 10, was roll, of Suppose City, Mrs. was observed

Publish Jesopalium Halletin The deportment of scarrollem of the

customs of this state, department of

Teachers Get House Organ

The Detroit News and Sunday News Tribune

FIRST IN AMERICA

IN VOLUME OF PAID ADVERTISING IN 1916

Number of Agate

19.337.130 Lines Carried

ESTABLISHING NEW HIGH RECORD AMONG AMERICAN NEWSPAPERS

For some years The Detroit News and Sunday News Tribune have been close to supremacy in America in volume of advertising carried.

In 1915 they were second in America. With the extraordinary expansion of Detroit and the thoroughness with which this field is covered by The News and its Sunday issue, The News Tribune, it was evident they would win top place in 1916.

They have more than fulfilled expectations, with a lead ranging from 1,134,000 lines to over 7,000,000 lines above the leading mediums of Chicago, New York, Boston, Philadelphia, Kansas City, St. Louis, Baltimore, Cleveland, Washington and Pittsburg, beating decisively the Pittsburg paper which, by a slight margin, exceeded The News and News Tribune a year ago.

Notice! "First In America" Prize Contest 1st Prize \$125.00 2nd Prize \$75.00

3rd Prize \$50.00

The publishers of The News and News Tribune offer \$250.00 in prizes for the three best ideas for designs typifying "First in America." It is not necessary to furnish finished drawings - pencil sketches in the rough will do as well, or a clearly worded description of an idea which can be strikingly worked up by the art department of The Detroit News and Sunday News Tribune.

Advertising men or artists who furnish ideas in this contest should keep in mind the main conditions which have made possible this remarkable achievement-First the wonderful prosperity of Detroit, second the wonderful productiveness of The News and News Tribune due to covering this rich field so thoroughly.

The contest will remain open until March 1st, 1917. The News and News Tribune reserve the right to use any subjects submitted and will be sole judges in selecting winners and awarding prizes. The names of the winners and their business connections will be duly published.

To insure reaching proper department replies to-

The Detroit News and Sunday News Tribune "First in America" DETROIT . MICHIGAN the next there years.

There was a spell of walking the

In 1962 he rosigned his position with

condition of braith of George Thomp-

see, reliter and publisher, who died said

In bringing it to a successful conclusion

"Little change is contemplated with

terest in the two papers was an-

difficulties have been seed and continue dured to St. Paul, and until thin was

with these papers have gone well-

denly January 7, to Los Angeles.

HOW BLANDIN CLIMBED

10

TO TOP OF THE LADDER Career of New Publisher of St. Paul. Disnatch and Pinners Press an Inspirational Story for Newspaper Men

· Rose Through Circulation Department to Control of Big Dallies. "The Ups and Downs of a Newspaper Man's Life" is the tepic of a book for which Charles K. Handen mucht coulty furnish considerable data. And the fact



that he is "sp" at the prowns timepany, of Grand Rapids, Minn., and of the Dispatch Printing Company, puthe is not able to give considerativ in

profession. He can.

Oddly enough, though, he was "thrown for his hardest down" to ber-It rook just eight munths to do Not that Mr. Handin is averw to speaking of the occurrence; indeed, he surfers to talk of this incident of his

Mr. Handin is a patter of the Northwest, having been been at tota, Win, April 2, 1872, from which place be mused with his family when four years eld to New Landon, Wis. There, at the age of ten, he begon his newspaper Paul on the Great Northern Ballway wren to Appleton, Wis, where he conmell suppliers. He is considered in the When fifteen years of ago be went Two Office and the Northwest as a comments having been made centernnot obtain a certificate, and was forced ing his statity at the time of the papernight's study ahead of the class," an regard to the organization or the policy

HIS PERSON IN NUMBERSATES CASES pay the freight on the type, so \$40 was to start a paper at Santorn. Mian., and and moved the shep to Office, a larger

lice, where he published a paper for INCREASES NEWSPAPER

ADVERTISING YEARLY Here's where Mr. Handn departed John Budd Distributes More than With the proceeds of the sain of the \$1,000,000 Annually Among the Offria plant he went to Manttower Tweety Papers He Represents How He Co-operates with National Adver-

John Hold In the type of a man found him in Minorapolis, with but a few dollars to his pockets, a wife and characteristic of him that he should icisist that the special newspaper repa baby to support, and no job in sight. WHENT TO WORK IN CIRCULATION DEPART.



Jens Born has been known to refer to Mr. Hundin With the setting of Mr. Thornesso's which he will for them. John Date orders his efforts to the foreign field. and he distributes more than \$1,000,he represents. Among them are such Publishing Company, and also president of the Starce Paper Company. For the Mr. Thempson's pet ideas that plans of number of others of like importance acquisition by Mr. Standin of a portion for weekles, such as Pennestronia Gell a He seldon solls a new client to idea was heartily approved by Nex-Thompson, and she has taken pleasurebis list, on the theory that the news The obtaining of the Itasca Paper and that he owes it to there to give faceros that appear on the right side their respective ledgers when they

> The John Build Special Agency on door fifts people in the there offices it teen years. The foundation has love

The 2th Paul Inspania and 20, Paul

represents. Each selicitor represent every newspaper, but no two solicitors bandle the same advertising accepts cratical line. If a solicitie is pertine by studies that subject and amorni reference to the value of his newspapera for the development of the base-

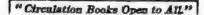
he this the solicitor is applated by a

med informed. It is constantly gatheragency represents not up the old sixor advertising gates, but along constructo the territory, dige down into the field, and gathers the kind of informarateurs, dealer influence, the drawlogrorse of the field, colperation between paper will lead its influence to develop-Mr. Road west late the special representative field about fifteen yours upo. New York seven or eight years ago. He is tracking unterprised and steel the tremendous familties that newspaticles. He has made a study of the matmont that is order to get results, one west have distribution to advance of he uses every effort to bring the retailvertised goods, in order that he may able to handle advertised goods than it the other he must of necessity suffer a perhanc and handling of solvertized

Audited by the A. B. C. The Audit Bureau of Circulations has Ohis, the Bernstot and Italy World ..

This is his sice of syntry, and



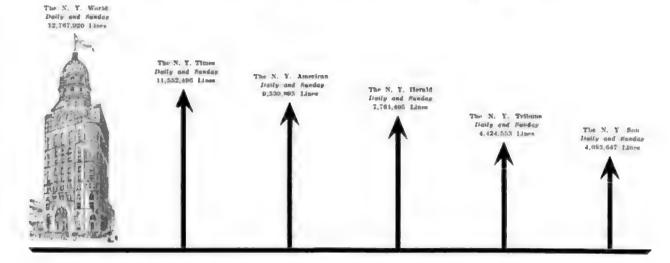






"Circulation Books Open to All."

Towers Over 'Em All In Total Amount of Advertising Published During 1916.



In Separate Advertisements also

1,780,257 Separate Ads. were THE WORLD

78,744 More than were published in the Herald, American, Times and Sun added together

The New York World Always Towers as the Leader

THE EDITOR & PUBLISHER

Entered as second-class mail in the New York Post Office. .

New York, January 27, 1917.

"A people is but the attempt of many To rise to the completer life of one. -Browning.

The contents of each tasue of THE FIGURE AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

BILLY SUNDAY is not celebrated for moderation of statement, but when he says that, in a world without newspapers, "Hell would break loose in forty-eight hours," he shows real conservatism in forecast. The figure could be reduced to thirty-six.

No more penny papers in Philadel-The trend is all in the direction of the higher price. For in that policy alone will the standard of excellence of American newspapers, under present highcost-of-publishing conditions, he maintained and, which is quite as important, be raised still higher.

RECENT survey, made in Min-A neapolis shows that about 8 per cent. of the women readers of a newspaper do not read the ads. This does not imply, however, that eight women in a hundred are uninfluenced by advertising-for the ninety-two women in every hundred who do read ads are apt to talk to the careless eight about advertised things.

THE Canadian Government, in taying a restraining hand on price-manipulators in the news print industry, will be roundly condemned by all who cling to the doctrine of the rights of men and of groups of men to impose appressive ser Thomas taxes upon consumers. White, the Minister of Finance, will please note, however, a repide of audi-He applause from this side of the international boundary.

THE public easily forgets, according to most advertising authorities. But the public also gen rously rememlers the merchant who has rendered teal service-and he never tacks for appreclative response to his cenewed apperts. The public also comemiters, with vividness, a misleading advertisement or an outsatisfactory purchase and to that alverties it returns "measure for pension."

THERE is not one of the Philadelat the two-cent price. Who could bekindse two cents for such a sterling he was aper as the Bulletin for example? It is a safe prestation that this newspaper will lose but a necligible part of its you at sinulation. And at the himmessalike price, it will donother show, as will its aplendin contemporaries, new features and new magressic sessing our- L.T. U. Printers are not contract-breakcome the near of the world.

In discussions at advertising clubs the question often arises as to whether a manufacturer, or merchant should have the kind of advertising he thinks be wants, or the kind his advertising expert thinks he needs. If a man employs a lawyer, a doctor, a dentist, or an architect, he defers to his judgmentyet he does not hesitate to offer suggestions, advice, and facts for his guidance. The auccessful advertiser usually follows that course with his advertising counsellor, too.

EDWARD BUXTON, of the Provi-G.dence Journal, says that a publisher owes it to his readers to make his paper trustworthy, "for he sells that priceless thing called reader-confidence and esteem." And he can sell no more of it than he has gained; and he gains no more of it than the sheer merit of his newspaper, and the steadfast service it renders to its readers, attract. A newspaper suffering from a shortage of reader-esteem has nothing of value to sell to adv ettsers

T the New York Auto Show some A of the advertising men discussed among themselves the question of how long an automobile concern could run without advertising. It was the opinion that at least one large company might be able to discontinue advertising for a period of three years, running on "momentum." In other words, such a concern would "run down" in three yearswould lose its place in the competitive race, and be forced to begin anew the process of winning public interest and favor. Truly, in advertising there is no safe stopping place. Any business without advertising-but "run" only down grade.

PUBLISHERS find it hard to decide to raise the selling price of their commodities. In spite of present costconditions, which make increased revenues necessary, they hesitate to assess any part of their additional burden upon their advertisers and renders. This does great credit to their magnanimity. but places in doubt their business acumen. Patrons of a good newspaper would readily accept their share of the added cost of publishing rather than to witness the decadence of the paper. It to of real business importance to all advertisers that nowspapers should not merely maintain high standards of value, but that they should grow better all the time.

PRINTERS KEEP FAITH

N the Typographical Journal for Janwary, President Marsden G Scott, of the I. T. U., reviews the efforts made a few months ago to induce the printers of New York to go on strike in sympathy with the car men. In spite of the well-known fact that the workers in the printing industry had definite contract obligations, it seems that great pressure was brought to bear upon their leaders to violate these contracts.

President Scott makes it plain, in his review, that the L. T. U. has reserved to itself the sole power to declare strikes, and his forceful action in the instance mentioned demonstrates that the responsible officials of the printers' unions are not to be stamp sled, through any appeal to cither their sympathies for brother workmen or to their loyalty to the Federation of Labor, into breaking pledged faith

The most gratifying feature of the epinode or that the stand of President Scott in this matter is approved by a vioit inajority of the members of the CES.

SELLING ADVERTISING AS A COM-

W HAT do national advertisers want to know about there nothing about a paper of interest to them except the figures of circulation and advertising volume? Is it impossible to impress them unless startling gains in either circulation or advertising are announced?

Stanley B. Resor, head of the J. Walter Thompson Agency, does not think He expressed himself rather forcefully at the recent dinner of the Sphinx Club. He emphasized the importance of knowing, definitely and without any guessing, the actual distribution of a newspaper. But he also pointed out that advertisers wanted to know STILL OTHER THINGS ABOUT A PAPER'S CIRCULATION THAN ITS MERE VOLUME.

They want to know, according to this authoritative witness, the CHARACTER of its circulation, and the CHARACTER of the paper. This fact opens to publishers a wider field for promotion advertising than the one to which so many mistakenly confine themselves. Every newspaper has its distinctive appeal to its readers, hence its distinctive value to advertisers. And publishers who advertise their advertising space, and who desire to acquaint national advertisers with the NATURE OF THE COMMOD-ITY THEY OFFER TO THEM will find in this larger field of promotion work an exhaustless source of good copy.

No publisher would consider that a merchant was wise, or that he was doing good advertising, if he confined his copy to exploiting the total volume of his sales for a particular period or the number of neonle who visited his store in a certain month or year. The publisher would suggest to that merchant that he should advertise the commodities he wished to sell, and should seek to interest people in these, and in the service features of the store. Why should not this be, also, excellent policy for publishers who seek to interest national advertisers in the commodity which they have to sell?

ADVERTISING DOES NOT MEAN ECONOMIC WASTE IT MEANS ECONOMIC WISDOM.

OUIS E. KIRSTEIN, a member of the firm of Win Flienc's Sons, Hoston, in his recent address at the Advertising Club of New York, expressed some surprising views. He contended that we cannot conclusively prove that advertising has reduced the cost of goods; and that it would be well to hand back to the public in merchanaise the amount involved in advertising

If his contention and conclusions are correctly reported, it is obvious that at least one man high in the mercanthe world doubts the usefulness of advertising, and is inclined to think that it should be eliminated. This extreme view however, is scarcely to be inferred from the other portions of his address as summarized and sent to the press by the Club's officials. Mr. Kirstein spoke on the economic waste of advertising, and argued for truth of statement, etc.

The mere suggestion, however, by a man of Mr Kirstein's standing, that it might be well to "hand lack to the public in merchandise the amount involved in advertising it," Is so revolutionary as to call for comment.

THE ENGINE AND PURISHER long ago increases the selling costs and selling all goods.

prices of commodities. In this connection it may be cited that, within a space of ten years or so, advertising has served largely, perhaps chiefly, in rethe AVERAGE SELLING ducing PRICE of automobiles from about two thousand dollars to less than seven hundred dollars. It will be claimed that improved efficiency in manufacture and greater volume of output have determined the lowered seiling prices.

The modern factory, however, has been made possible—has been brought into existence—through the enlarged DEMAND FOR ITS PRODUCT. And ADVERTISING has created this domand. Advertising is the force that has built the greater manufacturing plants. through providing a market for the increased output. Every manufacturer knows that it costs more per car to manufacture ten cars a day than to turn out fifty. After the original investment in plant and equipment has been made, overhead expense does not increase in proportion to increased output. With a possible capacity to turn out fifty cars a day, and a market for but ten, the manufacturer must collect from the buyers of those ten cars profits sufficient to cover returns on his initial investment as well as all overhead charges. If he is able to market the entire maximum output of his plant, he collects his profits from fifty instead of from ten purchasers a day. He reduces manufacturing costs to a minimum through being able to utilize to the full his equipment. He must, of course, meet additional overhead charges, but these diminish in proportion to his increased volume of production. The buyer profits—and profits because that manufacturer is an agpressive advertiser.

The department store, as a distributer, is subject to the same economic conditions. Quick turnovers of stock, made possible only through advertising in the newspapers, regulate selling costs. Here, again, the ultimate consumer profits through the advertising of the commodities he buys.

The advertising manager of a New York department store discovered recently that the store had in stock twenty-one fur coats of a certain kind, priced at about sixty dollars each. He advertised them-telling all about themwhy they were good value and why the store did not want to carry them over until another season. In less than twenty-four hours they were all sold. and some disappointed patrons found other things in the fur department to interest them. Without special advertising these coats would have been carried in stock, at some expense and trouble, for many months; the original investment in them would have been tled up. That capital, through the quick turnover effected by a little spectal advertising, was made available for other purposes. Thus stores "renew themselves" day by day. To make twenty-one gales in a day, of this particular article, involved no increase of overhead expense; and the purchasers secured lower prices than if they had waited until next fall to buy the same conts.

Advertising gives to the people information which is of vital interest and importance to them every day. To eliminate store advertising. Jr advertisms of commodities generally, would be in turn back the processes of selling to primitive conditions—to put a premium on dishonest wares and a penalty on honest ones-and to vastly inexploded the notion that advertising crease the selling costs and prices of Digitized by Googl

PERSONALS

TEW YORK.—Bart I Schnebler, of the Brooklyn Engle, was lendered a testimonal donner recently by representative citizens of Brooklyn, to commemorate the fortieth anniversary of his connection with that paper. He was presented with a stickpin, set with rubbes and diamonds.

Ralph A. Lyon, for aix years night editor of the Associated Press in Haltimore, has been promoted to an important editorial position in the New York office of the organization.

Vincent B. Kelly, of the Evening World, has been reilected secretarytregaurer of the Eastern Bergen County Improvement Association, the noted New Jersey organization of "fighting Mayors," with which body Mr Kelly has for years done splendid public services

George F. Steele, secretary of the News Print Manufacturers' Association, is receiving congratulations from his friends, because of two happy events. On Friday, January 19, his wife presented him with twin girls, and at the same time his own physician informed him that about February 1 he might take up again his work as secretary, after many weeks' illness.

Ernest Howard, editorial writer on the World, has returned to his deak in "the dome," after a long illness.

Elmer Davis, of the New York Times, was in the press box through the last days of the Billy Sunday campaign in Boston. He will cover the Sunday campaign in New York for his paper.

Henry McBride, art critic for the New York Sun, will speak on art themes to-morrow afternoon, at the parish house of the Church of the Ascension, 12 West 11th Street at 2:30 P. M., in connection with an exhibition of modern art that is now on view there.

Miss M. A. Taft, of the New York Times staff, is an enthusiastic collector of pewter. In her apartment in West 21st Street she has many fine examples of foreign and domestic pewter, which she often uses when entertaining.

L. C. Mortimer, of the World's advertising art department, is a wood-carver of much skill. He recently carved a mediaval chest in miniature, which he ornamented with copper hinges and other proper ornaments made by himself.

Mrs. Don C. Seitz directed yesterday afternoon a reception tendered by the Children's Museum, of Brooklyn, to the various art critics of the metropolitan newspapers.

Franklin H. Simonds, war expert for the Tribune, has wired of his safe arrival in Paris. He will spend two months in France and England studying military and economic conditions.

Lester Market is now city editor of the Tribune, succeeding Lucien Hubbard, who resigned. Mr. Market was graduated from the Pulitzer School of Journalism in 1914.

Hohert H. Rohde, of the Tribune, has gone to the burder to write the story of the American troops' withdrawal

Rosalind Dunkin has returned to work on the Tribune. She is the mother of a fine son.

Frank Warren, of the music department of the World, was tonstmaster at the banquet of Holsert College alumni in New York essently. Herbert Bayard Swope, city editor of the World spoke on his experiences in Germans.

John O'Keefe, of the copy desk of the World, is acquiring fune as a wilter of light verse. In addition to the poems

which he publishes on the editorial page of the World, he has published several of his humorous fancies in magazines recently. Puck contains the latest.

James Ficklin, of the World, is the proud father of a boy.

Col. C. B. Hiethen, editor of the Senttle Times, who has been spending several weeks in New York and Washingten, returned to his home this week.

OTHER CITIES.—A. C. Stone, formerly city editor of the Galveston (Tex.) Daily News, who resigned that position because of illhealth, is now sporting editor of the Dailas News, taking the place made vacant by the resignation of fiftee Hoskins, who went to the Times-Herald staff.

Thomas A. Doerer, formerly cartoonist on the Baltimore American, and R. G. Register, of the Lancaster (Pa.) Intelligencer, have established a monthly magazine called the Jinx at Lancaster.

John M. Jackson, a Fort Wayne, Ind., newspaper man, who has been for a number of years business manager of the Sentinel, has cetired from newspaper work and gone into the real estate business.

Ridph M. Hutchinson, managing editor of the South Bend (Ind.) Tribune, has resigned from that paper and gone into the insurance business.

Doubles Jenkins, former city editor of the Greenville (N. C.) News, and now American Consul at Riga, Russia, is at home on a short variation.

Thomas Fauntleroy, of Memphis, staff correspondent of the Commercial-Appeal, has been elected measurager by the Electoral College of Tennessee, He will convey the electoral vote of Tennessee to Washington and deliver it to the President of the United States Senate.

Lee A. White, former head of the department of journalism of the Univeratty of Washington, has been appointed editorial secretary to the publishers of the Detroit News.

H C Sturt, formerly of Chicago, who has been business manager of the Kirks-ville (Mo.) Intly Express for the past two years, takes up special advertising work for the Kansas City Star next month.

Byron W. Orr has been elected secretary and publicity director of the Manufacturers' Association of St. Louis. He took up his new duties on January 15.

John Good has been appointed Springfield, fil., manager of the International News Service, succeeding H. W. Bettinghaus, who has resigned.

Winston D. Adams, who has been city editor of the Charlotte (N. C.) Observer for several years, is now in New York city as a commercial open under the Department of Commerce.

BOSTON.-Frank and Joseph Hurley.
of the Post staff, have returned from a vacation in Enosburg Falls, Vt.

G. R. Littlefield, night editor of the Associated Press, is in a hospital suffering from a compound fracture of the ankle. By reason of Mr. Littlefields illness, Frank Joyce, city editor, has been transferred to the night side, and S. W. Prenosil, jr., is in charge R. P. Anderson, editor of the pony A. P. Service, is on the night side for a time.

Habert Mathewa, secretary to Billy Sunday, and a former Chicago Tribune man, was given a send-off by Boston newspaper men as he departed for New York Sunday night.

Miss Mildred Champagne, author, playwright, and newspaper woman, has begun the active management of a chain of twelve motion-picture houses in New England, all of which will bear her name. The Hoston house is the former Scenic Temple.

Washington.—James D. Preston, superintendent of the Senate Press Gallery, will shortly celebrate twenty years of service in his present position, and is preparing a review of interesting events which have transpired in the score of years he has watched over the newspaper men in Congress.

Gus J. Karger, Washington correspondent of the Cheinnati Timea-Star, and a close personal friend of former-President Taft, had the pleasure of introducing the ex-President at a distinguished gathering at the National Press Club last Friday evening.

J. H. Allison, of the Nashville Tennesseean: E. H. Stahlman, of the Nashville Banner, and Frank P. Glass, of the Birmingham News, were members of a committee that waited on the President in the interest of placing the new Government niteste plant at Musale Shoals, Tenn.

Omer K. Benedict, of Tulan, Okla., ia in Washington as correspondent of the Tulsa World. He formerly was editor of the Oklahoma City Times, and several years ago was attached to the Globe-Demograt staff in St. Louis.

Dan McAulif, formerly a St. Louis newspaper man, now in business in New York, was a visitor to Washington this week:

CHICAGO.—Frank Hinman has been classified as City Hall reporter by the Chicago City News Bureau. He succeeds J. Loy Maloney.

George Bernard Donlin, an editorial writer for Chicago newspapers, has been appointed to the editorship of the Dial, the Chicago literary magazine. Martyn Johnson, the publisher, will retain his control of the policy of the magazine.

Arthur M. Evans, political writer for the Chicago Herald, has been revealed as the author of the annising series of skits appearing in that paper as from "The Senator."

George Wheeler Hinman, jr., of the Chicago Tribune, has been in Cuba and

Miss Mildred Champagne, author, the West Indies for two weeks investia) wright, and newspaper woman, has gating political and trade conditions wun the active management of a there in behalf of the Tribune.

> John T. Mct'utcheon's brother artists on the Chicago Tribune drew for that juster last Sunday a series of fourteen cartoons in honor of Mr. Mct'utcheon's marriage the day previous.

CLEVELAND, O.—T. A. Robertson, Cmanaging editor of the Leader-News, was the principal speaker before the Cleveland Sercen Club's luneheon this week. He told of the benefits of cooperation between the newspaper and the motion-neture industry. His talk was illustrated by sketches by R. Scott, Leader cartoonist.

Ted Robinson, humorist and poet of the Plain Dealer, was the guest at the midweek luncheon of the Cleveland Real Estate Board.

Frederick Paimer, American newspaper correspondent with the British troops at the Summe and Verdun, lectured at Engineers' Hall here this week, illustrating his talk with many official pictures.

C. C. McGill, formerly assistant city editor of the Detroit (Mich.) Free Press, in now on the general staff of the Lender.

I. 8. Metcalf, special writer for the Plain Dealer, has been spending several days at Warrensville Correction Farms to get first-hand data on the vagrancy problem, to be used in a serles of educational stories by his newspaper.

Fred M. McClure, former circulation manager of the Plain Dealer, has been freed of the charge of complicity in connection with the burning of a building at Chardon.

VISITORS TO NEW YORK

R. R. McCormick, of the Chicago Tribune.

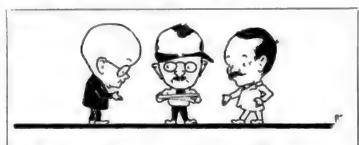
F. W. Kellogg, of the San Francisco Call.

W. A. Hilderbrand, publisher of the Greensboro, N. C., News. Murray, Howard, Southern manager.

of the International News Service,
M. C. Speidel, publisher Piqua (O.)

Call.
Joseph Pulitzer, jr., publisher Mt.

Louis Post-Dispatch.



Scientists say the Haskin Letter is reliable laymen say it is readable—editors mark it "must."

PERSONALS

PITTERCHUR, Pa - Mrs. A. P. Moore (Littan Kussell) entertained the bends of the various committees of her Pittsburgh home at a luncheon this

Harry C. Mitholland, vice-president and general manager of the Philateurgh Press, to at Pinehurst at the golf tour-City Controller E. S. Morrow was the

Pittsburgh newspaper reporters who have covered the City Hall. About twenty-five were present. Robert W. Hertert, editor of the Greensburg Tribune, was teastmaster. Major William H. Fasts, Mr. Morrow, and Austin Beach. news editors of the Pittsburgh Pis-

the Braddock News-Herald, will take ing been elected on the Independent Cambria Tribune, Ebensturg, has reeigned to devote all his time to inde-

pendent newspaper and magazine work ST LOWISE-A IS Holescole, manag-A writing illness with passanonia entiary, is editor of the Carrollian (Mo.)

H. C. Lidstone, editor of the comis pure of the St. Louis Post-Hepatch Dealer, published here William Liewrityn Neumbers, for Mc-St. Lexis Business Men's Lengue, los

has for years a member of the staffs of A ti litrawa staff correspondent, and Lewden of Illinois at the mansion in

D'ENVER, Col.-C. P. Laube, the Leurelature, and when at home, ediflactive felt in this Legislature, as be to the conduct of the Item Samuel J. Lewis, who was appointed Printing Commissioner this week by known Denser newspaper men, bay-

tiener E. Humner, Collector of Conan Colorado al Springfield, in 1987, will retires the Obio Assertated Patter at Cotorobus O. on January M. Mr. Hor- owner of the New York Tribute, herrestor of the National Editorial Asso-

MILWAUNEE Wis Owners Strath, recovered affairs on the Milwankov ture North formerly of the Mileau-

Itsidey Crafts Watson, director of the 1909-17; willise New York Times An- over that has been investigating the the Bunday art department of the

critic for that paper-George Loasbury, swieran Milwaukee newspaper man, in writing a series of interviews with preminent Milwaukeeans, for the Evening Wiscomen Alfred S. Harvey, aight editor of the Milwaukee Free Press, hus been sp-

pointed by President James Skewer, of the Milwaukee Press Clab, as editer of Once-A-Year, the Club's annual publication. Owners Swith has been sppointed associate editor.

McCLEAN'S NEW HONORS Circulation Manager of Post Advanced to Position of Suriness Manager. of service on circulation manager of the ras manager of that newspaper.



In January, 1916, seen after Emil M. Scholz came to the Evening Post, Mr. After the Possish-American War, in twenter editor of the Harristone

The publisher of the Eccuing Post, First M. Mchola is complete that Mr.

GARRY GARRETT PROMOTED.

New Position for Late Financial Edisee of New York Tribune. turn railed into the office to asset in representative of Option Mills Brid

Mr. Gayertt was been in Para. III. thartuning yours ago. After acquirlearned the penaters' trade. He was

The new editor is the author of "Where Mency Sirves," ashillabed in 1911. He has also written many newspaper and magazine articles under the name of John Parr. The Saturday

ies recently under his real name. his name over his articles about Wall

EDGAR D. SHAW RESIGNS

Well-Known Boston Editor Leaves Journal Dr. Graceing Secreeds Him. the office of the Hoston Journal. Watmanaging wither. He Erned Graming in the place of Mr. Shaw, and A. Ellis ears, has been given a place on the might copy deak.

It is said that Mr. Shaw has accepted

SHALE LEAVES CENTRAL NEWS Sells Interest in News Association and

Retires as President of Organization. J. R. Htule has disposed of his latersigning as president and general manager of the organization. He will be nical of the Association, which is in a of the country, will take a vacation, after which he will apply bimed to his

McLean Host to a Regissent

Edward E. McLean, preprietor of the constituted the guard of honor at the the late Admirel Dewry, which was held here last Saturday. Mr. radets at his residence, and plates were

ert for pearly fifteen hundred persons. Paper from Cotton Stalks It is plated that there is strong probatcher that a company will be organcetton stalks, the mill to be erreted at

A Wonderful Story of Result-Getting Is Told by the Remarkable Advertising Gain Made by the

San Francisco Chronicle

LEADING NEWSPAPER at the PACIFIC COAST DURING THE YEAR 1916

410,284 Lines GAIN

Bisplay, 1916 . . 4,554,970 Lines | Clussified, 1916 . 3,058,864 Lines 1915 . . 4,267,454 ** " 1815 . 2,841,836 " 282,518 " 117.768 " SU8 2d Paper 14,406 Lines Bain

Mational advertisers, like local business interests, have learned from experience that the newspaper which produces the largest volume of results upon the most conomical basis of cost is the new-paper which has a circulation closely identified with steady purchasing ability Every city has one newspaper which is most closely allied to the lusiness and home-life interests—one new-paper which is respected by men and women who are always processed of the means to purchase advertised goods-one

new-paper which fits into the liminess places and the homes dome all these things and more is The Chronicle. The Chronicle Continues to Increase in Advertising Because It Pays Advertisers THE CHRONICLE'S circulation is audited and veri-

fied by the Association of National Advertisers. Inc. Representatives : WILLIAMS, LAWRENCE & CRESMER CO. 225 Fifth Avenue NEW YORK CITY

Harris Trust Building CHICAGO

RATE STANDARDIZATION FROM AD AGENCY ANGLE

Some of the Arguments Made by Stanley B. Resor at the Sphinx Club Dinmer—Co-operation Between Newspaper Offices and Publicity Men Is Needed.

In The Editor and Publisher of January 20 was printed a brief résumé of part of the speech of Stanley B. Resor, of the J. Walter Thompson Company, before the Sphinx Club at its January dinner. Many other interesting observations by Mr. Resor from the angle of the agency as to standardization in advertising rates were made. Following are some excerpts:

ACCUMATE STATEMENTS NEEDSD.

"The first thing we want of a paper is a genuinely accurate statement of the amount of circulation, distribution in the city and outside, etc. It would appear on the surface that information of this kind would be available for every paper published. That it is not you all know. A few newspapers, at least, have nade a beginning towards this type of information through the A. B. C. reports These reports, we feel, are of very definite assistance.

"Together with the circulation, we want to know the character of the paper and of its readers.

"There are a few papers such as the New York Evening Post, that have such a distinct individuality that the character of readers they reach is casthy visualized.

"Of the vast majority of papers, it is impossible to form such a definite picture.

"That the metropolitan papers of vant circulation must necessarily reach a variety of classes is obvious. This is apparent from the very magnitude of their circulation. For this reason, a number of these large dailies are making serious attempts to visualize the types of hones to which they go and to show the factor these different homes are in the community.

SIMPLE BERVICE BY PAPKIUL

"In even so small a community as Great Barrington, Mass., the Berkshire Courier, with a circulation of 2,400 has developed a distinct individuality that has made it felt throughout the community.

"There are thousands of newspapers, the rate cards of which as such have nothing to distinguish them from the other thousands which can in no way approximate their value as advertising mediums.

"Circulation figures without this vivid regularition of the character of the paper likelf, mean but little.

"We also need just such simple facts about a paper as the volume of local advertising carried, divided among the principal lines represented; also by days, to indicate any peculiar local customs, such as the tendency in some cities among good stores not to use Sunday papers.

"Surely such a service may be asked of all papers.

"The second service for which we believe there is a conspicuous need is standardized rates, standardized ratecardis, and a flat rate. The great variation in the amount of circulation that a dollar will buy is a condition which it would be impossible for any one to defend. By this variation we do not mean a variation between a sepsor of established quality circulation and a paper of popular circulation, but between papers of similar standing. MUCH NEEDED IMPROVEMENT.

"The third service is a very marked improvement in the handling of the business details in the advertising department of the newspaper. I think only the agents present can appreciate how much we need this.

"Forty per cent. of the entire correspondence of our company is necessitated by avoidable mistakes on the part of the newspaper publisher. Insertions not as per schedule, wrong key numbers, checking copies not received, bills wrongly figured, deductions not noted—all constitute an endless, and for us a very expensive, correspondence. The growth of newspaper advertising, in spite of the looseness of business departments, is a significant tribute to the groutne value of newspapers as a medium.

"If in a moment of optimism we should ask even a large city daily to set an advertisement, following copy exactly, iteaven forbid! Agents have long ago realized that advertising has developed its own typography necessitates a compositor trained in advertising setting. Have the newspapers in at least the larger cities ever stopped to consider what an economy it would be to have advertising compositors?

NO BASIS FOR MAKE-1'P.

"The number of papers that have any logical basis for the make-up of their pages, constitutes a very small number of the twenty-one thousand published.

"The Philadelphia Public Ledger has demonstrated that mechanical excelience is a newspaper possibility.

"The progress that has been made toward the elimination of objectionable advertising has been so marked that there is hope that all of it will eventually be dropped, and discretion will be used even with advertising that is perfectly legitimate.

"Every day that the time can be shortened toward making these obvious services of a paper standardized and automatic, will save just so much of the agents' time and money for creative effort.

"The fourth service we are suggesting, of beaming a greater influence on the business of a community and making a great effort to stimulate buying interest on the part of the consumer, is a great deal more concrete than it might appear."

Want Associations Amalgamated

Efforts continue to be made by the publishers represented in the five different press associations now supplying news all over Canada, but who have no interchanging of news-matter system, to nationalize the press work by an amalgamation of the five systems into one which will still supply the same number of publications in the Canadian field. The associations, as they exist at present, are understood to be practically owned by the parent company, the Canadian Press, Ltd. but are run independently. Recent meetings held in Montreal indicate that the committee has made good progress.

Federal Trade Report Delayed

The report of the Federal Trade Commission to Congress has been further delayed. It was expected that it would be sent to Congress this week, but it has been withheld, it is stated, to await further developments. It is believed that the Commission in submitting its report, will recommend that its powers beenlarged, so that it may grapple with a situation like the present before the conditions which now confront publishers grise, rather than afterward.

FEDERAL CONTROL OF WIRELESS

It Is Proposed in Joint Bill in Senate

WASHINGTON, January 24.-Government control of wireless telegraphy is proposed in identical bills introduced in the Senate and House. The Senate bill, introduced by Senator Fletcher, was the first proposed. The House bill was introduced by Representative Alexander. The official title of the bills is "A bill to regulate radio communication." Senator Fletcher is the chairman of the Committee on Commerce, to which Committee his bill was referred. The bills are quite specific in defining the Government's control of all stations doing an interstate business and they go into further detail by defining wireless construction, terms, and meaning of such.

Section 4 of the bill states the scope of the proposed legislation and states the fine for violation, as follows:

"That no radio station other than those belonging to or operated by the United States shall be used by any perwan within the jurisdiction of the United States to transmit any radiogram by the apparatus and methods of radio communication, except under and in accordance with a station license or licenses issued by the Secretary of Commerce. Any person who shall operate any raido station in violation of this section shall be punished by a fine not exceeding \$500 for the first offence, and by a fine not exceeding \$1,000, or imprisonment for not more than one year, or both, for each offence thereafter; any radio apparatus operated in violation of this section shall be subject to forfeiture."

That it may be more difficult to procure the establishment of a wireless station after this act shall have become a law is evidence in the following paragraph taken from the bill:

"A license shall not be granted to any station not in actual operation at the date of the passage of this act if in the opinion of the Secretary of Commerce the operation of the proposed station will seriously interfere with the operation of existing Government or licensed stations in the vicinity."

TO MEET ON MOUNTAIN TOP

Southern Newspaper Publishers Will Soon Hit High Spots.

The executive committee of the Southern Newspaper Publishers' Association has been called by President Robert S. Jones, of the Asheville (N.C.) Citizen, to meet in Chattanooga, Tenn., on February 12. Chattanooga was se lected as the meeting place on account of its central location, a majority of the members being within a night's ride of Chattanooga. The office of the secretary-treasurer, Walter C. Johnson, of the Chattanooga News, is also in Chattanooga. The call to the members requests them to arrive in Chattanooga on February 11, to visit Chickamauga Park, Lookout Mountain, and other points of scenic and historic interest in and about the city.

The meeting of the committee will probably be held at the recently completed Signal Mountain Inn on top of Signal Mountain, twelve miles from the city, and which, like Lookout Mountain, is among the clouds.

The diffeenth annual convention will be held at Grove Park Inn. Asheville. N. C., that place having been designated as the annual meeting place two years ago. The meeting will probably be in July.

The man with money to burn doesn't have to go far to find a fire to burn it in.

Cutting Out Free Advertising

H. C. Ries, formerly assistant publisher of the Chicago Herald, has joined the staff of the Honiz Cooper Advertising Company, of San Francisco. According to the management of this company, business is looking up in the advertising line in California, with prosnects for one of the best years in the history of Ban Francisco. The newspaper publishers connected with the California Press Association are living up to the resolution, passed at their recent convention in San Francisco. which was simed at cutting out the free advertising. As the free-publicity sharks are being shut out, the newspapers and the legitimate advertising companies will be correspondingly hene-

BACK TO FIRST LOVE

Robert Smeaton White Has Rejoined Staff of Montreal Gazette.

Montreal, which has been providing many thrills and surprises in the newspaper field of late, has furnished the public another this week. Robert Smeaton White, for the past twenty-one years collector of customs at the port of Montreal, has resigned that position and returns to the Montreal Gazette as its chief editorial writer, a position he occupied a generation ago.

Mr. White is one of the best known journalists in the Dominion, and his return to his first love will be pleasant news to his newspaper friends throughout the country. He was born at Peterboro, Ontario, in 1856, and educated at McGill University, Montreal. As a young man he joined the Gazette, of which his father, the late Hon. Thomas White, was editor-in-chief.



LITTLE BENNY'S NOTE BOOK

15

One of the best of our 30 features is "Little Benny's Note Book."

Lee Pape, the author, has been syndicating it himself for about six years to a small group of papers who have held onto it like bull-dogs.

Not long ago we took it and offered it to a larger public, and it has grown like a weed.

One of the old customers wrote us: "Young and old alike watch for Little Benny." That's what makes it such a good feature — it's an old folks' feature and a young folks' feature.

It's short each day, but full of screams. Little Benny is SOME youngster. Ask us for a couple of weeks to read.

THE
GEORGE MATTHEWADAMS
SERVICE
8 W. 40th ST., NEW YORK

NEWSPAPERS MAKE SURPRISING SAVINGS THROUGH ELIMINATING ALL FREE COPIES

Circulation Managers of Dailies Report Unqualified Success of Conservation Policies—Cutting Away of Dead Wood Distribution Figures Large in News Print Economies—"Exchange Lists" Getting to be a Thing of the Past.

When the management of a necespaper decides upon a policy of printing only enough copies to meet the requirements of its evah-basis circulation, plus a minimum of service copies, the savings of white paper alone prove to be so unbatantial as to occasion automatument, and to assure the permanency of the policy. In these letters, forming another instalment in the series started several seecks ago, circulation managers tell how remains have been effected.

ELIMINATING PREE COPIES.

H. R. Fris, Cir. Myr., El Paso (Fex.) Herald; "We have discontinued sending the Herald to all exchanges, both daily and weekly newspapers. The editorial department now pays for the papers needed for their exchange table. We also discontinued sending copies of the Herald to express messengers and mail clerks. In fact, we have practically discontinued all free copies. The El Paso Herald is strictly non-returnable to news dealers. Advertisers only receive copies of the Herald when their ada appear. The subscription price of the El Paso Herald has always been and still is \$7 a year, six issues a week."

SAVES FIVE TONS A MONTH.

H. A. Metleury, the. Mar. Torsato ition,

"The news print situation has been mot by the Globe to the following extent: Return privileges have been limited to an extent that shows a monthly raving of shout five tons of white paper. Free exchange copies have been entirely eliminated, copies for advertising and other unpaid lists have been thoroughly revised and shortened. In addition to this a closer check has been placed on all press room waste to hold it down to a minimum amount. The Globe is prepared to meet its local contemporaries in the increased price per copy and by subscription."

2,000 CUPIES A DAY SAVED.

H. Aschaum, Car. Mer. Partland (they.) Evening Telegram: "We have found it necessary to elimi-

nate all waste by cutting down all free copies to street car and railway employees, cutting out practically all complimentary copies, reducing the numher of service cupies and exchange copies to the lowest possible minimum, and have saved by this method about 2,000 copies per day. In addition to the above, we have withdrawn all return privileges to our dealers, with the exception of city newsstands and railway news companies, and have eliminated all returns with our city circulator. We have not, as yet, put our exchanges or correspondents on a paid-in-advance basis, but have been considering that as our next move."

PAID-IN-ADVANCE BARIS.

W. C. Hidnes, Cir. Myr. Apricear 15, 5). Post Missifierd

"The Post-Standard's big move along cleaner circulation lines has been to change a mail list of 23,000 copies duly from a credit system to a paid-in-advance system. We have gone from a full-return basis to no returns to carriers, an absolute limit of 10 per cent. to newsdealers, and will undoubtedly shortly do away with all returns. All free copies of any nature have practically been climinated."

ONE THOUSAND PEEK COPIES OF THE COPIES OF THE STATE OF THE COPIES OF THE

"We have discontinued all free cupies both in the city and in the country, ex-

changes, correspondence, etc., and we only mail advertisers issues containing their ads. All told we have reduced our unpaid circulation by over one thousand copies. We are checking our press run very carefully and seldom have more than one hundred left over. Our city circulation is all on 10 cents a week basis and we are endeavoring to place our country circulation strictly paid in advance. We have not allowed returns for several years and we are now selling more papers than previous to making the change. The subscription rate of Calgary daily papers is higher than most Canadian papers. It is only a matter of educating the public to a higher rate and fortunately all three Calgary papers have cooperated in keeping the higher rate in force."

BAVING HUNDREDS OF COPIES.

B_i J_i filman, the Mac., Youngetive: (O_i)

"The cry, 'the print paper situation is becoming more critical.' The question, What have you done toward meeting the situation? The answer, economizing by eliminating all waste, namely: By discontinuing all free copies to the street railway, post office, express, and railway clerks. By putting the paper on a non-return basis. By allowing but one free copy to any advertiser for checking purposes only on days in which their ad appears, any additional copies being sold at the wholesale rate. of one cent per copy daily, three cents per copy Sunday. By sending one copy to foreign advertisers only on days in which their ad appears. By doing this we are saving several hundred copies per day."

\$7,000 TO \$10,000 A YEAR BAVED.

2. Ameringer, Cir. Mor. Milicantive (Wis.) Lender

"On August 15th the subscription price of the Leader by mail was raised from \$3 to \$4 per year. September 1 we put the Leader on a 'pay-in-advance hands. To asceive the Leader all subscribers now must either pay in advance or sign a written promise that they will pay for the namer later. We have also discontinued the return privflege to newsdealers; cut down the number of papers which we use for filing purposes, and are using all paper rolls to the core. Through these means we figure that we shall save from seven to ten thousand dollars a year. My figures are based on records I have kept of past losses. Resides this I figured our receipts will increase over \$25,000 during 1917, and I am not flauring an increased circulation. It may interest you to know that these radical changes have not affected our steady growing exemistion."

The Fort Worth (Texos) Star-Telegiam has announced that hereafter liquer advertising will be barred from its columns.

Everything comes to those who wait in even the police.

MUCH LOSS IS CAUSED BY OVERWEIGHT PAPERS

Added Expense Is Frequently the Result of Failure to Check Rolls Sent by Mills on Basis of Weight Sperified in News Print Contract, Says an Expert, Referring to This Important Matter.

"The expedient of weighing news print to ascertain whether the mill is sending paper in accordance with contract requirements is followed by very few publishers," said a well-known circulator to THE EDITOR AND PUBLISHER. "Nearly all newspapers weigh the rolls as they arrive, to discover whether they correspond with the weights given by the mill. Invariably they do. That, as a rule, is the end of the matter. Paper is sold, however, on the basis of a certain size and weight of sheet, such as, for example, 24x36-32. This means, of course, that all paper furnished must be based on the particular weight of the size specified, and this varies as the size of the sheet is increased,

"There is a give and take, between publisher and mill, of one pound in weight. That is to say, the paper may be a pound, more or less, to the ream. If less, you get more paper out of a pound, and if more, you get less. Manifestly, then, it is important to know whether the mill is giving heavier paper than the contract calls for, and if it does, the publisher is entitled to put in a claim for the difference. Publishers who follow this method have no difficulty in this regard, for the mill sees to it that the print furnished in on the correct basis, with practically no variation as to thickness, which makes for the difference in weight. The weighing is done by the publisher on a set of scales canecially made for the purpose. There are several kinds, and the cust is from \$10 to \$35.

HOW THE WEIGHTS ARE PIGURED.

"If the paper contracted for is on a basis of 24x36-32, then a sheet of paper is torn out of the roll that measures exactly 24x36 inches in width, and this is placed on the scale, which resembles in some respects those manufactured for the purpose of weighing letter mail. Instantly the pointer on the scale dial. which is formed like a croscont, moves from zero to a figure. If it stone say, at 36, that indicates a ream of paper of the same weight as the sheet on the scales would weigh 36 pounds. There are two lines of figures on the scale dial, one giving the weight in reams of 480 sheets, the other in reams of 500 sheets. In the event the paper contracted for is on the basis of 32 nounds to a ream of 500 sheets, with a beeway of one pound, it would be evident at a glance that this particular paper was three pounds over weight. Generally speaking 1,000 eight-page sections of a newspaper weight 118 pounds, or in the neighborhood of 642 eight-page wertions to the pound. Three pounds over weight would mean the loss of 2512 eight-page sections in each three pounds of overweight. These figures, kly sheets to the pound, refer not to sheets 24x36-32, but to eight-page sections of newspapers seven columns in winth, with columns twenty in hes in length. The 115 pounds would mean. therefore, about two reams of one sheets, each of the size of one of your cightpage sections in which you would suffor a loss of 25 papers. In a coll that weighs 1,000 promis, this means that your loss would be the number of times 118 may be divided into 1,888, which is

which equals a lost of 200 papers in each 1,090-pound roll due to overweight. The publisher gets less papers for his money one way, and all he pays for the other. Quite a difference.

"Now consider that this 1,000-pound roll is just one out of a car lot weighing 50,000 pounds, or 25 tons. Fifty such rolls—the number necessary to make a 50,000-pound car—with an average loss of 200 eight-page sections per roll, would mean the loss of 20,000 such sections in an entire car. To a publisher who prints only eight pages a day and 5,000 copies an issue, it means that he is losing four days' press run on every car by reason of overweight.

HIGH COST OF LOSS,

"If he is running sixteen pages a day, and printing 5,000 daily, he loses two days' supply of paper, and if he prints 10,000 copies of sixteen pages a day, he suffers a loss in every car where paper is so overweighted, of a sum exactly equal to one day's mipply of news print. If he is paying .0310 at the mill for his paper, that means his print is costing him about \$2.50 per hundred pounds at Atlantic seaboard points close to New York. On the basis I have figured, the publisher would be pounds overweight on every car, which, at .0310 a pound for paper, plus freight, storage, cartage, insurance, and so on, would mean a loss to him of \$82.60.

WASTE-PAPER MONEY DOES GOOD

Louisville (Ky.) Evening Post's Efforts Aid Many Indigent Children.

The Louisville (Ky.) Evening Post has taken up the matter of the conservation of waste paper along the lines so successfully carried out by newspapers in Washington, D. C., and other places. D. H. G. Rose, circulation manager of the Post, first took the matter up with Superintendent Reed, of the public school system, in a letter in which he pointed out the necessity for conservation and the opportunity for its accomplishment. He called attention to the success of the Washington Star campaign and the large amount of revenue being received therefrom.

As a result of the activity of the Evening Post management, the matter of the collection of old papers in Louisvillo hids fair to become a success. It is proposed to devote the first of the proceeds to the financial assistance of the Parent-Teacher League, which furnishes free ear checks to indigent children and also provides the children with free school lunches.

Ashley's Bulletin Patented

William G. Ashley, electrician of the New Berford (Masse) Standard, has been granted a patent covering a game exhibition device which includes baseball and footbell score logards and other logards. It is operated by a magnet. Mr. Ashley first made the baseball score logard which was used by the Standard in world series games and was a big success. He then experimented with a football gruitron and made a combination of the two. He is now at work on a board to show a horse race.

Dwyer Leaves Hartford Post

each of the size of one of your eightpage sections in which you would soffer a loss of 25 papers. In a roll that
the Hartford Post, has left that paper,
the aloss of 25 papers. In a roll that
the was formerly connected with the
weight Loss pounds, this means that
circulation department of the New York
tills may be divided into 1,000, which is
the hast year. He has not announced
to and this in turn multiplied by 25,

MILLS GIVE PAPER TO FEDERAL COMMISSION

Four Hundred Tons Available in January, and More in February, for Newspapers Threatened With Suspension

--New Tonnage Coming into the Market in 1917 and 1918.

The distribution by the Federal Trade Commission of 400 tons of news print, to newspapers threatened with suspension, proved an easy method of taking care of those publishers most hardly pressed. It is stated by one manufacturer that, in his opinion, there will be a larger amount of free tonnage offered to the Federal Trade Commission neat month than was the case in January.

The method of handling paper through the Commission will be for the mill to notify that body that it has a certain number of tons available. When the publisher applies to the Commission for tunnage, he will be referred to certain mills, and the mills in turn will be informed of the fact. In this way the Commission will be enabled to keep track of the tonnage, belianeing the tonnage recommended with the amount offered, which will later on be checked with mill statements to the effect that the news print has or has not been sent forward.

PIER TONNAGE PREVENTS SUSPENSION.

The news print offered to the Federal Trade Commission, it is stated, is for distribution only to newspapers that cannot get paper. If a newspaper has been quoted by a mill, it is in a position to get white paper and is not threatened with suspension. But if a publisher cannot get a quotation, and is at the

limit of his supply, then the paper in threatened with suspension, and it is to protect the publishers who have not seen able to get news print or a quotation on it that the free tonnage is offered to the Federal Trade Commission for distribution. The tonnage effected through the Federal Trade Commission has been on a basis of \$3.10 per hundred pounds at the mill.

Drustic economies forced on publishers by the manufacturers by the increase in the price of white paper have decreased the mill demand to such an extent that less paper is being consumed to-day than was the case one year ago. The ratising of subscription rates and the cutting off of every element of waste beings publishers to the point where they are purchasing only the amount of paper actually required, and this, it is stated, is likely to result in more free tomage being accumulated, enough to break the market much earlier than was thought possible.

NEW TOWNSHIR FOR 1917.

Something like 345 additional tons of news print will come on the market during the present year, according to the Bulletin of the American Newspaper Publishers Association, as follows:

		1817.
Ornegon 13th, Here	24)	February
4-rest Northern Paper Co., Millin whet. Me., 4-ri-e Br a & Co., Keneganil.	213	January
P. Q	50	May
St. Manrice Paper Co	7/0 7/4	February April
dutarlo Paper Co	740 740	February Socialist
Provide Millio, Libit .	400	June Describer
Mittild Inches & Paper Co.	105	Inventor
Brompton Pulp & Paper Co	749	November
Mil 1 organisms	249	Assemble.
Total	745	

There is an offset of 400 tons against the above total, which represents the machine going off of news print to other grades, and which will reduce the additional tonnage for the coming year to 346.

On the other hand, there is a much heavier additional tonnage in sight for 1918, as follows:

No tone

VIII 4		rday	13/15
Laurenthie I's.	Led., Grand		
Merry P U		200	July
Manipareten Power	r & Physics Co.	2011	September
Price Bres. & Co	. Kensgami		
P. Q.		177	rieptember
Lake Winnipey Pr	sperg five,	260	* Profestory
Spanish River Poli	a de l'apor l'oc	100	August
Mill organizing		150	March
Tutal		0.05.5	

From this, it will be seen that by October, 1918, there will be a total of 1,370 additional tons on the market, the greater part of it in time for the increased demand in the fall.

RAISES PRICE 3 CENTS A WEEK

Baltimore Sun Increases Rates for Thirteen Issues from 10 to 13 Cents.

The Baltimore Sun, which formerly gave thirteen issues a week for 10 cents, has raised the rate to 13 cents, which means a cent for each paper delivered. Formerly subscribers obtained the Evening and the Morning Sun six times each week, and the Sunday Sun, thirteen complete papers, for 10 cents. The raise in rates is attributed entirely to the advance in the cost of news print. Week-day copies of the Evening and Morning Sun will continue to sell at 1 cent a copy, the Sunday edition for 5 cents. The yearly rate for the Morning Sun outside of the carrier delivery districts will be \$5, the monthly 50 cents; the yearly rate for the Evening Sun will be \$4,50, the monthly rate 40 cents. The yearly rate for the Sunday Sun will be \$2.50. Single copies of the Morning and Evening Sun, outside of Baltimore and suburbs, will be 2 cents a copy, and the Sunday edition 5 cents A COBY. With the increase in price of 3 cents a week comes the announcement that beginning January 28 the Sunday issur will contain a new photogravure supplement of eight pages, containing current events, fashions, war, and general news topics, as well as distinctly local pages. The increase in the price of the Sun takes effect February 1.

Remember it's the dog who doesn't bark which bites.

Wooden-headed men seem to be al-

Capehart's Maiknown Methods

moves into
TIMES BUILDING
Times Square, New York
from

456 Fourth Avenue

where we have been for the past four years.

We occupy one-half of the 16th floor.

Come and see us.

Phones: 7356-7357-7358 Bryant

Send for "The Intertype Book"

PUBLISHERS, business managers, mechanical superintendents, composing room foremen and head machinists are invited to send for a copy of the new Intertype Catalogue, "The Intertype Book". Twenty 3-color pages of information about up-to-date composing machines—thirty-three halftone illustrations that tell the story at a glance.

Please use this blank or your letterhead

INTERTYPE

----CORPORATION-

Terminal Building

Brooklyn, N. Y.

Termina Dear Sirs	am	g, Dr	ooklyn, N	·. I.
	of	"The	Intertype	Book".
Name	 			
Position —	 _	*		
Publication.				

TO HEAD ASSOCIATION

Editors of New York Dailies, in Session at Albany, Chose Middletown Times-Press Manager as President-Six Words Endorsed for Simplified Spell-

ALBANY, N. Y., January 26,-A short list of simplified spelling words will become official newspaper language in up-State New York as the result of action endersing the movement and adopting the list taken at the meeting here this week of the New York Associated Dailles. Editors from all parts of the State guthered for the meeting Tuesday, which had an unusually brilliant list of speaken, including State Commissioner of Education John H. Finley, George A. tllynn, newly elected chairman of the State Republican party, William Barnes, Courtland Smith, president of the Amernan Press Association, and L. B. Palmer, general manager of the American Newspaper Publishers Association,

H H. Knickerbocker, of the Middletown Times-Press, was elected president of the Association for the coming year, and the other officers chosen included: Vice-president, Edward D. Corson, of the Lockport Union-Sun; secretary and treamirer, Gardiner Kliffe, of the Amsterdam Recorder. Two new papers, the Poughkeepsie Engle-News, and the Newburgh News, were admitted to membership.

SOME SIMPLIFIED SPELLING ENDORSED.

Dr. Abram Cideon represented the simplified spelling board at the meeting. and after an address on the progress of Association simplified spelling, the adopted this resolution:

"Whereas, the spelling usage of the National Education Association has received encouraging support from the National Editorial Association, American Association of Agricultural t'oliege Editors, and State press assoctations, as well as from hundreds of newspapers and periodicals in the United States. In addition, 350 institutions of higher learning, school systems, both city and State, as well as individual schools, State teachers' associations, have given this usage generous recognition, thereby introducing a proved simplified spelling to the citizens of the United States, and preparing the way for their reception in the public schools

"Be it, therefore, resolved. That the New York Associated Dailies endorse the spelling usage of the National Education Association, and adopt, for use in official correspondence and publications, the forms 'the, thru, there, program. estalog, pedagog.""

BMITH ATTACKED OWEN BILL

Courtland Smith spoke at the afternoon meeting on "Advertising." He restewed the great changes which have taken place in this feature of the newspaper publishing world. The newspapers of to-day, he declared, have put their circulation claims on an honest basis, and have reached the point where they can fearlessly seek advertising on this basis. He attacked the Owen bill now before Congress, declaring it would deprice newspapers of their inherent rught.

Mr Palmer, speaking on "The Newspaper Print Situation," detailed the huge meresses in the price of newspaper print, amounting sometimes to as much as 100 and 150 per cent. He urged several remedies to be followed by publishern has believe the greatent provide conwe sation of paper, increased subscription rates and insteased, advertising rates. [Mr. Polmer's address will be

KNICKERBOCKER CHOSEN found in part elsewhere in this issue. I LIVE TOPICS DISCUSSED In the evening, at the annual dinner,

men in public life united to praise the power and influence of the press and the high standard set by newspapers of New York State to-day. Mr. Glynn declared that newspapers in the cities and towns up-State have been proved to have more influence with voters than the big metropolitan dailies.

OTHER INTERPORTING PRATURES.

Other public officers and prominent men who praised the newspapers were Senator George A. Thompson, Senator Newton, and Assemblymen Kasson, Bewley, and Bush, and Judge Lynn J. Arnold, of the Knickerbocker Press.

Commissioner Finley declared that his ambition while going to school was to be an editor, and in speaking of the news-bulletin to the schools issued by the State Department of Education every two weeks, he declared it to be one of the most important developments in the Department, in his opinion.

Mr. Barnes, whose name recently made its appearance as editor of the Allany Evening Journal for the first time since his long connection with the paper, launched into the European war and the reasons why the nations were fighting. Power, Mr. Barnes said, is what they all want.

THE NEW PREMIDENT.

Harry Hiram Knickerbocker, the new president of the New York Associated Dailies, has had a newspaper experience covering more than twenty years. He started as an apprentice with the Mattewan (N. Y.) [now Bearon] Journal, and became a part owner of that namer. In 1966 he sold his interests in the Journal to become manager of the Watertown (N. Y.) Standard, later assuming his present position with the Middletown (N. Y.) Times-Press. He is widely known in Masonic and circles, and is a recognized authority on the subject of newspaper circulation audit. He is a member of the A. N. P. A., the New York State Press Association, and the Republican Editorial Association of the State of New York.

WORLD BUYS PAPER MILL

Purchases Control of Degrasse Plant from Dissetisfied Stockholders.

The Press Publishing Company, publighers of the New York World, has acquired control of the Degrame Paper Company, of Canton, O., buying a controlling interest from dissatisfied shareholders. The new board of directors is made up of World representatives, as follows: J. J. Jackson, vice-president: Lynn E. Wolfe, secretary; and N. H. Botsford, treasurer, all of New York; J. A Outterson, of Carthage, N. Y., continues as president. The dissatisfaction in the company, it is said, was caused by contracts held with the World, on which it is claimed the mill was losing money

You MUST Use the OS ANGELES EXAMINER cover the GREAT SOUTHWEST Sunday Circulation 150,000

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(Hetalier Past Office Statement)

Sunday 68,942 Daily 55,365

BY OUR READERS

[Finder this coption we shall print, each arest; Interes from our readers on subjects of interest connected with margary published and animelying hospitalished and animelying publisher who desired being in the solidion of his problem, or scholes primonarced reinrices and subject to the solidion of his problem, or scholes or the reinrices of the problem, or scholes or the fact of the business to surfice the contribution of the resident. We are confident that such a column can be under of pression related through the co-operation of our readers. En !

Figuring Circulation Profits

New York, JANUARY 22, 1917. THE POSTOR AND PUBLISHER:

The white paper situation has developed unity interesting problems for newspaper publishers. and a community of methods of handling these problems is bound to be a real ratio to readers of tour unblication.

has always been my understanding that a newspaper which could show receipts from the deculation department, month after month, safficient to offset its white-neuer costs, had solved the problems of sublishing a successful sor Writings (serv. I am interested to know from s of the readers of This Eurons and Publishers whether or not this understanding is correct. My imputry is tuesed on a newspaper which wells for 6 cents a week or \$3 a year

is it the general practice of publishers to total white-paper costs, or in they also include circulation department pay roll and other operating exponent of that department, such as au-bonoble delivery, postage, etc.? The hears much about a circulation depart-

ment paying its way to the publishing busine i can readily understand how, he careful management, the revenue from circulation cut offset white more costs, but I doubt very much if any wapsper selling at I cent can show a profit on circulation alone, where enlary and operat-ing expenses are included. Information on this time through Tue Prevon and Protestion will, time through Title Expression near of your real believe, he intercetting to many of your real W. F. M.

Adjusting Rates

THE SHOPK CITE THINKS. Sincz City, lowa January 8, 1917.

THE EDITOR AND PUBLISHERS

We are enclosing herewith entry of letter sent to our local advertisers, advising them of increase in rate from 70c and 84c to 95c, an inch. You will also note that we have in-erraned our circulation rate from \$2 to \$3 in the country, and our exerier rate from Sc. to 10c, a week.

THE EDITOR AND PUBLISHER for han dealt with the new conditions affecting the newspaper business on thoroughly that we have read it each week with great profit and pleasure. We wish to congratulate you on the great im THE TRIBUNG COMPANY

CHARLES M. MORGAY, Business Manager,

His head may be higher, but his feet are on the level with yours.

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEH & WOODMAN, Special Representatives New York, Detroit, Kanses City, Chien

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Building.
C. GRORGE EBOGNES,
Marquette Building.
GHICAGO

Greig's Speeches in Demand

Carlisle N. Greig, of Greig & Ward. Inc., Chicago, is getting into the class of two-a-day speechmakers. In Chicago, on January 11, in his capacity as advertising counsel of the Chicago Daily News, he addressed the Bond Men's Club of Chicago on the subject of "Bond Salesmanship and Advertising." In St. Louis on January 23d., Mr. Greig spoke at noon to the Advertising Club of St Louis about "The Jack of All Trades; or, How Much Service Must the Advertising Agency Give to Be Baved?" That evening he repeated, by request, before the Bond Men's Club of St. Louis, his Chicago address.

Powell Going to Shanghai

J. B. Powell, instructor in advertising in the School of Journalism of Missouri University, has resigned that position to become financial editor and business manager of the China Press. an American dally newspaper published in Shanghai by Thomas F. Millard, a former student of the University. Mr. Powell is the eighth Missouri man to go to the Orient. He will leave about February 1 for China.

To Co-operate With Agents

At a meeting of the New York Publishers' Association, held Wednesday, it. was decided that there should be a closer amiliation with the New York Advertising Agents' Association, and a greater degree of cooperation. The idea is to weed out the irresponsible agents and fake advertising.

Adams Not to Leave the Tribune

Richard H. Waldo, of the New York Tribune, denies the report that Samuel Hopkins Adams is to leave the Tribune. Mr. Waldo states that the rumor probably arises from sources where quite likely the wish would be father to the thought.

The law is made for the rich and the poor. The poor use it and the rich abuse it.

Character is speedtly recognized regardless of its location,

Sketches from Life

2-column or 3-column size. mat form, is distinctive character service. Six installments a

It appeals to the advertisers because it is different.

Send for proofs.

World Color Printing Company R. S. GRABLE, Mgr.

ST. LOUIS, MO. Established 1900

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

L. B. PALMER DISCUSSES NEWS PRINT SITUATION

(Continued from page 6)

manufacturing cost of four mills during 1916 ranged from \$20 to \$24 per ton, and net profits of six mills from \$7 to \$16, an average of \$12.40 per ton.

'Notwithstanding this condition, we are told that a mill once went into the hands of a receiver and another into bankruptcy.

"It is perfectly true. These things happened. I understand a receiver was appointed in one case for the purpose of settling an estate and that a wild-cat promotion that bore the same relation to manufacturing that the New Haven Railroad did to railroading went into bankruptcy. Investigation of this company's actual investment, and its book investment, tells the story. I understand it earned over 20 per cent, on its actual investment.

The well-balanced news print mills have been prosperous, with paper selling at \$38 at the mill. When the price of stock increased, many reduced the grade, which seems to account for the lessened cost during the first half of last yearhence profits were not reduced.

INCREASED PROPER

"The difference between 35 and, say, 62 is 24. How much of the 24 represents increased cost?

There was no increase of cost up to July, 1916. Since that time a liberal estimate would probably not exceed \$3 per ton, and that would spell increased profits of \$19 per ton, which added to the former average of \$12, suggests profits approximating \$31 per ton, a burden too great to permit some publications to survive.

The Canadian Minister of Finance recontly prohibited Canadian mills from exporting more than 50 per cent, of their production, and from charging an increase of more than \$10, or a total of \$50 per ton on domestic sales. The \$10 is understood to cover not only increased cost and possible future increased cost, but also liberal increased profits.

PRODUCTION.

"The normal increase of consumption exceeds 6 per cent, per annum. The manufacturers have stated that their 1917 production will not exceed that of 1916, which means a relatively lessened output at a time of increased demand at n fair price. So we may well ask

WHAT IS THE REMEDT?

"Obviously, the remedy is an open competitive market, one in which the purchaser has the freedom of action enjoyed by the consumer of every other staple. The uneconomic and unbusinesslike features now surrounding the market must be corrected. The standard contract, with its dras-

tie and impossible conditions, forced on your in a time of stress and helplessness, must become the subject of negotiations. If, instead of seriously inquiring into theme things, you accept a dose of soothing syrup you will awaken to find the pain still with you.

"Possibly, the Federal Trade Commission or the Department of Justice may bring about a correct solution, but with Pederal action we are not concerned. Rather must we look to the handling of a business matter in a business way. Increased production naturally suggests itself, and I am happy to any that plans have been perfected by the A. N. P. A., and others are being perfected to bring an adequate increased tonnage on the market at the earliest possible date.

OHIO EDITORS MEET IN CONVENTION NEXT WEEK

Mid-Winter Assembly at Columbus Will Be Thirty-second Annual Gathering of Noted Newspaper Organization-Two Days' Session, with Banquet and Elec-

The mid-winter meeting, which will be the thirty-second annual meeting of the Associated Ohio Dailies, will be held on Tuesday and Wednesday of next week at the Deshler Hotel, Columbus, O. There will be three sessions as usual. Tuesday afternoon and evening and Wednesday forenoon. The meeting will be called to order promptly at one o'clock Tuesday and at 6:45 P. M. the members will sit down to the banquet which is a feature of all these meetings. The Wednesday session starts promptly at nine o'clock.

The session of Tuesday afternoon will be principally a business session, at which reports of officers and committees will be received and delegates to the National Editorial Convention will be elected. In addition there will be four short addresses, each followed by a discussion. O. L Jones, editor of the East Liverpool Review, will speak on "Shop Talk"; Hon. George E. Hosmer, of Denver, Col., chairman of the legislative committee of the National Editorial Association, and who took a very promment part in the investigation of the news brint situation by the Federal Trade Commission at Washington recently, will speak on "The News Print Situation, the Publishers' Crisis"; C. C. Caldwell, State editor of the Cleveland Plain Dealer, will talk on "Covering State News," and Hon. Charles Stirling Anderson, chairman of the Advertising Club of Columbus, will speak on "The Reasonable Advertuer.

THE ANNUAL BANGUET.

At the banquet in the evening, which will be served in the banquet hall of the Deshier Hotel, the following will be the speakers: E. E. Cook, managing editor, Columbus Citizen; Hon. W. F. Wiley, managing editor, Cincinnati Enquirer; J. Wilson Roy, "A Scotchman of Note," Sidney, O.; Dr. W. O. Thompson, president, Ohio State University; Arthur C. Johnson, editor, Columbus Dispatch; Hon. James M. Cox. Ohio's Governor.

Among the speakers on Wednesday morning will be Gov. Cox. who will at the same time be accorded a reception by the visiting newspaper men. This will, however, be preceded by the receipt of reports of committees, etc., and the following addresses: George M. Taylor, of the Portsmouth Times, who will talk on "What News to Play Up and What to Suppress"; Col. F. M. Reitzel, of the Warren Chronicle, "Ohio Publishers as Manufacturers of News Print"; Hon. Homer Gard, of the Hamilton Journal, "Clean News"; Hon. Albert J. Leitch, business engineer, Cleveland, O., operation."

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia MANY INTERCOTTING DESCUSSIONS.

For the programme of general discussion, the following topics have been presented and each will be considered:

(1.) How Far Should Publishers Go in Censuring Exaggerated Bargain Advertising Offered for Publication.

(2.) How to Best Get Rid of Grow ing Dead-Head News Ad-Post.

(3.) Should Publishers Not Refuse to Accept All Propositions for Advertising Which Carry with Them a Provision for the Purchase of a Service of Some Sort, Either Moving-Picture or Otherwise, Which the Newspaper Doss Not Need and Does Not Want, and Which Amounts Practically to a Liberal Discount from the Advertising Rate?

(4.) Is the Publication of Motion-Picture Serial Stories Beneficial to Circulation? What Has Been the Experience of Members?

(5.) Is the Practice of an Exchange of Checks in Payment of Subscription to Other Newspapers Increasing?

(6.) Do the Members of A. O. D. Give Free Publicity to Automobiles, and with What Results?

(7.) What Court Decisions During the Year Affected Newspapers? Libel Cases During the Year?

(8.) Shall Our Annual Dues be In-

The following are the officers of the Association: President, G. W. C. Perry, Chillicothe Gazette: first vice-president, Fred W. Bush, Athens Messenger: 900ond vice-president, Egbert H. Mack. Sandusky Register; secretary, Louis H. Brush, Salem News; treasurer, Frank Harper, Mt. Vernon Banner.

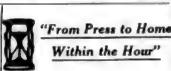
These officers, with the following, compose the executive committee: H. E. Taylor, Portsmouth, O.; F. M. Iteitzel, Warren, O.; Malcolm Jennings, Columbus, O.; C. H. Spencer, Newark, O.; J. R. Alexander, Zanesville, O.

Appealed to Supreme Court

WASHINGTON, January 24 .- The Toledo News-Bee contempt case has been filed with the United States Supreme Court. This case grew out of news published relating to the street-car situation in Toledo. 1

Louis Wiley Convalescent

Louis Wiley, business manager of the New York Times, who underwent an operation for appendicitis on Christmas Day, is convalencing in Atlantic City.



It a exclusive carrier service enables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

A. KLEIN, Metropolitan Tower, N. Y. ohn Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

DAMAGES FOR NEWS "LEAK."

Western Union Appeals From Verdict Given to Wisconsin Editor.

Wisconsin editors are much interested in the final outcome of a damage suit in their State, which is likely to be cited elsewhere as a precedent.

Walter T. Marlatt, editor of the Kenosha (Wls.) News, recently sued the Western Union Telegraph Company for alleged breach of confidence relative to news telegrams.

Circuit Judge E. B. Belden, of Racine, awarded Mr. Marlatt \$3,000 punitory damages and \$250 compensatory damages. The telegraph company has announced it will appeal to the Supreme Court.

Prizes for Good "Heads"

E. S. Beck, managing editor of the Chicago Tribune, has inaugurated a novel scheme for putting more "pen" into Tribune "heads." During the week he posts on the Tribune bulletin-board the best heads, from the standpoint of vigor and accuracy, as they appear from day to day. At the close of the week he awards three prizes of \$5, \$3, and \$2. The prize-winners for the first week were Leon Stolz, first; O. A. Mather, second, and Harry Parker, third. Mr. Stolz and Mr. Parker are on the local conv-desk, and Mr. Mather on the telegraph desk.

A Useful Souvenir

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, is distributing among his friends in the general field a Standard diary and time-saver for the year 1917. The book contains some useful information with respect to rates of postage, populations of important cities, chronology of the European war, etc.

HE Louisville Herald is first in the morning field, in foreign advertising gains for the twelve months ending May 31, 1916.

Another instance that shows the trend of the Louisville newspaper situation toward "the paper that goes home."

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our petrons are professional and business men and wemen, public person-ages and the leading Banks, Trust Com-panies and Corporationa.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC., 106-110 Seventh Ave New York Cant

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TIPS FOR THEADMANAGER

Doremus & Morse, 31 Nassau Street, New York city, are making 200-inch contracts with New York and Pennsylvania newspapers for Wm. P. Bonright & Co. Continental Mortgage, 14 Wall Street, New York city.

The Cowen Company, 50 Union Square, New York city, is placing copy with newspapers on contracts for the Louillard Tobacco Co., "Murad Cigarettes," Jersey City, N. J.

N. W. Ayer & Son. 300 Chestnut Street, Philadelphia, Pa., are placing 3-inch, 73-time, and 24-inch, 8-time orders with a selected list of newspapera for the American Sugar Refining Co. "Crystal Domino Sugar." 117 Wall Street, New York city, and are renewing their newspaper contracts for the Western Union Telegraph Co., 195 Broadway, New York city. The above agency is also making 1,550-inch contracts with newspapers in selected sections for the R. J. Reynolds Tobacco "Camel Cigarettes," Winston Salt'o. em, N. C.

H. W. Fairfax, World Building, New York city, is sending out orders to some Eastern and Southern newspapers for A. B. Benesch & Co., Financial, 74 Broadway, New York city.

The Cheltenham Advertising Agency, 11 East 16th Street, New York city, is handling the advertising of the Mennen's Chemical Co., "Mennen's" Powder, etc., 42 Orange Street, Newark, N. J.

The Thomas Advertising Service, Heard National Bank Buikling, Jacksonville, Fla. is placing 5,000 lines in eight insertions with newspapers in selocted sections for the Florida Citrus Exchange, 204 Franklin Street, New York city, and Tampa, Fla.

F. A. Wynne, advertising, 312 Juanita Building, Dallas, Tex., is making 2.566-line contracts with some Middle West newspapers for the Galveston Commercial Association, Galveston, Tex.

The J. Walter Thompson Co. 44 East 22d Street, New York city, is placing copy with newspapers on contracts for the American Tolsacco Co., "Mecca Cigarcites," 111 Fifth Avenue, New York city, and is making up a list of large city newspapers for Lever Brothers, "Lux Soap," Cambridge, Mass., and also making up a list of newspapers for Lamot, Corliss & Co., "O'Sullivan Rubber Heels," 131 Hudson Street, New York city.

The Stack Advertising Agency, Heyworth Building, Chicago, Ill., is making contracts with some Western newspapers for the Triple Action Spring Co., Chicago, Ill.

The Sales Service Company, Peoples Gas Building, Chicago, III., is placing orders with some Western newspapers for the Milwaukee Ford Advertising Committee.

The Hanser Agency, Kinney Building, Newark, N. J., is asking rates in newstances on a food product.

The Arnold Joerns Co., 14 East Jackson Benievard, Chicago, III. is making utracts with newspapers in selected sections for Rannon & Co., Financial

The Amsterdam Advertising Agency, 25 Congress Street, Boston, Mass., is placing 20-line, 5-time orders with some Southern newspapers for A. F. Dow & Co. Financial, 16 State Street, Boston, Mass.

The Gardner Advertising Co., 315 North Tenth Street, St. Louis, Mo., is making 5.000-line contracts with some Southern newspapers for the Valler & Spice Milling Co., "Valler's Enterprise Flour," Marine and St. Jacobs, Ill., and St. Louis, Mo.

The Geo. Batten Company, Fourth Avenue Bullding, New York city, will make up a list of newspapers earlier this year than formerly for the Chquot Club Co., "C. C. C." Products, Millia. Mass., and is making up a list of newspapers for Norris & Company, Candy. Atlanta, Ga.

The D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is placing orders for Odelsa Mansone Middle West newspapers for the Kelly-Springfield Motor Truck Co.; also making 5,000-line contracts with some Middle West newspapers for the American Wine Co., "Cook's Imperial Champagne," 2015 Cass Avenue, St. Louis, Mo.

The Ferry-Hanley Advertising Company, Commerce Building, Kansas City, Mo., are placing orders for Odelsa Manufacturing Company, of Oklahoma City, Oklahom, "King Appetite" brand products in Oklahoma and Texas dailies; Long-Bell Farm Land Corporation in farm papers generally; Morey Moreantile Company, of Denvor, in Colorado papers only at present; Armour & Co. (Chicago) placing copy on contracts with small papers in Missouri and Kansas; H. W. Duve (St. Joseph, Mo.) in farm papers in the Northwest.

Street & Finney, Inc., are now handling the advertising of the Seely Office Appliance Company, 114 Liberty Street, New York, who are distributors for the Edison Dictating Machine.

Marx & Angus, 8 West 40th Street, New York city, handle the account of the Bethlehem Motor Corporation, of Allentown, Pa. The company will inaugurate a campaign in the newspapers about March 1.

The Duniap Ward Advertising Company, of Detroit, handles the speedometer account of the Van Bickien Company, Elgin, Ill. This firm also handles auto truck account of the Detroit Truck Company, Detroit, Mich.

Calkins & Holden, of New York, handie the writing-paper account of the Eastman Manufacturing Company, of Bankor, Me.

The Emergency Laboratory is making 6,000-line contracts through the National Advertising Agency, of New York

P. Lorillard, Helmer, Murad, and Experience Straights copy is going out through the Cowen Co. New York city.

The Walter M. Lowney Co., of Boston, Mass, is making 5,990-line contracts, space to be used in one year, in a selected list, through the Blackman-Ross Co., of New York city.

The A. J. Tower Co. is sending out 3 inches three, to weekly newspapers, through the J. W. Barber Co., of Boston, Mass.

The Commercial Credit Co., of Baltimore, Md., is making contracts through L. A. Sandiasa, of Baltimore, Md.

Norris, Inc., is using 5,000 lines in one year, in Florida papers, the copy going out through the Geo. Batten Agency, of New York city.

The Premier Motor Co., of Indianapolia, Ind., is using 5,000 lines in mid-West newspapers, the copy going out through R. M. Seeds, of Indianapolis.

The Pillsbury Flour Mills Co. is sending out 10,000 lines space to be used in one year in mid-West, through the Dollenmayer Agency, of Minneapolis, Minn.

The Illustrated Review is using 5.000 lines in mid-West papers, the copy being placed by Kastor & Sona, of Chicago.

The Campbell-Ewald Advertising Agency, of Detroit, handles the advertising accounts of the Advance Rumely Co., of La Porte, Ind.; the Dayton Engineering laboratories Co., of Dayton, O.; the Great Lakes Beat Building Co., of Milwaukee; Van Bierck Motor Co., of Monroe; Bearing Service Co., of Detroit; United Motor Bervice, Inc., of Chicago; Perlman Rim Co., of New York, and the Jackson and American Seedtape Co., of New York.

The Sweyd Advertising Agency, 341 Fifth Avenue, New York, is now handling the advertising of Paul Poiret, French fashion creator, in the United States.

The Federal Advertising Agency, 6 East 19th Street, New York, is now handling the account of Towle Maple Products Co., "Towle Log Cabin Syrup," St. Paul Minn.

The L. S. Goldsmith Co., 25 East 26th Street, New York city, is sending out orders to newspapers for the Goodall Worsted Co., "Palm Beach Cloth," Sanford, Me.

The Macavoy Advertising Co., Conway Building, Chicago, Ill., is handling the advertising of the Smith Form-a-Truck Corporation, 1470 Michigan Boulevard, Chicago, Ill., which company will spend \$300,000 throughout the country during the next eight months.

Lord & Thomas, Mallers Building, Chicago, Ill., are making 5,000-line contracts with a selected list of newspapers for the Waukesha Pure Food Co., "Jiffy-Jell," Desert, Waukesha, Wis.

The Fletcher Company, advertising service, Widener Building, Philadelphia, has secured the account of the National Rubber Co., Pottstown, Pa., National Redwall Speedway tires. This company is also preparing an extensive magnetic and newspaper campaign for the Front-mobile touring car, roadster, and light delivery truck, manufactured by the Bateman Mfg. Co., Grenloch, N. J., Iron Age farm, garden, and orchard imple-

The R. A. Mathews Advertising Corporation, Chicago, handles the metal shoes account of the American Metal Shoe Co., Racine, Wis.

The Johnston-Aryes Co., San Francisco, handles the comforters account of the California Cotton Mills, Oakland, Cd.

The Saltzler Advertising Co., of Chicago, handles the National Fruit Juice Co., "Apella" account, Lafayette, Ind.

The Mitchell Advertising Agency, Minneapolis, hundles the shoe account of the Putnam Boot & Shoe Co., Minneapolis, Minn.

The Williams & Carroll Corporation, New York, handles the advertising of the Kochler Motors Corporation, Newark, N. J.

N. W. Ayer & Son, Philadelphia, handle the seed account of the Deposit Seed Co., Deposit, N. Y.

The Triangle Advertising Company, 29 West 32d Street, New York city, is placing 420-line, one-time orders with some Sunday newspapers for Wm. J. Wilson & Company, "Alaska Copper Co.," 247 Pifth Avenue, New York city.

Williams & Carroll, 1 Madison Avenue, New York city, are handling the advertising of H. J. Kochler Motors Corp., 1709 Broadway, New York city.

Lord & Thomas, Mallers Building. Chicago, Ill., are sending out orders to some Western newspapers for John Morrell & Co.

(Continued on page 34)

New Orleans States

Hember Audit Bursas of Circulations. worm Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest wide home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the Status to the logical and secondic medium. Circulation data sent on request. The S. C. BECKWITH SPECKAL, AGENCY

AGENCY Sole Poreign Representatives New York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York, Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beckman 3636

PAYNE, G. LOGAN, CO., 747-748 Marquette Bidg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boeton, Mass.; Kresge Bidg., Detroit, Mich.

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AD FIELD PERSONALS

W. B. Turner, formerly advectising manager of the General Pireproofing Company, will succeed Mr. Clark as sales manager for the fireproofing prodnets. L. E. Fisher will succeed Mr. Turner as advertising manager. Mr. Pisher has been connected with the advertising department for several years.

J. W. Cooper, of the S. C. Beckwith Special Agency, is in New York booking over the Eastern field.

Irving Fletcher, who has been writing the men's clothing ads for Saks, is now writing the men's wear copy for Franklin Simon, New York.

Edward F. Korbel, press representstive of automobile shows, has been elected secretary and vice-president of the Rowland Advertising Agency, Inc., to take effect February 1.

Henry Wellington Wack is organizing a publicity department for the Murphy Varnish Company, and has been appointed an assistant to the president of the organization.

O. B. Carson is now the accredited representative to the Association of Nafloral Advertisers from the American Optical Company. He is the manager of the sides promotion and advertising of the company.

P. L. Chase is connected with the Frank Mossberg Company, Attleboro, Mass. manufacturers of tools, metal stampings, and automobile parts. He will handle the advertising as well as export and research work and special investigations.

John L. Butler has been appointed advertising manager of the Pennsylvania Rubber Company, Jeanette, Pa.

George T. Bryant has joined the Russel M. Seeds advertising organization in Indianapolis, Ind.

C. A. Bonniwell, for two years assistant sales and advertising manager of the Auburn Automobile Company, has joined H. Walton Heegstra, Inc., of Chicago.

J. R. Harrison, of the advertising department of the Chicago Heraid, has joined the copy staff of Lord & Thomas. Mr. Harrison was formerly advertising manager of the Chalmers Motor Company.

John E. Lutz, of Chicago, has become Western representative of the Montreal Star, the Washington Star, and the Indianapolis News. W. Y. Perry, formerly associated with Mr. Lutz in the representation of these papers, has retired, on account of ill-health.

W. H. Masten has become general sales manager of the Oakland Motor Car Company, of Pentiac, Mich.

Russell Spicer, of Wilmar, Minn, will act as agricultural advertising counsel for the Shuman Advertising Company, of Chicago.

C. T. Adams, who has been associated with the Corman-Cheltenham Company. has joined George Batten's staff. He was formerly with Frank Preshrey.

Anderson Pace, with Edwin G Booz, han organized the Business Research & Development Company, of Chicago, Mr. Pace was formerly advertising manager for Butler Bros., and Mr. Book was formerely advertising statistician for the Woman's World.

Daniel Baker has accepted a position in the advertising department of the Lansion Monotype Company, Philadelphia.

Fred Hickman, formerly server and promotion manager of the Winnipeg Free Press, be now a member of the Me-Connell & Pergussia Advertising Astrov staff at its Winneper Joinch, which he will be in charge of the copy of part-

A. O. Fuller, who has been advertising manager for the Chickasha (Okla.)

Daily Express, has gone to Oklahoma City, where he has accepted a position as advertising manager of the Oklahoma News, one of the Scripps string of pa-

R. F. Glendenning, of the display advertising staff of the St. Paul Daily News, has returned from a ten-day busmeas trip to Chicago.

Arthur E. Cummings, of Akron, O., assistant advertising manager of the Goodrich Rubber Company, spoke at the second semester course in adverusing at Western Reserve University, Cleveland, this week.

J. S. (Jack) Oliver, a well-known Atlanta, Ga., advertising man, has been chosen to succeed W. M. Armistead as head of the advertising department of the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C. Mr. Oliver began his career as office boy for the Atlanta Journal twenty years ago. Later he went to New York and Chicago, Mr. Armistead will return to the force of N. W. Ayer & Son, Philadelphia.

HEADS CAMPBELLEWALD AGENCY

Henry T. Ewald is Elected President of the Detroit Advertising Company.

Henry T. Ewahl has been elected president of the Campbell-Ewald Advertising Agency, of Detroit, vice Frank J. Campbell, who tendered his resignation. having disposed of his stock interest in the company. Clifford A. Sloan was elected vice-president, and Guy C. Brown secretary-treasurer. Mr. Ewald. who also becomes general manager, announces that no changes in the personnel of the agency will be made, and that Mr. Campbell will remain with the organization for a time, in an advisory capacity E St. Elmo Lewis will continue to act as counsel for the company. Hefore entering the organization of which he has just been elected presideut. Mr. Ewald was advertising manager of the Studebaker Corporation and advertising manager of the D. & C. Navigation Co. He also organized the Detroit Aderaft Club,

Mr. Sloan, who will be in charge of the New York office of the company, an formerly with the Richard & Allan Advertising Agency, and later was advertising manager of the Hyatt Roller Bearing Co., of Newark, N. J. Mr. Brown has been with the Campbell-Ewald Co. for four years. He was formerly editor of the Pontiac Press-Gazette and previous to that was with the Flint Journal.

SUN'S NEW AD MANAGER

Western Representative of Munsey Publications to Come to New York.

Gilbert T. Hodges has been appointed advertising manager of the New York Sun. Mr. Hodges for the past three years has been Western advertising manager for the Munsey publications, with headquarters in Chicago,

Entries Close Next Week

Applications for the privilege of comsating for the Pulitzer prizes and scholarships, the winners of which will is announced in June, must be made to the secretary of Columbia University, on or before February 1 Blanks will be furnished by the secretary. complete list of prizes was printed in THE FOITOR AND PUBLISHER when they were announced

Paper Plans Dewey Monument

A movement for a monument to the memory of Admiral George Thewey, to he made and erected in Cleveland, O. has been started by the Cleveland (O)

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA.	MONTANA				
Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its bearest competitor in 1916.	MINES				
CALIFORNIA.	NEW JERSEY.				
EXAMINES	JOURNAL				
a, B. C. Audit reports show largest Moraing ad Banday circulation. Greetest Home Deliv- ty.	PRESS-CHRONICLE				
emicunt-Herald	COURIER-NEWS				
GEORGIA.	NEW YORK				
OURNAL (Cir. 87,581)Atlanta	COURTER & ENQUIRER				
HEONICED	IL PROGRESSO ITALO-AMERICAN New York				
ILLINOIS.	DAY				
HERALD-NEWS (Circulation 15,190) Juliet					
AWOI	NEBRASKA.				
REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Das Moines and vicinity.	TRIBUNE				
SUCCESSFUL FARMING Des Moisse More then 700,000 circulation guaranteed and	OHIO.				
proven or no pay. Member Andit Buress of Directations.	VINDICATOR Youngstown				
KENTUCKY	PENNSYLVANIA.				
ASSINIC HOME JOURNAL. Louisville, Ky. Seeni Mageliy. 32 to 64 pages.) Gustanteed right of the state of the seen of	TIMES				
TIMES-PICATUNE	TENNESSEE.				
MICHIGAN	BANNER				
PATRIUT (No Monday Issue)	TEXAS				
flat Ratus - Oue time ads. 50 cents tuch; pearly untracts, 35 cents luch; position 20% extra.	CHRONICLB				
MINNESOTA.	The same same.				
TRIBUNE, Morning and Brening Minnespolie	UTAH.				
MISSOURI	HERALD-REPUBLICAN Solt Lake City				
POST DISPATCH	VIRGINIA				
is the only newspaper in its territory with the teentiful Botogravary Uritary Serbica. The PORT-DISPATCH with more papers in it bests every day in the year than there are	DAILY NEWS-RECORD Harrisonburg In the fattous Valley of Va. only paper in the richest Agricultural County in United States.				
firmulation entire year, 1914.	WASHINGTON				
Sunday everage	POST-INTELLIGENCER				

The fullewing publishers guarantee circulation willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS

MEBRASKA

FRE1E PRESSE (Cir. 128,854)Lincoln

NEW YORK

DOMELETTING DELLA SERA..... New Yest

MORE AFFIDAVITS IN A. P. INJUNCTION SUIT

Evidence in Rebuttal Presented to Judge A. N. Hand, in Federal Court Counter Charges Made by International News Service Denied-Lawyers to Present Briefs on Monday.

With the aubmission next Monday of briefs, the preliminary skirmish between the Associated Press and the International News Service will have ended, and the issue placed in the hands of the Court. The outcome of the same will be awaited with considerable interest by not only the two associations themselves, but by the editors and publishers of thousands of newspapers throughcut the country. Final amdayits were submitted to Justice A. N. Hand in the United States District Court on Monday last, and but one more step is necessary before the Court makes its decision destined to throw toy into one camp and gloom into the other. loser this time can, however, solace himnelf with the thought that this is only a preliminary, and that when the time for the actual trial of the case comes, that he may then have another chance.

The whole matter deals with the application of the A. P. to Justice Hand for a preliminary injunction restraining the L. N. S. from "lifting" A. P. dispatches or from "bribing" employees of A. P. newspapers to do the same thing. In support of their contention, the A. P. submitted a great many voluminous affidavits, which were printed in THE Entron and Publisher of January 13.

On the return day of the motion, the 1. N. S. countered with many more affidavita, in which they denied the accusations of the A. P., and countered with accusations against the A. P., in which the latter was charged with doing the same things with which the I. N. S. was charged. These affidavits were printed in THE EDITOR AND PUBLISHER OF January 20.

APPEDAVITS IN REBUTTAL.

In the rebuttal affidavits of the A. P. answer is made to the charges promulgated by the J. N. S., in what is virtually their answer to the A. P. application. Thirty-seven affidavits are offered in rebuttal, practically all of them taking up one by one the counter charges of the I. N. S., and denying them catenorically. Two of the principal affidavits are made by Melville E. Stone, general manager of the A. P. In one he takes up the charge made by Samuel Untermyer, counsel for the I N. S., in his argument on the motion, in which he stated that Mr. Stone had been convicted of violating an injunction restraining him from tapping the wires of the Cleveland Telegraph Company in 1903. Mr. Stone states that the Stone in that ease was one Oscar M. Stone, and he continues in part:

The deponent feels particularly outraged that a misstatement of a reported case, charging him with such practices, and with the use of 'shuffting evasiveness in affidavits presented in support thereof, should have been made in open court. There is not the slightest foundation for any such statement, and the counsel was entirely unjustified in assuming, without any verification, that the Stone referred to as one of the defendants in the case was the deponent."

He continues that, after his attention had been called to the statement made by Mr. Untermyer, he immediately began an investigation. Upon reflection he resalled that about fifteen years ago there was a man named thear M Stotie, who carried on his operations in Chi-

eago and other places in the West, and concluded that the man named must have been that Stone. He said that he had since been informed by the Clerk of the United States District Court there, and by Henry S. Robbins, the counsel in the case, that his conclusions were correct.

DENIES THAT OPERATORS EXCHANGE TIPS.

In his other affidavit, Mr. Stone denies the statements put forth by I. N. S. affidavits that it was customary for telegraph operators of rival agencies to obtain tips on dispatches received by the other operators in the same room. He states that it has been a standing rule for A. P. operators to be stationed in different rooms, and not to work in the same room with operators of rival concerns. The only instance, he states, where they did work together was at the Court House in Syracuse, and that Frank Wilson, the A. P. operator, had denied the accusation of lifting the Lusirania story from the I. N. S. wire there.

Other affidavits were made by employees of the Cleveland News, who sat at the same desk with Cushing and others, in which they denied statements made in the I. N. S. affidavits that dispatches of the I. N. S. were tipped to the A. P. branch manager. Arthur Sullivan and others relterated their early aftidavits to the effect that a man named Attwood, of the L. N. S., came into the editorial room of the New York American and copied the A. P. dispatches as they were received on the Markrum machines. This was denied in the I. N. S. affidavits. The episode in the San Franchen Call offices, referred to in the I. N. S. affidavits, in which it is charged that one Cox "pirated" and "lifted" tipes from the I. N. S. wire is denied in toto by Arthur W. Copp, who also quotes a copy of the order issued by General Manager Stone, and which was referred to in the I. N. S. affidavits. The order merely directs operators at nonbureau points to "be alert," and to see that the A. P. "is protected promptly when big news events occur in their cities." In a further affidavit, Mr. Copp. states that the Cochrane, who made the affidavit with Cox, was not an emplayee of a news agency, but was an employee of the Western Union Telegraph Company, and calls attention to the fact that if he had divulged any messages received by him, as he stated in his affidavit, that he did so in violation of the laws of California, and was liable to a penalty of five years' imprisonment.

A. P. SHENT ON CONTROVERSY.

Frederick Roy Martin, assistant to General Manager Stone, in denying the implication that the A. P. had sent out "long stories" to the newspapers on the controversy, stated that, after a conference, it had been decided not to send out anything at all about the trouble to their subscribers, and "that the Associated Press has not sent a single line or reference of any kind to its members, although the matter has been published

by competing news agencies, and that complaintant has been besieged by its own members for full information in the matter." E. Keukot, who made the original affidavit relative to one of the editors of the New York American directing a boy to run downstairs and tell them the Austrian Emperor was dead. and which statement was in turn denied by Bradford Merrill and others, who stated that the boy was sent to the "obit" room, makes another affidavit in which he reiterates his former statement, and declares positively that the boy was sent downstairs to the I. N. 8

An additional affidavit was filed by the I. N. S., in which it was made clear that the contract of the I. N. S. with the Cleveland News bound them to protect the I N. S. on local news in the same manner as the A. P. contract calls for.

NEW INCORPORATIONS

NEW YORK Fore Golf Corporation; carry on business with \$10,750; publish golf periodical; directors, Harry B. Martin, or Hayside, L. I.; Percy C. Pulver, of Bloomfield, N. J., and William C. Freeman, of New York city.

BRONX-Port Morris Printing Company, Inc.; capital, \$1,000; printing and publishing; directors, Isaac L. Phillips, David F. Phillips, and Max Philline, all of Bronx.

BINGHAMTON, N. Y .- Kennedy-Morris Cornoration: capital, \$20,000; commercial printing and general publishing; directors, Fred E. Kennedy, Elmer Kennedy, and C. E. Morris, all of Bing-

New York-The Aeronautic Photo and News Service, Inc.: capital, \$10,000; proprietors and publishers of magazines and newspapers, general advertising; directors, Gerard Q. Dean, John A. Nugent, and Daniel F. Nugent, all of New

NEW YORK-John H. Eggers Company, advertising and publishing; capital. \$25,000: directors, J. H. Eggers, Summit, N. J.; J. M. Lindley, Hoboken, N. J.; T. C. Ennever, 132 Nassau Street, New York.

SYRACUSE, N. Y .- Benjamin Advertising Corporation; capital, \$10,000; directors, C. D. Pratt, D. E. Alvord, and L. Benjamin, all of Syracuse.

CRYSTAL LAKE, ILL.-Herald Publishing Company; capital, \$12,000; directors, L. Willard Cobb, Bess Barnes Cobb, Fernic A. Latulin.

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Bufalo newspaper that our-sers its advertising columns. Many of our advertisars use our columns exclusive-ly. The above is one of the many res-man other.

MEMBER A. B. C. Fereign Advertising Representatives KELLY-SMITH COMPANY

Lytton Building CHICAGO NEW YORK

The new Syork Call

Every Morning Daily and Sunday Owned by those who read it

This means that those who OWN it, BLY service and goods from those who but space in THEIR paper. Frankly a class publication Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET is same quality, and GET it.

444 Pearl St., New York City

LACON. Ill .- Home Journal Publish. ing Company; capital, \$6,000; directors, George W. Cowann, Wallace J. Black, J. P. Orieve.

Withwoop, N. J.—Sun Publishing Company, newspapers; capital, \$25,000; directors, E. G. Slaughter, G. M. Smith, O. J. Blackwell.

NEWARK, N. J.-Newark Morning Ledger Company; capital, \$50,000; directors, L. T. Russell, Mrs. L. T. Russell, and F. W. Eliia. The company will take over the publication of the Morning Ledger.

CHANGES IN INTEREST

SATER, Pa.-The Times, under management and thoroughly reorganised, will begin publication under its new régime Monday, January 29. D. R Stephens is the new publisher and with him are Joseph Doane, as business manager, and George S. Curtim as managing editor.

ROCKWIEL CITY, In .- H. M. Harwood, publisher of the Rockwell City Advocate, has purchased the Clarion Clipper from John R. Bell. A. R. Hultman, now of Webster City but formerly of the Register and Tribune in Des Moines. has acquired an interest in the Advocate and will become its publisher. February 1. F. F. Swan, of the Fort Dodge Messenser, will go with Harwood to Clarion to be associate publisher of the Clipper on the same date.

NEW ENTERPRISES

FORT WORTH, Tex.-The first issue of the Fort Worth American, the new afternoon paper, made its appearance on January 16, being detayed one day on account of shortage of gas.

Pessimism is a black man in a dark closet looking for a black hat that is not there.-Cattell.

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 96 per cent. of the newspapers and publications of of the newspapers and publications of CANADA. We cover every fast of Canada and New-foundland at our head office.

74 76 CHURCH ST., TORONTO, CAN.

Price of service, regular green eligating rates special rates and discounts to Trade and Newspapers.

OH

Food Medium of New Jersey Trenton Times A. B. C. 2c-12c Per Week

KELLY SMITH COMPANY

NEW YORK

Letter, Bedding CHR Ater

POWER OF ADVERTISING IS TOLD BY BRISBANE

Editor of New York Evening Journal Says Newspapers Should Be All for One and One for All, in Every Effort for the Common Good of All the People.

Arthur Brishane, editor of the New York Evening Journal, electrified the members of the New York Advertising Club Tuesday night, in a speech that dealt with the power the newspaper possesses for bettering the country and its people through the editorial and advertising columns. He told them in clear, crisp sentences the things they should do, and can do, and which they are not doing. He illustrated their power in the fewest possible words, and in a speech which those present agreed was all too short, because the things he told and the way he told them were of a character that would have held the attention of any audience for hours.

MEWSPAPERS SHOULD WORK TOCKTHIEL

"Newspaper men should work together, not against each other. Billions of drops of water scattered over the land in countless places does a vast amount of good, for it waters the crops and makes the fields yield, but does not mean great force. The same billions of drops, gathered into a body of water, going in one direction and flowing over the cliff forms Niagara, with Its tremendous horsepower, that works for the good of man. What the falls of Niagara represent in the world of power, that greatest of force on the planct, thought, represents in the newspaper world. Used as a unit, in a single direction, the newspapers can accomplish anything.

"The newspapers are to the modern world what the public square was to ancient Athens. The man who complains about the newspaper should remember that it only mirrors things as they are, and if the public would have things different, the public should be different. If a man does not like the face he sees in the mirror, he should change his face. The newspaper is the mirror into which the public looks."

WHAT CO-OPERATION DOES.

He told the story of a celebrated writer who spoke of the countless number of deer that once roamed over Long Island, and the wolves that preyed upon them. The writer stated that the wolves would be there until the last deer was devoured, and then the wolves would starve. To-day deer are killed by railway trains on Long Island, and are hunted, but the last wolf disappeared years ago, because deer cooperated, one for all and all for one, each watching for the other and warning the others of a common enemy. The wolf, working alone, falling upon a wounded brother and devouring him, sneaking away when danger came, could not last, because he represented himself only. The newspapers, he said, should be like the deer, and drive the wolves out of the world. No man can become great without making enemies. and it is the same way with a newspaper. If a paper prevents a brute from whipping a child, it offends the brute. What the newspapers can do collectively cannot be estimated, and what they do separately is but little compared with what might he attained by coordinating their work. If all of the newspapers of New York, for example, agreed on some public work, and a line on which that work should be done, it would be accomplished.

There are thousands of people in New York who have never seen the ocean, and yet it is nountile for all to have the benefits of sait water, if the newspaper would will it.

Advertising is a great force, he said, that should be exerted along certain lines. Only a few days ago, he said, he refused to carry an advertisement in the Evening Journal that would have meant thousands of dollars to that paner, because he did not think the advertiser could live up to his claim.

ADVERTISING ESSENTIALS.

An advertisement, to be successful, should possess four cardinal points, he said. It must be seen, it must be read, it must be understood, and it must be believed. These are the essentials. He told the story of one man who had advertised without attracting attention. and likened his copy to the house cat. He knew the cat was in the room, because he saw it he didn't hear it. His advertisement spoke in whispers. It was as though he had asked a hotel keeper the price he would charge for allowing him to whisper in the rotunda, and was told that the price would be \$5, while the cost of shouting the same news would be \$50. The man bought the privilege of whispering for \$5, thinking he had saved \$45, whereas, as a matter of fact, he had wasted \$5.

ADVISORDED AND DESCRIPTION PROBLEMS

The great problem of distribution is the one the advertising men must Newspapers represent the rain of knowledge, systematically applied. What the Government has done in the matter of irrigation of land in some arid sections, the newspapers can do for humanity through more perfect distribution. Advertising will solve public riddles, better industrial conditions, and make the people happier. The man who advertises a pure food is a public bensfactor, he said. So is the manufacturer and advertiser of soap. One company advertising in the United States has made it possible for the poorest man to have and enjoy something that formerly only the kings or the very wealthy could have-buth-tube, for there is one in nearly every home. The firm that made and advertised and gave bathtubs to the American people deserved success. The man who conceived the ldea was a public benefactor. All of this is accomplished by cooperation. If the world depended altogether on gravitation, all things would resolve themselves into a solid mass, but the discovery of radioactive forces explains why this does not happen. A lump of radium as large as a nouse, placed on the sun, would light the universe for 1,000,000,000 years; newspaper represent, in the modern world, the radio-active force that disseminates knowledge, that throws light into the darkest corners, and that brings the best to all, both through its editorial and its advertising columns.

Mr. Brisbane wrote the first advertisement for Cornflakes, and he told

how he wrote an advertisement for Nathan Straus, when he was endenvering to put into practice the plan of cash buying at Macy's store by inducing customers to deposit money which would draw interest at 4 per cent,, and be always to their credit against any purchases that might be made. In the advertisement he wrote he used the words, While you work, let your money work for you," which represented the thought that the money would draw 4 per cent. interest.

In telling of the advertising power of the newspaper, Mr. Brishane said that he reprinted one of the best quotations from Carlyle, and received in response 12,000 letters, asking where the book could be obtained, notwithstanding the fact that he had plainly stated that the quotation was taken from Carlyle's works. Those letters represented more responses than the author himself ever received and it was possible to get such returns only through the columns of a newspaper.

Mr. Brishane said he believed in making every effort to determine the reliability of an advertiser, and having done that, he was of the opinion that the advertisements should be placed in a newspaper as though it were a blank wall He thought that the advertising should be classified and put together, and that it should be clearly and plainly marked, and that it would be well to state above all advertisements that every precaution had been taken to eliminate the unreliable from the newspaper. With such precautions taken by a publisher and such a statement printed in a newspaper, personally he did not think the advertising should be guaran-

Richard Waldo, the president of the advertising division of the Club, stated that, while the newspapers do not cooperate, they can, will, and shall. They can be the greatest force in the greatest city in the country, back of all good propositions, and advertising will honored and will be placed on an equality with the law and science and with equal sincerity of purpose. "Call the advertising columns of a newspaper a blank wall if you will," said Mr. Waldo; "then it is the positive duty of the newspaper to its readers to see that no man is allowed to write on it unless his hands are clean."

Leader in Display Advertising

In 1916 The New York Times published 9,772,541 lines of space of display advertisements, a gain of 1,588,570 lines over the previous year, 3,393,787 lines more than the next New York morning newspaper, and 2,752,572 lines more than the evening newspaper in the lead.

All Philadelphia Records Broken All American Records Broken

by The Eventag Telegraph, Philadelphia, in percentage of publi advertising gains, during 1916. The monthly gains node by THE TELEGRAPH:

Jan.		8 8 15	. July	5615
Fielt.		"i' >	Ang	1331
Mar.		6.7	260-118	12417
Apr		0,0,1	TAE	10,1%
Max		1 ()	See	100 mt at
Just		143		45451
Tables a	P [ref 6	Time! . F	dir Stehil	Disserver Cha

13,067,600

knes of advertising carried in 1916. This is an increase of 3.169,3°2 libes, or 32 000% over 1913.

Advertisers know why

The Detroit Free Press

"Michigan's Greelest Novespaper."

CONKLIN Representatives Langest two cent morning circulation in America.

OFFICIAL BULLETIN PROPOSED

Uncle Sam May Publish One at One Dollar Per Annum.

WASHINGTON, January 25 .- A bill providing for the publication of an official journal covering Governmental activities and appropriating \$200,000 for its establishment, has been introduced by Representative Taylor, of Colorado. The bill provides that the Public Printer "shall publish, at least weekly, for the information and instruction of the people of the United States, an official journal, to be known as United States Official Bulletin, which shall contain brief notices of the work of the various executive departments and independent bureaus of the Government, so far as the same may be of general public in-

The bill further provides that a joint emmittee, consisting of two members of the House of Representatives, appointed by the Speaker, two members of the Senate, appointed by the President of the Senate, and one member, appointed by the President, shall select a board of editors and staff necessary for the preparation of the material for the official journal, whose tenure of office and compensation shall be determined the joint committee. The size of the journal shall be determined by the joint committee. Such bulletin shall be sold at \$1 per annum to all subscribers, and may be bought in bulk at cost.

The bill makes it the duty of each head of department, independent office, bureau, branch of the Government, of Congress, and of the Supreme Court to furnish advance copies, in proof or in published form, of all publications, orders, reports, records of proceedings, and of notices.

Topeka Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

5

And as confirmed by report of The Audit report of The Audit Bureau of Circulations. Capper Publisher TOPEKA.

KANS.

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN FRANCISCO

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n

Frederick Bldg.

The True News -FIRST-

Always-Accurately

International News Service 238 William St., New York City

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED. Let ue send you samples of our col-ored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager BY WEST BUTH ST., NEW YORK

USE

UNITED PRESS

Afternoon Papers

Ceneral Offices, World Bldg., New York

FOR SALE

Gass High Speed Straightline Five Rell In this Worth Press, equipped with all emoletin in a very good cond t in The press prints 4, 6, 8, 10, 12, 16, 16, 19 and 20 page papers at 22,000 per bour, 22, 24, 26, 28, 30 and 32 page baters at 36,000 per hour.

Walter Scott & Co.

Plainfield, N. J.

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

THE EDITOR AND PUBLISHER OF JANUARY 20TH carried a report of a talk made by Mr. Louis E. Kirstein, of William Filene's Sons, Boston, and director of advertising, in which he said that he thought advertising men, individually and collectively, talk honesty and then do not practice what they preach. He softened his impeachment, however, by saying he believes the advertising manager has a harder time being 90 per cent, honest than does the average person. Mr. Kirstein is mighty right. The average advertising manager does have a hard time being honest at all. He is continually between hell and high water, temptations, threats and tribulation, and realizes fully that it's hell if you do and hell if you don't.

Then, too, it is perhaps quite natural for him to say to himself, "What's the use?" for, if he is honest he loses his job.

Hard to be 90 per cent, honest! Why, in most cases it's impossible. And, perhaps, you might rise in your ignorance of conditions and ask why. Just rise and ask, please. Thanks, sit down and you shall hear why it will, perhaps, enlighten

In the first place- and perhaps the most important place, the hig boss don't want honest advertising he won't stand for honest advertising-and if the advertising manager insists on doing honest advertising, he merely makes room for his specessor, who will do what the boss says.

In the second place, the buyers do not want honest advertising, and if the advertising manager insists on doing the square thing, he gets in Dutch with them, and they immediately form an anvil chorus, and, in the majority of cases, lay down on the co-operation end, proving that honesty cannot be practiced in busi-

All this is not necessary at all. It is merely custom.

Mr. Kirstein went on to say that at least 25 per cent, of most advertising appropriations are wasted, and he is right again, only he is conservative. As a rule it is more than 25 per cent.

Again, that is not the fault of the advertising man so much as it is the fault of the advertising man's hose, who, in most cases, rules arbitrarily, without knowing why, except that he is boss, and must do something to show his authority.

And at that, in the person of Frank A. Black, Filene's has one of the best, squarest, and most efficient advertising managers in the country a man who was brought up to do honest advertising, and who knows the ins and outs of his businew thoroughly.

Suppose, for instance, that Mr. Black should advertise for his basement that his basement buyers are in the market for mill-ends, job-lots, and seconds, and that is the kind of goods carried; that the pup styles that cannot get a look-in upstairs or in Pueblo, Col., or Little Rock, Ark, -are sold in the basement, he would have a sweet time, wouldn't he?

Yes, Mr. Kirstein is right the advertising manager does have hard sledding getting by.

But it can be done. One hundred per cent, honesty is possible, it is profitable, and it is pleasant, provided a base can be found who is big enough to stand behind an advertising manager and let him be 100 per cent, honest. It's all in the big boss and there are mighty few big bosses.

ONE OF THE MARVELS OF NEWSPAPER ADVERTISING, at least to us, is the utter and absolute abandon, not to say sangleoid, with which many automobile manufacturers buy great globs of perfectly good newspaper space to fill with truly marvellous tales of the wonders of their product-gently taking us by the hand, as it were, and leading us through the various stages of curio-ity, interest, desire yes, even unto that state of mind where we are fully convinced that, unless we become possessed of one of those we plus ultra, royal, none-such marvels of engineering ingenuity, life will not be worth the living; to that state of mind where we are reviously contemplating hypotherating our life-insurance policy, mortgaging the kitchen stove, and sacrificing the piano to raise sufficient fundto make a payment and then dropping us with a dull, sickening thod, by telling us that the factory output is far under the demand, and that they are oversold for months and even years to come.

It may be that all of this is true, but, somehow, it strikes us that it is a hit foolish to spend good money talking about merchandise that cannot be obtained. If we were in the manufacturers' place, and had such a demand for our goods, we would put that advertising money into enlarging factories and producing enough goods to meet the demand.

Frankly, to a man up a tree, it looks like this stuff about being oversold is bunk, and when we get to thinking about its being bunk, we think the rest of the schmoos is bunk, too, and it makes the whole thing look fishy, and gives us an insight into why there are so many Ford cars used.

INCIDENTALLY, touching upon and appertaining to the Macy advertising; J. Frank Best, the present advertising manager, seems to have been able to work wonders with, not only the tone, but also the typographical appearance of these ads. Much of the cheap hombast, which was so prominent not long ago, has been eliminated, and tone and character injected. Too, the old "prices elsewhere" and "regular value" "stuff" has almost entirely disappeared, which should add materially to their value, for it makes them so much more appealing to people who have nearhuman intelligence.

Under the Home Roof-Tree

A daily service of practical and helpful hints for the home.

By Emma Gary Wallace

The International Syndicate

Fentures for Newspopers

Fetablished 1889

Saltimore, Md

CIRCULATION HOLDERS

Contributers to the National Editorial Review with carrier grant Andrews Falls, Litt.D., Bureat,

New Lork Cateriell, M.D. Professor of Applied Therapeutics, Medical Department, Tenede University Medical Department, Tenede University Medical Department, Tenede University Medical Department, Tenederlie Army Language of America.

Holand G. University Author of "Pan-Ger-Indiana" (Pan-Ger-Indiana) (

Charles M. Pepper, Formerly Trade Ad-

Wharton Barker, Author of "The Great

Wette or wire for reton National Editorial Service, Inc., 225 Fifth Ave., New York.

The McClure Method

tiur features are sold on individual meest. Any service may be ordered singly. This NEALS! The greatest possible variety from which

to choose. The submirting of each funture to your own estrorial judgment. The supermulty to order a hodget connecting only of what you want. A material relation from individual prices.

Birt's us for samples of our funday Colored country, dutin assiste, stories, stories for-lares, builtime stories, fatton, etc.

The McClare Newspaper Syndicate 120 West 32nd Street, New York City

PREMIUMS

Publishers of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

BLAKE WILLSDEN Premium and Advertising Specialities. 1606 Heyworth Bldg., Chicago

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

They have written us letters giv-ing their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp. New London, Conn

[Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

(Many special representatives who know through years of observation recommend

AD ART SERVICE

Cleveland, O. 212 Press Bldg. to all papers on their lists.

PHILADELPHIA PAPERS IN LINE

All Quaker City Dailies Will Sell for Two Cents After January 31.

Following the example of the publishers of Buffolo and Pittsburgh, as well as those of many smaller cities, the publishers of penny newspapers in Philadelphia have at last reached the conclusion that the day of the penny paper has passed. At a recent meeting of the Publishers' Association it was decided that, in view of the greatly increased cost of producing a newspaper, on and after January 31 they would raise their prices to two cents. This affects every newspaper in the city, excepting only the Ledger, which is now a two-cent paper. It is confidently expected that there will be but a slight effect on the circulation, and that this will be made up in a short time, as it has been in other cities. Naturally, much interest attaches to the effect the new price will have on the Evening Bulletin, one of the most largely circulated evening newspapers of the country. Because of the strongly intrenched position of the Bulletin in the Philadelphia field, it is thought that the new price will not serve to allenate from it any great number of readers.

MORE NEWSPAPER OFFICE FIRES

Lones by Flames in the Plants of Four Dailies.

The Waterbury (Conn.) Morning Republican Press plant suffered a loss of \$5,000 on January 22, when fire in an adjoining building did \$100,000 damage. The composing room and press room were flooded. The Waterbury American aided the Press to publish as usual.

In Ithaca, N. Y, on the same day, fire in the press room of the Ithaca News caused a loss estimated at \$6,500.

On January 19 the Olean (N. Y.) Herald building and plant were destroyed by flames, the foss being \$25,000.

Fire which for a time threatened to be more serious damaged baled paner In the office of the Bristol (Tenn.) Herald-Courier a few days ago.

Correspondents Elect Officers

Officers of the New York Correspondents' ('lub were elected at a meeting held in the New York office of the Boston Globe, January 22, as follows: President, A. M. Kemp, Boston Globe; vicepresident, Romeo R. Ronconi, Buenos Aires, La Prenza; treasurer, John P. Regan, St. Louis Republic; secretary, George R. Hill, Philadelphia Press, and an executive committee, which, in addition to the above officers include Charles H. George, of the Baltimore American; Frank E. Marney, of the Chicago Herald, and W. Newman, of Diarlo de Cuba, Havana. The date of the annual dinner of the Club, which will probably be held early in February, will be net in a few days.

Subsidised Wire Probable

Western Canada publishers, who were in Toronto over the last week-end after having presented their memorial to the Government at Ottawa praying for a subsidized wire from East to West, were all optimistic over the outlook for Government assistance. Premier Busien and members of his Cabinet gave the newspaper men a good bearing and promised to take the matter into careful consideration. Though not stated officially, it is understood that \$50,000 will be placed in the estimates this year to cover the cost of a lensed wire from Ottawa to the Pacific Coast.

LEAVES MONEY TO WORKERS

Thompson Will Gives St. Paul Newspaper Stock to Veteran Employees.

The will of the late George Thompson, publisher and chief owner of the St. Paul Dispatch and Pioneer Press. devises the bulk of the estate to the widow. Abigail I Thompson. The value of the estate is given as "in excess of \$100,000 personal property" and \$2,000 real property. Miss Sarah A Young, secretary and assistant treasurer of the Dispatch Printing Company, is given 70 shares of stock and Miss Blanche Bassett, bookkeeper of the company, 20 shares. Both have been in Mr. Thompson's employ more than twenty years. Herbert Hood, of London, a boyhood friend of the testator, is given 150 shares of stock and \$25,000 in cash.

Mrs. Thompson has sold half of her interest in the two papers and the Itaaca Paper Company of Grand Rapida, Minn, to C. K. Blandin, general manager of the Dispatch Printing Company. who becomes the active head of the company and Mrs. Thompson's sole representative. "There will be no change in the policy, organization, or service of these papers," she says.

WISCONSIN PAPERS CONSOLIDATE

La Crosse Tribune, Leader-Press, and Chroniele Amalgamated.

The La Cresse (Wis) Tribune, the Leader-Press, and the Chronicle have consolidated. The merger became effective January 21. This gives La Crosse one daily-an afternoon publication -with a Sunday morning edition.

The sale covered only the subscription list and good will of the Leader-Press, and did not include advertising contracts. These were automatically cancelled, and were remade only at the new rate of the combined papers. Tribune contracts will be carried out to completion. A new rate went into effeet January 22.

Roland B. Gelatt, president of the Leader-Press, is the publisher of the new Tribune and Leader-Press. Fred G. Cowles, business manager of the advertising Leader-Press, becomes manager of the consolidated publication. A. M. Brayton and Frank Burgess, respectively editor and business manager of the Tribune, became, respectively, editor and husiness manager of the Tribune and Leader-Press.

The consolidation was brought about through the negotiations of E. P. Adler, head of the Lee Newspaper Syndicate, of which organization the new paper is a member.

MISCELLANEOUS

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HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count ste words to the line.

ADVERTISING SOLICITOR .- Wenter Frank man of experience as advertising solities and convertising solities and convertising solities and convertising solities and solities and solities and solities and solities and solities and solities will be treated in an absolitie that applications will be treated in an absolities (conditional solities). Address, stating salary waited mad other particulars. O 3192, care Editor and

ARSISTANT MANATING EDITOR wanted, capable of taking pro-deathy complete charge of editorial department of Senita (Senita Senita Senita

ADVERTISING SOLICITOR - Young adver-tising solicitor who can really create and sell-stance and has reference to prove this solidity city of 150 000 excellent prospects for future-but not large using to start, Address Bes O. 3202, once Editor and Publisher.

SITUATIONS WANTED

Advertisements under this clearification, its cents per line each insection. Count six words to the line. For floor unemplaced, not in circed 50 words, two insections PRSE.

BUSINESS MANAGER AND AUDITOR—
Feven, seers, expenses with small and large
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As present unclearly by metrosoliton dully
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Highest references Reasonable commenced
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rectif Reply Box () 3106, care Editor and

ADSTRICTION MAN throbbe young advertising from 12 years' experience as main distriction of the closely and classified departmental of the closely and classified departmental tracelling advertising reconstrative of agreement interestions, general agency, and said order advertising, will consider controlling of applicable parties injury in the said constructive stay. For complete preclassing and reference address flox O 3197, care Editor and Publisher.

I.NOUTPE MACHINIST — therefor wisheshings: 12 years experience all models to be using 14. first less machinist, and byfolio rid proposition, lessels machinist, and byfolio rid proposition, p. F. Butbash, S. Y., care A. Lanksberry.

CIRCULATION MANAGER - Eastern deed halor who is suspected to handle your clien-lating descriptor of retrigg the maximum results at a minimum experies. Once for emancing new Address O 3103, care 2ditor and Pub-

EDITIE All-result rewapaper man, experi-enced in all descriments. Good at deal work god special writing. Has held important edi-torial positiona. Single Middle-saged vid ex-cellent health Cas (turnish best of tricences as to personal character and ability. Within to accord molecular orders, if assured person-ned completions. Address O 3194, care Edinest employment ter and Publisher.

Editformal MAN. Twenty-two years and I began selling newspapers—that's the way I firanced meet of air editeution. These I got a followed by an extended the selling of the selling is a considerable of the selling in the selling is a selling in the selling in the selling in the selling in the selling is a selling of the s

CHUTLATION MANAGER Capable newsper unit wants but move or ordire managers, daily daily or would leave or assume a manager in the most of the control of managers in the course of the co

WASHINGTON CHRIEFSPANDENT decrees to send dally or weakly letter fibe questes or serie reliable returns on a per word or someoffer from trans. Could rise muscle workly the small for the case on a decree was a period of a true bearing on the work and order to come it departments. Havened Levisse, 4.75 N. H. Are. Washington, D. C.

ADVERTISING MAN. Are you booking for a good after send measured advertising man? Have held for some capertone, handling local and foreign after the foreign and the foreign after the foreign after the foreign after the foreign after the foreign and the foreign after the foreign afte

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition O. Q.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Autory Harwell

Herry F. Cannon

WHY A BROKER?

In marry every situation where newspaper consolidation is desirable, intelligent media item is unessay to antidateser results, to the consolidation in the secondary to antidateser results, you to attend the privilege of talking with part to attend to privilege of talking with part to attend to privilege of talking with part to assume temperatured measure of the part to present years we have been reaposable for many highly convensatial consolidations.

It is the "only way out" in over-rewards desirable.

HARWELL & CANNON

Newspaper and Magazine Properties Times Bldg., New York

COMPOSING ROOM SUPERINTENDENT

Jumped into printing trade at engliteen years of age made emptd adancement with grown ment Middle West agares and new forecome of imperioral titles newspaper. Has 22 years' experience to back up, its ability as a thoroughly newspaper foreman. Known estitional roses from A to Z a good mechanic, a systematizer, need an executive A three-last complete writes: "He has no suggester in this city." Wante position in good ward city where publisher requires an able superished ent who can heep down expenses. Ask about No. 5221.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg. SPRINGFIELD, MASS.

If the west a competent man for joint princing department, come to in We

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corns of paid correspondents at the following important traits centres: Restant, Philadelphia, Deirekt, Cleveland, Pitteburgh, Clincianati, St. Lunis, Gilbugo, Atlanta, New ticisum, Dalles, Indianasidis, Washington, Raithmore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newscoper near will find a residy market for market of adversions achievements, pers heatset; by addressing the substitute of alternian achievements, pers heatset; by addressing the substitute of fillium Chengo, Hersil Building, 16 W. Washington St., Cheng, H. May. Mark. Photo Press. 18 W. Washington St., Cheng, H. May. Mark. Photo Press. 18 Section, 174 Market St., E. J. Belwall, manager, photos keerney 2121.

The Editor and Publisher same costains of the Editor and Publisher same costains from the Editor and Publisher same costains from the ant treits inches deep.

Advertising Rate is 25c an again the, \$100 apers, \$75 a haif suge and \$42 a querier pare. Posttim estra. This, space and cash discounts are allowed on costracts.

Small advertisements under annual.

are sliewed on centracts.

Small advertisements under proper classification will be charged as follows: May Sale and
Help Wanted fifteen centra a line: Business Opmortunity and Miscellameons, twenty-five copts
allow, and Situations Wanted, ten centra a line,
count als words to the line. For these unexpictured a fifty-word or cital-line advertisement
will be nullsteled two times PERS.

Readers are urged for have the paper mailed to
the home address. This will insure prompt delivery.

The Editor and Publisher sole remarks at 10c a ever \$2.00 per year in the linited Kinten and Chiedal Phonessions \$2,50 in Canada and \$2.00 foreign, and to on sole each week at the following new stands:

at the following news stands:

New Tork: World Building, Triberso Bedjoing
Park Rew Building, 14th Newson Street Mansing's deposite the World Building, 12th Park
Reer: The Westwerth Street and Profits and Reer
Westwelth Street and Prift Avenue and
Mack's, Macy's corner, at Thirty-fourth St. ob-

Baltimore-B. K. Biwards, American Smilding Philadelphia—I. G. Nav. Ith and Chesta Streets; Wm. Sobel, Bulletin Building Net

Reston... Parker House News Stand.

Pistaburgh-Davis Book Shop, 418 Wood

Weshington, D. C.—Royt P. Treele Bil Pose-teenth Street M. W., Rigar Hidg., News Stand. Chings.—Posmer's Royl There BY N. Clark Street: Pass Office News Co. Motters Excest; China Levy Clark Co. 27 W 1997 A Women.

Clevelant Schroeler's News Store, Superior crest missible Post Office, Salatist News Co., 118 William Street

Descrit & James News Co. 65 Larnest St., W. Ban Francisco B. J. Bidwell Co. 142 Mariani Digitized by Google

DEATH OF EDWIN A. WALTON

Morbinstan of Namestan of Namestan American (American American (American American Am

retisers. I offer the Birroughs Adding Markine Company the sympathy of all the members at the great loss the comtony has sentained." OBITUARY NOTES

A. B. Morreyre, a ferrors provident of the National Scientifica, and a surprise of the National Scientifica, and any 5 after a compilant production. He same 5 after a compilant operation, the change on Paly, 1912. He was either an promotine of the Edward Head among these theorems and provident of the samed from the Indiana University and the Control of the Control of the samed from the Indiana University and the University, and after seven years gave up acked work for the editorial state. He has but dott the ere pattern dark, the has had with the ere pattern.

Harrie H. Titte, editor of the Chi

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On. New York Witness 4. 1915-0.

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in addition to Mr. Stone, in marrived by its children.

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Francisco de Dominios, por pratis mes os best-felicioses. Washington newspapes rerespondente, died in Washington this way, after a negaring illinos, het exponented mescand Twins newspapers, until sout there years and when he was empleted to give up systics until he decirals endpoint in wide negaring message public mess. He formerly we weekly it has been presently decirally endpoint of the processing of the Dominionage Congression.

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"Today's Housewife"

Guaranteed Circulation 1,100,000 Every Issue 95% Net Paid

George A. McClellan

WARD-SELLIGMAN WEDDING

New York Evening Post Man Takes be Unite Himself a Bride. In. Alfreed James Ward, manager of the thin thinking of the thinking of the New York Evening Post, and Miss Price de Helligemen, of Carlohad, Austria, were



ALPERT JAMES WARD,

James 70 of a close F. M.
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WEDDING BELLS
Edward M. Theory, reporter of the
Cleveland (O) Leader, and Miss Chire
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He proud of your hald head. Did you your are a markle too yet on your fur-

A Newspaper is Graded by Its Mechanical Outfit High-Speet Gove Seample Press to print 48 pages with Speed of 72,000 an Hour on 12 Pages and 36,000 an Hour with 16 pages or more. 19 Meroporthister Lineview.

THE NORTHWESTERN OSHKOSH, WIS.

We can increase your businessten want it increased.

You have thought of press clippings yourself. But let us tell you

BURRELLI Martin St., New York Cit

TIPS FOR THE AD MANAGER

The Ryron G. Moon Co. Procise Bullding, Troy, N. Y., in placing orders in newspapers within a radius of about a hundred miles of Albany, N. T.

a numero intege of Albany, N. F.
The Frank Prunkery Co., 464 Fourth
Avenue, New York city, is placing special copy with a few newspapers in aslected sections for the Bishhiften
Best Co., Bishhelman, Nr., and is sending out orders to some newspapers for Best Co., 164 hours, placing orders, with New Jersey, sewapopers for the Deckand Advertising Augrety, Allentic City, N. J.

John M. Leddy, 41 Park Row, New York vity, in placing 23-line, Lulime, exders with Plockin newspapers for John Kennedy & Os. Pinanzial, 3s Broadmay, New York city. Frank Kierman & Co. 149 Broad-

W. H. Hulf & Co., Tribune Bullding, New York city, are sending out one-time orders to south Southern perspaners for B. P. Reward & Oc.

provingers for R. P. Reward & Oc. 173 Amsterdam Avenus, New York edg.

Wood, Pichaga & Wood Co., of Beaties, Mass, Jande Be Politica, account made River, Baston, Mass, the Bay Role Pump, Ompony's adversion, of 215 Centrees Street, Baston, the sensitive of the Control of the Street, Park of the Street, Baston, Mass, the Bay and Ballia security of Supply Dreck & and bullia securated Supply Dreck &







GETTING A NEW SLANT ON THE VALUE OF ADVERTISING IN NEW ENGLAND

A DVERTISING is the master key to business. It opens the door to the richest realms, of which New England is one. The advertiser can always afford whatever adds to the expansion of his enterprise.

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Connecticut has 632,046 depositors whose wealth amounts to \$316,486,518.04, being an average of \$500.65.

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Massachusetts has 2,332,369 depositors whose wealth amounts to \$917,439,289.53, being an average of \$393.35.

New Hampshire has 219,535 depositors whose wealth amounts to \$103,623,822.84, being an average of \$472.01.

Rhode Island has 149,804 depositors whose wealth amounts to \$83,385,142.93, being an average of \$556.82.

Vermont has 114,964 depositors whose wealth amounts to \$53,-559,421.56, being an average of \$456.87.

30.4	99AC	HUSETTS.					Net			VE	MONT.		
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The Editor and Publisher will supply advertisers who want further information on marketing conditions and selling facilities in New England and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

Local Dry Goods Advertising

is generally the final test of the pulling power of a city's daily newspapers.

In New York the trend is unmistakably toward the better grade evening newspapers which are read in the homes of those with money to spend.

These sixteen firms-

B. Altman & Co.
Arnold, Constable & Co.
Best & Co.
Bloomingdale Bros.
Bonwit Teller & Co.

Gimbel Bros.
J. B. Greenhut Co.
Jas. A. Hearn & Co.
Lord & Taylor
Jas. McCreery & Co.
Stern Bros.

John Wanamaker R. H. Macy & Co. Oppenheim, Collins & Co. Saks & Co. Franklin Simon & Co.

used these volumes of space in New York's daily newspapers during the years 1916 and 1915:

EVENING NEWSPAPERS—	1916	1915	Gain	Loss
The Globe	2,432,502	2,224,178	208,324	
The World	2,267,892	2,618,189	2.07	350,297
The Mail	2,239,538	2,068,254	171,284	33 1 77
The Sun	2,227,726	2,181,097	46,629	
The Journal	2.076,813	2,472,407		395,594
The Telegram	984,705	1,169,549		184,844
The Post	797,434	829,561		32,127
MORNING NEWSPAPERS (excluding Sund	(ay) — 1916	1915	Gain	Loss
The Times	496,380	734,312		237,932
The Herald	326,119	314,384	11,735	~3/193~
The World	254,553	316,312	***/33	61,759
The Tribune	245,786	204,086	41,700	
The Sun	232,350	251,914	4-1/00	19,564
The American	134,381	164,161		29,780
SUNDAY NEWSPAPERS—	1916	1915	Gain	Loss
The Times	1,234,858	1,038,058		
The World			196,800	0
The American	1,023,124	1,110,868		87,744
	954,396	910,763	43,633	04-
The Herald	872,439	954,608	2.6.222	82,169
	617,625	271,396	346,229	
The Sun	356,105	370,867		14,762

Now 200,000 a Day

THE NEW YORK GLOBE

Member A. B. C.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$2.00 a Year Coppright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, FEBRUARY 3, 1917

10 Cents a Copy



During 1916 The Chicago Daily News printed more advertising of Chicago merchants six days a week than any other Chicago newspaper printed in seven days. The figures are:

The Daily News (6 days) 6,031,167 agate lines
The Tribune (7 days) 5,909,580 agate lines
The Herald (7 days) 3,401,697 agate lines
The Examiner (7 days) 3,340,560 agate lines
The American (6 days) 3,271,014 agate lines
The Journal (6 days) 2,686,083 agate lines
The Post (6 days) 1,488,135 agate lines

The national advertiser can safely follow the example of these local merchants.

THE CHICAGO DAILY NEWS

Over 425,000 daily "It Covers Chicago"

New York State Newspapers Are the Dominant Force in Advertising

THE reason is obvious:

New York State Newspapers have the largest circulation in the state of largest population and greatest wealth.

And this circulation is not only one of bulk, but one of quality, as well.

Considering their influence, the quick responsiveness of their readers and the business fertility of the territory the New York State Newspapers cover, their combined rates are the LOWEST.

Considering the profitable results they produce, and the actual money returns they bring to National Advertisers and Manufacturers, as compared with other mediums, they rank the HIGHEST.

Thus, it will be found by test that they the are conservators of time, cash and energy—three essential things in the fundamental principles of business.

As the struggle is sternest where population is thickest, its compensation is found in larger opportunity and swifter reward.

As life becomes more complex it makes larger demands on those who supply necessities and luxuries.

The daily demands of New York State are enormous, but her great wealth permits her at any time to buy what she may want.

The assessed valuation of New York State property is

\$13,160,267,250.00

Her salaried workers receive annually the princely sum of

\$186,032,000.00

The owners of these properties and these prosperous workers are guided mainly in their purchases by the advertisements in the New York State Newspapers.

A Daily Force of Almost F	our M	illion
Pai • Ci	2 . 7	10,000
Albany Knickerbocker Press (M) 41,0		Lines .o6
Albany Knickerbocker Press (S) 35,1	,	.06
Brooklyn Eagle 3c (E)	11	,
Brooklyn Eagle 3c (Sunday) 44.3	.16	.16
Binghamton Press-Leader (E) 28,7	61 .07	.05
Buffalo Courier-Enquirer (M&E) 102,5	68 .14	.12
Buffalo Courier-Enquirer (S) 101,7	95 .14	.12
Buffalo News 103.3	03 .15	.15
Corning Evening Leader (E) 7,8	32 .0193	.015
Elmira Star-Gazette (E) 21,5	49 .035	.03
Gloversville Herald (M) 6,4	.83 .02	.015
Gloversville Leader-Republican (E) 5,7	714 .0143	.0108
Ithaca Journal (E) 6,8	04 .035	.015
Jamestown Post (M) 8,7	51 .025	.0207
Middletown Times-Press 5,2	22 .0178	.0107
Mt. Vernon Daily Argus (E) 6,8	88 .0214	.015
	76 .0107	.0107
New York American (M) 329,9		.38
New York American (S) 705,2		.57
New York Globe (E) 210,9		.27
New York Herald (M)	.40	.40
New York Herald (S) 999.	597] .50	.50
New York Evening Post (3c) (E) 20,7	44 .18	.16
New York Sun (M)	(.39	.36
New York Sun (S)	210 \ .39	.36
New York Sun (E) 171,2		.29
New York Telegram (E)		.27
New York Telegram (S)	403 .195	.18
New York Times (M)	. /3	
New York Times (S)	04 .50	-45
New York World (M)		
New York World (S)	94 .40	.40
New York World (E) 404,8	58 .40	.40
Rochester Union & Advertiser (E) 39,2		.06
3,661,7		5.9129
Ratings Government Statements, Octo	ber, 1916	

O matter where you live, New England, the Mississippi Valley, or on the South-

ern seaboard—to think nationally, you must supplement your local journal with the New York newspaper carrying the most enlightened Washington correspondence. New York is the second largest city in the world. It is the capital of the western hemisphere,—the American city most informed on international affairs. Its oldest, most authoritative and most forward-looking newspaper,

The New York Evening Post

is a friend, a news service and an advisor that no American citizen of affairs can afford to be without.

"By United Press"

The line that looms up in emergencies and carries confidence day by day.

UNITED PRESS ASSOCIATIONS
General Offices New York City

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York, World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer.

Vol. 49 Coppright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, FEBRUARY 3, 1917

No. 34

NEWS PRINT MAKERS FEAR FEDERAL REGULATION

At Chicago Conference of Manufacturers and Publishers Governmental Supervision of Prices Was Forecasted-Attempt to Discredit Paper Committee of A. N. P. A. Is Hotly Resented and Utterly Fails-Conference of Joint Committees to Be Held After Report of Trade Commission Is Made Public.

ings of a Federal agency with respect to a fair price for news print, a joint committee acting in accordance with a resolution passed at last Friday's conference in Chicago and representing both sides in the controversy will meet within a few days in a final effort to reach a working agreement.

Many publishers who attended the Chicago conference hoping that the manufacturers, who had called the meeting, would present a conciliatory proposition, left for their homes with the feeling that the principal purpose of the manufacturers was to drive their customers into line under the guise of holding out the olive branch. Nevertheless, they conceded that the manufacturers exhibited a less "arrogant" spirit than was the case during the meetings in December. Consequently they acceded to the suggestion that committees be appointed on both sides to continue the discussions immediately after the issuance of the Federal Trade Commission report.

These committees, of which George H. Mead was named chairman for the manufacturers, and Frank P. Glass for the publishers, are instructed to remain in session till they agree or find agreement impossible, and then report back to their respective organizations.

The big disappointment for the publishers was the rejection by President Dodge, of the International Paper Company, to agree to accept the findings of the Federal Trade Commission on the questions at issue. Only one of the manufacturers, Mr. Mead, of the Spanish River Pulp & Paper Mills, Ltd., indicated a disposition to comply with this proposal.

The publishers, through Mr. Glass. chairman of the paper committee of the A. N. P. A. countered with the threat of sumptuary legislation to control the price of news print. Mr. Dodge roundly asserted he would meet such a contingency by putting his paper machines out of business.

While the manufacturers as a body were disposed to allay apprehension by attributing the high price of news print to panicky conditions, both President Dodge and J. H. Bothwell, a Canadian manufacturer, asserted it might be a question whether news print could be supplied under any conditions by next

That Federal prosecution of the manufacturers for unfair and unlawful practices is likely to be the outgrowth of the Federal Trade Commission's investigation was plainly hinted by Com-

missioner Joseph E. Davies, who with Vice-Chairman William J. Harris, attended the meeting. Mr. Davies said certain evidence had been turned over to the Department of Justice for action, and he also intimated that the Commission would recommend legislation to Congress to relieve the plight of the publishers.

A flurry of accusation and recrimination was precipitated when Alexander Smith, of Pealedy, Houghteling Company, and vice-president of the Abitible Paper Company, attacked the paper committee of the A. N. P. A., and inferentially its chairman, Mr. Glass. It required all the diplomacy of Mr. Mead and others to smooth over the row.

The afternoon seedon convened at three o'clock, and George H. Mead. chairman of the executive committee of the manufacturers, announced that reporters would be allowed to take notes of the proceedings, though no stenographer was present for either side.

Inasmuch as the meeting was now officially declared to be an open one, Roy D. Keehn, general manager of the Hearst publications in Chicago, gave out an authorized version of what he had said just before adjournment in the morning. Mr. Keehn's statement at that time was the signal for prolonged applause on the part of the publishers, who felt that he had exploded a bomb under the manufacturers

Following is Mr. Keehn's statement: "If you want to satisfy the publishers that your prices are based on cost at the present time, you must produce the figures," he said.

"I don't think the manufacturers will get very far in cordial relations until they produce figures showing their actual cost of production and showing the difference between that cost and the seiling price, and showing why the profit. Here in Chicago, the difference between what has been paid and what newspapers will be asked to pay for white paper will be \$1,000,000 a year. Generalities will not convince them that this is justified.

"This proposition has been made to a contract for a period of years based upon a percentage profit which is to be agried upon b-tween the manufacturer and the consumer, at a certain percentage, that percentage to be added to your actual cost of production, including every item of expense that comes into the production of paper? Would you accept a contract for a number of years which would insure a profit for a num-

"The answer was, 'No.' There is no

the enormous profit between the cost and the prices asked is such that they would rather have that for a short time than a guaranteed reasonable profit for a fixed period of time."

ATTEMPT AT CO-OPERATIVE BUTING.

E. G. Smith, of Wilkes-Barre, Pa., representing the Pennsylvania Publishers' Association, told of some of the Association's unsuccessful efforts to get equitable prices through cooperative

"We addressed letters to thirty-two manufacturers, asking them what tonnage they could supply us," Mr. Smith "They replied they couldn't supply us; we were turned down religiously, only to discover that one jobber had all the paper-which he was selling all the way from 50 to 100 per cent. increase. This jobber got a big tonnage at 3% cents and sold it at 4%.

"Now, if we can get a fair agreement among our members to purchase a certain amount of tonnage, have we any opportunity to make purchases from you gentlemen? After leaving here we can work out a scheme for the co-operative purchase of paper. If we do so, will the manufacturers lend their encouragement?"

"Speaking for our company [the Spanish River Pulp & Paper Mills, Ltd.]," said Mr. Mead, "we would welcome such cooperative buying. There is a group of papers in Ohio, they are known to the trade as the Select List of Ohio, and it has been the pleasure of our company to bid on that business. We have been able to supply some small consumers, because the shortuge has been relieved by large consumers releasing tonnage they did not need. That was a result of our meeting last April. and is an evidence of what can come of ontinued meeting, even though the April meeting did not accomplish as much as was hoped."

APPROVES OF CU-OPERATIVE BUTING PLAN. P. T. Podge then responded for the International Paper Company:

"I want to say in behalf of the 'Trust' several manufacturers: Will you make [this was greeted with laughter] that less than 3 per cent, of our production goes to jobbers," he said. "We have consumers who take as low as ten or twenty tons a year; we have about 400 small consumers on our books.

> "We would be glad to sell to cooperative leagues. Publishers could then lary at wholesale rates and store the paper till they needed it.

"In regard to the brokers, I think there is a simple explanation. Some of the large brokers buy under large contracts, and the manufacturers are legally and morally obliged to fill those contracts. We're still delivering much paper under old contracts, though it costs us more to do it than we are receiving.

"We have written to our consumers that the demand exceeds the supply, and asked them to give us the smallest figure on the amount they can get along with. We are met with demands for 50,000 tons more than we can supply, though we are producing 100 additional tons on machines that we had not formerly been using for news print. We scaled down the demands 12 per cent."

In response to a question, Mr. Dodge

"We undertake to sell to every one at the same price for the same quantities and under the same conditions."

A Missouri publisher wanted to know why an association of smaller publishers from that State was unable to get a favorable price through the cooperative system. It appeared they dealt with the Spanish River Company, and the price quoted was \$5 in rolls and \$5.40 flat.

"We had only a small amount to spare," explained Mr. Mead, "and we did not consider it fair to give an undue advantage in price to a few select publishers; we thought it would be more equitable to distribute it through the jobbers and thus bring down the price about 1 cent for all the publishers in your district."

Mr. Stanley, of the Sedalia (Mo.) Democrat, said he paid \$5.40, f. o. b. mill, for his last twenty tons. He also was present at the Missouri conference, where an unsuccessful effort was made to get lower rates.

"If we could get 200 tons to-day at \$3.25 we'd take it gladly and pay cash," was the proposition he put to the manufacturers.

The only answer was a statement from Mr. Mead that their standard price as of to-day is \$3.25 for large tonnage.

At this juncture victor F. Lawson, editor and publisher of the Chicago I mily News, was asked to make a state-

MR. LAWSON'S SUUGESTION.

"I don't know that I can contribute anything to the discussion." Mr. Lawson said ."I realize that, if it were in my power to fix the price of paper for the year 1917, I should be forced to guess at it. I can appreciate the state. ment of Mr. Backus that the cost of production in 1916 does not necessarily production in 1919 does not in 1917, bear any relation to the cost in 1917.

I can understand the basis of that view.

"I take it that all publishers are willing to pay such a price as can be demonstrated they ought to pay. It occurs to me there is a way of cetting help from the Federal Trade Commiszion, to which Mr. Dodge pald his respecia this morning. I am sure the publishers have every confidence in the ability and integrity of that governmental agency. Why not lot the manufacturers present their cost exhibits down to date, and let the Commission may what the retail price should be for 1917. I give the suggestion for what It is worth. It seems to me that, if the Commission could act in that way, we would arrive at an equitable, matisfactory, and practicable solution."

H. M. Pindell, of Peoria, Ill., inquired whether the Federal Trade Commission could present any data as to the results of their investigation of manufacturing costs for the first four months of the second half of 1916.

Commissioner Joseph E. Davies, in reply, outlined the inception of the Commission's investigation and the work done down to date.

CETTING AT THE COSTS.

"For some months we have been engaged in work of an intensive character," he said. "Our accountants have gone to the books of practically all the companies of the United States and Canada, and compiled cost figures for the first six months of 1916. The Commission felt that the publishing industry knew the conditions as to supply and demand, but not as to costs. Later in the year we set a date for hearings.

"At that meeting a great many publishers gave expression to the difficulties with which they were confronted. The manufacturers made a proposition to give the small publishers relief. Committees were appointed by both sides to try to work something out. We tried to learn the requirements of the publishers and make some arrangement to take care of them.

"Finally, however, it became apparent that differences were so great that nothing could be done. We held a second meeting, and then proceeded to compile the costs for the first four months of the second half of last year. We now know what they are, what the increases are. In the absence of the other commissioners I am not at liberty to state the figures at the present time, but our report will probably be out inside of a week.

"That there has been an increase in costs is beyond question, though it did not affect the manufacturers during the first six months of 1916, according to our figures. That there was some moderate increase in costs during the first four months of the last half of 1916, is unquestionable.

"Efforts have been made to bring relief to small and large consumers. It is only fair to state that Mr. Mead and others have participated in these efforts to relieve small publishers, and their efforts are to be commended.

"The Commission has no power to engage in activities of this kind, I mean supervisory activities; our only power is that of investigation. But, in view of the exigencies of the situation, we tried to do something more—and failed.

IN HANDS OF DEPARTMENT OF JUSTICE.

"We have also looked into the question whether the manufacturers have engaged in unfair and unlawful practices. It ought to be known that the Commission has already sent to the Department of Justice the information it had on that subject. If we could bring about a fairer, more wholesome collegerstion between the publishers and the manufacturers, we feel that we would accomplish a great thing for both industries and the welfare of the country."

Col. Robert Ewing, publisher of the New Orleans States and an influential member of the A. N. P. A., declared the fundamental question was the actual advance in the cost of production. He quoted E. W. Backus, of the Minnesota & Ontario International Power Company, as having said the manufacturers could afford to enter into contracts for \$10 a ton additional.

"I wish to correct that," Mr. Backus answered. "What I said was that the labor in the woods and at the mill is costing so much more than we could not give any contract that did not at least cover that \$10."

F. A. Sabbaton, of the Laurentide Company, Grand Mere, Quebec, propounded what he termed a fundamental proposition.

PIXING SULPHITE COST.

"For the past four months," he said.
"our profits from sulphite have been twice as much as from news print. We are not dependent on news print alone. Must we not take that into consideration? We manufacture 200 tons of news print, fifty tons of cardboard, and fifty tons of ground wood. The sale price of sulphite has gone up \$50, and, as news print requires twenty-five percent, sulphite, the increased cost per ton is \$12.50.

"Now, my question is this: Should I be forced to sell news print, without taking into consideration the advance in price of sulphite, just because I happen to be manufacturing sulphite?

"My friend Bothwell here does not manufacture sulphite, and I charge him \$100 for it, which means that it costs him \$12.50 more to manufacture newsprint. Why should I have to put in sulphite pulp as a manufacturing cost at anything less than he has to pay? That is a primary consideration.

"The increased labor cost at the mill is 25 per cent, amounting to \$1.50 a ton; exclusive of pulp, there has been an additional advance in materials of 50 per cent, or \$4.50 a ton, so you can see the position we are in."

PUBLIC HAS BEEN THE GUNER.

"It ought to be said in fairness," Col. Ewing said, "that the price in the past has been low, due to excessive competition, but the publishers have not benefited by that; the profits have been passed on to the public. The trouble is that the manufacturers are how trying in a short time to retrieve their losses. As suggested by Ms. Keehn, the way things are going now is very injurious to both industries. We might put Mr. Podge and Mr. Smith in juil (laughter), but what good will that do us? I think some arrangement should be worked out to fix prices by newspaper zones."

A return fire against the hard-luck stories of the publishers was started by Frank P Glass, chairman of the paper committee of the A. N. P. A., publisher of the Birmingham News.

APPROVES MIL LAWRON'S SUGGESTION.

"I am giad to hear the suggestion made by Mr. Lawson, a successful and theral-minded publisher, that the Trade Commission should determine a proper price.

"Nevertheless," continued Mr. Glass, "the Canadian Government says that \$10 a ten is a justifiable advance. I have the financial record of the Laurentide Company, and it shows that in 1916 the company paid 9.77 per cent. on a capitalization of \$9,000,000. Now, I am informed that only about half the capital represents money actually paid in, so the company practically earned 12 to 16 per cent. In previous years the indicated earnings of the company were 10 per cent. How does he reconcile the Government's figures on cost with his own?"

."I had a telegram to-day," Mr. Sabbaton replied, "that the Government advised publishers to pay \$2.50 a hundred pounds for news print if the manufacturers would agree. The manufacturers did not agree. It was an unfair price, considering our increased expenditures."

President Sterling, of the West End Paper Company of New York, estimated that labor troubles throughout the industry had caused a paper "leak" of at least 100,000 tons. In other words, his belief was that production had been decreased that amount due to strikes. During a strike at his mill he said it cost him \$5 a hundredweight to manufacture print paper. He said he is now paying \$43 a ton for pulp, as against the former price of \$18 and \$100 for sulphite, as against \$50.

Major E. B. Stahlman, a white-haired veteran, publisher of the Nashville Banner, made an impassioned appeal for fairness to the newspaper industry.

PLIGHT OF THE PUBLISHERS.

"We publishers have our troubles, too," he began. "We have our striken, and the failure of a newspaper to appear even for a single day is disastrous. I speak for the medium-class newspapers whose profits are liable to be absorbed by increased costs.

Still others, driven to the wall by advances already made, have been forced to sacrifice all their profits and are confronted with annihilation. We don't want to annihilate the manufacturers, on the other hand, but we demand some equitable adjustment.

"One half of the work of the press is considering what can be done to help this great country of ours, and the newspapers ought not to be subjected to oppression.

"I myself am almost on the ragged edge, and many of my fellow publishers are in the same position. I say, gentlemen, it is not to the interest of the mills to crush out the publishers. While we are thinking of the country's welfare, we also think some of what you have done behind closed doors. For God's sake, gentlemen, do not crowd me so I can't publish my newspaper."

"I wish to take exception to the remark about closed doors," interposed Mr. Mead.

"I didn't say it was true," retorted Major Stahlman. "I have had some experience in business affairs, and it was just my suspicion."

Mr. Mead then made a declaration in favor of governmental control, the only declaration of this character made by the manufacturers.

HEADED POR GOVERNMENT CONTROL

"I favor control, some form of governmental control," he said. "I believe we are headed for that. There is no industry, in my opinion, through which a start can better be made.

"I want to say this: If at the end of the next fiscal year any of our customers think our profits (that is, of the Spanish River Company) are excessive, we will be glad to divide that

excess with our customers. It is now costing us \$7 a ton more to manufacture news print, exclusive of pulp, and we are paying nearly 100 per cent. efficiency. Wood is costing \$8 a cord, and it is going to \$15. If we are asking too much for our product—we produce about 440 tons a day—we would welcome any review of our costs and profits."

Mr. Keehn, manager of the Hearst papers in Chicago, then took a hand in the discussion, addressing a question to Mr. Mead.

"Would it be fair to ask if all your data could be submitted to the Federal Trade Commission looking toward a recommendation by that Commission for a price you would be willing to accept for making contracts?"

"My answer is thia," responded Mr. Mead. "No company would be willing to abide by any price fixed by an outside agency unless that agency has the power to enforce its findinga."

COMMISSIONER DAVIES EXPLAINS.

"We have no power except that of investigation," explained Mr. Davies of the Trade Commission. "If the proposition is made that by agreement the publishers and manufacturers would abide by the Commission's findings, I could not may whether the Commission would undertake to fix and enforce prices and apportion distribution. That involves some very grave questions.

"We have transferred to the Department of Justice certain phases of our inquiry and the Department of Justice is interested, of course, in developments in this situation.

Therefore, even if you finally agree to aid the cause of the newspaper publishers, particularly the little publishers who are on the verge of ruin, it would still be a question whether we would use a doubtful power to act in this matter. We would, however, give such a proposition very sympathetic cansideration, especially in view of the plight of the small publishers."

Mr. Mead suggested that the Commission should be clothed with regulatory powers such as those possessed by the Interstate Commerce Commis-

"I haven't had an answer to my question," interposed Mr. Keehn. "Would the manufacturers accept a price suggested by the Trade Commission?"

"I have nothing to fear," answerd Alexander Smith of the Abhibi Paper company. "But what is a fair profit?"

"You wouldn't concede the commission the power to determine that?" asked Mr. Glass.

"But it would have to be determined for a period of years," objected Mr. Mead.

MIL GLASS MAKIN A PREDICTION.

"I had hoped that something practical might be worked out at this meeting." Mr. Glass continued. "Now that we have heard this proposition, must we go away without accomplishing anything? Have you no vision or faith to trust a governmental agency, or have the newspapers got to go to Congress to get relief? That situation must be faced within twelso months."

Thereupon President Dodge, of the International, made a suggestion that apparently gave hope of some settlement.

"This proposition," said he, "involves questions of the preatest perplexity. Speaking broadly, all we distre is a stabilized conductor that will insure us a fair profit. The great eval of the indistry is the fluctuations in piece and

(Concluded on page 31)

Dan C. Seitz, Business Manager of the New York World, Shows Profits in Present Price of Paper, Based on Cost of Everything Entering into Raw Ma-

Don C. Sells, business manager of the New York World, in an article contrib-\$10,000 per ton of output. Publishers' mill, or approximately \$66, when freight

quarter of 1916, Mr. Setts states in his Orwers wood, \$97-10 per cont., \$13.55 Sulphite, 19-3-10 per cent Clay Pine

The conversion rect of manufactur-leg for the same period, he gives as fol-

Repairs Horn, ster-house Mochine shop Cores, decebleg meserni Demurrage penses Interest on rotes, bonds & leans

Wrapper and white waste tonn \$10,615 Total The crisis he states, "will prove a five' theory, it must determine in the

fog. and whether one industry shall The increased cost, he says, improve-

Reading Eagle Fifty Years Old



Cinch as executive. He is one of the most thereughnous newspaper men of the country, full of energy, fertile in ideas, original and enterprising, such a manner that he amazes his associates by his shifty to forecast results problem, brushes ashle the chaff, and gots at the groin of an idea. There is no teny to his hear schedule for things that are not executab-per he has time of details of apparently dissertated matters into a complete throught, along he is as diffident as a child when he speaks of hiraself or his work. The sudden that, to an eutsider, it reight appear as though he had actually expected the The above of the party with a promoted the above of the above of the party of the p The abortage of news print, which recentiated the reduction of the number of pages of newspapers, was met by Mr. Lincoln with characteristic enterprise.

MARLES M. LINCOLN, managing editor of the New York World, is every

CHICAGO TRIBUNE SAVS FORD WAS NOT LIBELLED.

Answer Filed to Million-Dollar Libel Sait Disclaims Malice and Declares Manufacturer Was Only Treated as an Agent of Forces Inimical to Na-The Chicago Tellanar has first the

answer to the \$1,000,000 libel sugtrained against the newspaper by Henry Ford. The Tribune's surgency "Complete justification of its critictsus of Mr. Ford in respect to his effects to block national preparedness in set forth in the voluminous doorsment. The Tribune takes back nothnot be thelled in the manner comne comprehensive a farm as hee yet been attempted, a bird's eye view of and its effect on rubble cotaton and national security in this country, and

"Emphatic denial is made that the undertakings carried any spirit of mal-The whole campaign by placed above the level of personal invective. Ford is treated as a type and as the agent of forces that, the Tribare held to be injusted to the welfare and security of this nation." Reference is made in the plea to the

facnous full-page advertisement which Ford had printed in the Tribune un-der the caption, "Humanity-And San-This is reproduced together with the announcement of the editors of the Tribune which was printed the same

day to the editorial columns. The announcement was "The rum to be paid by Mr. Heavy notional defence will be contributed by the Tribrane to the patriotic work of the Navy League. The man will be \$887.04, at the rate for single adver-Usemonta, or less in case further space is contracted for. It will be receited to the treasurer of the Navy League

Mr. Ford storted suit as the result in which, he slieges, he was charactertied as an anarchist. The editorial was based on a dispatch from Detroit

NOW OWNS ITS OWN HOME Richmond (Va.) TimesDimatch Com-

pany Buys Building. Negotiations have been completed for

to be one of the most modern officer

SOME NEW FEATURES IN RANDALL POSTAL BILL

Representative Says That His Attitude Has Been Misunderstood and Explains Why He Favors Proposed Increase of Rates in Second Class Mail Matter— Religious and Other Papers Exempted.

Washeron, January 20.—Representative Randall's bill, increasing postage rates on second class matter, introduced January 17th, contains some new features, although the general method by which it proposes to increase the rates on second-class mail matter by zones follows the lines of section 10, known as the Randall rider, which was attached to the Post Office Appropriation Bill, but was stricken out by the House.

Air. Randall did not introduce the bill with a view of pressing it for passage during the present session, and will not ask the Post Office Committee for a report on it. He introduced it because it seemed the simplest way to make clear to the country just where he stands on this question of increasing the rate on second-class mail matter. The intimation has been made, he said, that he sought, under guise of mising postage rates, to put certain religious publications out of business.

The bill is his answer; it specifically exempts periodicals, "which are of a religious, educational, acientific, fraternal, labor, or literary character," and all those "in none of which, including those named herein, more than one fourth of the printed space in each issue is devoted to paid advertising matter of any kind."

NEW ENTRY PROFISION

Another new provision is that authorizing the Postmaster-General to permit entry of a publication in more that one city. This, Mr. Randall points out, makes it possible for a nationally circulating publication to be printed in several cities simultaneously and distributed to the territory surrounding each, thus saving much postage third new provision is that which gives the Government the monopoly in carrying second-class mail, and is designed to prevent periodicals from using the United States mails for the long hauls, which must be done at a loss, while for the short hauls, upon which Uncle Main could make something, the express companies are employed when their In connection with rate is cheater. this, it is stated that even the higher rates under the zone system would not yield the full cost of performing the ervice in the case of much of the second-class mail handled.

The bill, "that on and after January first, 1918, all newspapers, magazines, and other publications regularly admitted to the mails as matter of the second class, when mailed by the publisher and no other, shall be subject to the following rates of postage, the zone system now applying to parted past matter to be adapted also to second-class matter: Provided, That rates of postage on matter of the second class shall not be lower in any case than named herein."

Installs a New Press

The Athens (C) Messer is his mission of darks with the control of the Heat of an indicate the Heat the

By the Side of the Road By Thomas Dreier

"To be honest, to be kind—to earn a little and spend a little less, to make upon the whole a family happier for his presence, to resource when that shall be necessary and not be embityeed, to keep a few friends. Let like without capitalation—above al.i. on the same grim conditions, to keep friends with himself—here to a task for all that a man has of furtineds and delicacy."

School Louis Storenson.

WHEN I WAS A YOUNGSTER out in Durand, Wisconsin, I enjoyed nothing quite so much as taking a boat, rowing to a shady spot under the bridge across the Chippewa River, and there loading with a book through the day. If I could play hookey from school there was just that much added pleasure in the adventure. I don't know of anything I like to do more than prove to myself that duty is a delusion and a smare, and that of all things in the world there is nothing more important than that which produces contentment.

This morning when I awoke I said to myself, "I really ought to go to the office to-day. There is that ellent out in Watertown who wants to see me, and I must get some of those other tobs cleared away."

But another thought swiftly followed upon this. "Those jobs will wait until to-morrow," said my tempter, "so there really is no reason why you should not loaf at home to-day. Of course you can write if you want to, but if I were you I wouldn't take work so seriously. You remember that Stevenson said something to the effect that the hours which were most profitable to him later in life were not the ones spent in toll, but those hours which he wasted so delightfully under some shady spot."

So, I ran over to the office before breakfast, opened my mail, wrote a note to my secretary telling her that I would be away until to-morrow (which she will interpret correctly. It really means, and she knows it, too, that I am loafing at home and do not want her to switch any telephone calls to me here), and came back with the delicious feeling I used to have when I played hookey from school in the morning, thus missing my classes in arithmetic. How I did hate arithmetic, algebra, and their crew. And I still hate them.

As I grow older I concern myself teen and less with Duty. Duty, I admit, is a good thing, and I would be the last to call it unkind names. But I fear I grow impatient when I hear a man say, "It is my duty to do that." I want him to say, "It is my pleasure to do that" There are too many men doing work for Puty's sake, when they ought to be doing it for the sake of When they tell me that Bild Lead electrone present them from doing what they have to do I smile telcrosty to one I know that they do most see it all. It a collectible" The moneyte I yes to do n certain blind of were control control control To the an it lover all thenes 99 1 1 -Ble tessit

Mount of that they must be untracted there and but natures in order that they may be true to their families. "I must carn to de and leaven" they plead. And they think that they have

offered an excuse that the gods will accept. If you are not doing what you love to do, you are sinning, and the sooner you fall on your knees and confess your fault and promise to get a fresh start, the better for you and your family.

I am loafing to-day, and I do not intend to preach a long sermon on the subject of doing what you love to do, but I do urge you to follow your love all the days of your life and happiness will be your reward. Whether you will make a great deal of money or not is something which does not concern me much. Happiness is better than money, lsn't it? And it is certain that no man can know happiness who is not doing work into which he can pour all he has to give.

HAVE EATEN IN MANY FINE HOMES and hotels all over this country, but I cannot remember a meal that tasted better than the one Ray Peace and I shared near timber line on Mount Massive, Colorado, one Fourth of July a number of years ago. We broiled a steak over the coals of a fire we had built just outside of a deserted lumberman's shanty, ten thousand feet or more above the sea. We had been climbing since four o'clock in the morning. The steak was covered with ashes, and we had no knives and forks, but we took it up in our hands and ate it as only hungry men eat. That steak with a few pacces of buttered bread made a banquet which I have never found equalled. A tramp in the open air and a little physical labor are better than cocktails as appetizers.

A MAN I KNOW hasn't had a job for nearly twenty months. Whenever I think of him I am reminded of the old Eastern proverb, which runs like this: "Those who beg in silence starve in silence." Practically all this man has done is sit in his office and wait for something to come to him. Occasionally the "watchful waiting" policy may be good, but when a man needs work the thing to do is to go after it aggressively. "Ask and ye shall receive" has never been surpassed by any other bit of advice.

. . .

IT IS EASY TO AGREE with Dr. Charles W. Ellot when he says that It is now the lorsmess man rather than the preacher who wields the bursest moral influence in the emission of power local localities in a Trey set into a localities in the local and the local set in the local and the local set in t

YOU'VE GOT TO FOVE later mode that P said it order to get lapp.

Bess.

TRADING STAMP FIGHT IN MISSOURI ASSEMBLY

Lively Legislative Battle For and Against Four Bills Concerning Coupens Will Continue Into Next Week-Powerful Interests Are Arrayed on Each Side.

There is a lively fight on in the Missouri General Assembly over the trading stamp question, and Jefferson City is full of legal talent this week, working for and against four bills that have teen introduced into the Legislature to abolish trading stamps in Missouri altogether, three in the House and one in the Senzie. One bill requires that traiting strings shall bear on their face their redeemable value in cents. and another provides that any person using trading stumps shall pay a licoase of \$1,000 a year, and in the event that more than one line of business is carried on, that the licenso shall be \$1,000 for each line. These bills apply to "every person, firm or corporation, who shall furnish to any other person, bran or corporation, to use, in, with or for the sale of goods, wares or merchandles, any stamps, coupons, tickets, certificates, cards or other similar devices, which shall entitle the purchaser receiving the same to procure any goods, wares or merchanding free of charge, or for less than the retail market price thereof." The other bills provide for a tax of five per cent. on the gross business done by any persons or firms using trading stamps or redeemable coupons.

Powerful Interests are arrayed on both sides. The B. Nugent & Brother Dry Goods Company, of St. Louis, one of the largest and oldest department stores in the Central West; the Miss-Retail Merchants' Association, which at the last ten annual conventions has gone on record as against the stamp practice; the Mismouri Retail Jowellers' Association is on record against them; the Missouri Fair Dealers' Association and the Inter-State Grocers are leading the fight against, while the Famous Barr Dry Goods Co., one of the largest department stores in the world, and the Liggett & Meyers Tobacco Co. are active for the continuation of the stamp and coupon prac-The hearing will be continued before the Ways and Means Committees of the Senate and House away into next week.

Dan C. Nugent, president of the B Nugent & Brother Dry Goods Co., told the heavers that "all business suffers from the lure of the trading stamp, and the consumer always pays the price."

Dallas Newspapers' Election.

The stockholders of A. H. Belo & Co., publishers of the Dallas Morning News, Galveston Darly News, Dalles Evening Journal and affect publications, held their annual meeting at Galveston, Tex. on January 23. The dors elected are: Most J. D. P. doole, Mosses, C. Launbard, G. B. Denley, L. W. Clark, John S. N. W. H. Pielley, and John E. Lubto a The an eters or tel officers as r too of too it president; Mrs. J B. Perhody, vice-president; G. B. Since and conditional property and to 14 noted by the property and

Ohio Editors to Meet

The Process S. In Press Association will meet in Marton, C., February 15, 16, and 17. Digitized by Google

"LEAK" INVESTIGATION RAISES OLD QUESTION

Differences of Opinion as to What Extent a Newspaper Man May Go with Propriety in Giving or Selling Certain "Cantifectual" Information — Often Valuate Blassed.

A question rising out of the trailmenty in the "leak" livestigation, new stages in New York, which is of automating importance to the newspaper fraternity,

engorance to in newspaper ratemity, concerns the "right" or passification of a newspaper man or a news organization, directly or indirectly, to nerve information to private morrow, said information laying been obtained for the estimable purpose of publication or purpose of publication.

It is presented that information served to a private information served to a private information served to a private information for examine, send to give no substance of particulation, that it swould be feet in substance of particulation, that it swould be feet in particulation, that it is swould be feet in such a send of the particulation of the substance of particulation would therefore teach information would therefore the particulation of expertite would be presented as a present to a contract to the particulation of expertite and an expert to a not a substance and present to a not a substance are presented as the particulation of the substance except preferentiation for many purpose except preferentiation for m

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HARRY TRALBURAN

ment of their other properties, exercising full supervisies over their reseative departments in the three fields. Harry Cotonan will conflore to set as business manager of the Detroit Journal. No changes will be made in



Page Stock.

the personnel of the Journal staff, the business being continued in the future as in the past.

In a cubic statement, January 26, M.

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ALEXANDER SMITH PRESENTS CASE OF MANUFACTURERS AT CHICAGO CONFERENCE

Banker Asserts that Present Relations Between Manufacturers and Publishers Are a Form of Business Insanity-Analyzes Economic Conditions in Paper Industry, and Dooms the One-Cent Newspaper to Extinction-Says Prices Will Never Again Reach Low Levels of Past.

LEXANDER SMITH, of the Peabody-Houghteling Company, and representing the Abitibi Company, large manufacturers of news print paper, presented the case of the paper makers at the Chicago Conference. Smith's speech, which aroused lively discussion at the "get-together" meeting, and which has been vigorously criticised by publishers who heard it, follows:

has been injected into the present sitnation is due to a lack of understanding on the part of a very large number of the publishers of this country as to the peculiar conditions under which the manufacture of news print paper is carried on. I refer, not so much to the unusually onerous conditions of the present moment, which we hope are, to a large extent, temporary, but rather to conditions that are always present. and that have a permanent and continuing effect on the industry. The extraordinary increase in the cost of wood, coal, mill supplies, and labor, are, to a large extent, responsible for the present high price of news print paper, and these matters will be dealt with by manufacturers who are in close touch with such details; but the real causes are much deeper and extend over a long period of time.

The fundamental trouble lies with the news print manufacturer himself. Strange though it may seem, he has always regarded his business as an ordinary manufacturing operation, similar to hundreds of other manufacturing operations, subject to the same treatment, governed by the same laws, and capable of producing the same profits other manufacturing operations. This is an entire fallacy. In the average manufacturing business, the cap-Ital employed is turned over at least once a year. In the news print business on the basis of the average price of the last twenty years, the capital employed has been turned over only once in two and a half years. It takes \$30,000 per ton of output to build and equip a news print mill. This means an investment of \$6,000,000 for a mill producing 200 tons per day, or \$0,000 tons per annum. With paper at \$40 a ton, which is higher than the average price for the last twenty years, this \$6,000,000 of capital is turned over only once in two and a half years, and remember that this is without any regard whatever to the investment in timber lands.

RISES NOT PROVIDED FOR.

In the average manufacturing operation, reserves for depreciation, bad debta, and losses from fire and other causes, can be set up with scientific accuracy to cover practically every emergency. This is not the case in the manufacture of name print paper. After provision has been made for depletion of timber, depreciation of buildings and machinery, and ordinary merchandising losses, and after all fire and storm risks have been covered as fully as possible by insurance, there still remain the two great sources of catastrophe-forest fire and flood-which cannot be covered either by reserves or insurance, and which are as certain to occur as death and taxes.

The ordinary manufacturing operation is built in the middle of civilization, adjacent to good labor markets, good living conditions, and good trans-

There is no doubt in my mind that portation. The erection of a 200-ton a very large part of the bitterness that news print paper mill means going into the wilderness, and after an expenditure of \$6,000,000 of money and three years of time, carving out an industry that is self-contained. A railroad must be built and a modern sanitary town must be erected so as to create living conditions that will hold a good class of labor. Because of the remoteness of the location a large amount of additional capital must be invested in mill supplies, foundry, machine shop, rolling stock, and working capital.

It must be clear in view of these facts that the manufacture of news print paper cannot be regarded in the light of an ordinary manufacturing business, and yet, for years news print manufacturers have been treating their accounts without any regard to these extraordinary conditions. Even ordinary depreciation reserves have been ignored. and in no single case that I know of have proper reserves been set up to care for forest-fire and flood losses, which are sure to come, and which cannot be cared for under any known form of standard insurance. Many manufacturers have even failed to charge themselves with the depiction of their forest assets. Most of them figure that their power costs them nothing. Obscietion in machinery has not even been contemplated, much less provided for. The result has been that news print manufacturers have fooled themselves into the belief that they have all along been making a satisfactory number of dollars per ton of product, when, as a matter of fact, they would have been much better off if they had invested their capital, without trouble and without worry, in New York city 4 per cent.

TRYING TO RECOUP LOSSES.

News print manufacturers have sold paper at ridiculous prices, primarily hecause they did not know the cost, and thought they were selling their product at a profit. Now they are waking up to a fact that should have been apparent to them long ago, and are trying to get back some of the money they have lost in the past.

For years, under the stimulus of supposed profits, new enterprises in the hands of inexperienced promoters have continued to flood the market with cheap paper, and the publisher, seeing only one side of the question, was satisfied to lay his business out on the theory that there would always be sufficient paper at a price that would justify a one-cent newspaper to the man on the street. Natural laws, however, although sometimes slow in working, are absolutely immutable. The necessary combinations of woodlands and waterpower have disappeared from the Central and Eastern United States, and in eastern Canada they are no longer plentiful, and are certainly no longer to be had for the asking. It is remarkable that in the last ten years there has not been a single news print development in the United States of any mo-

ment. The husiness has been transferred to Canada, and the future history of the industry will show a steadily increasing production in the Dominion and a steadily decreasing production in the United States. Even in Canada new developments are very few, and the present controversy between the manufacturers and the publishers has brought home to capitalists the necessity for serious consideration before proceeding with further news print developments. My associates and myself are at this moment greatly increasing the capacity of one of our Canadian mills at a very large excess capital cost, but there are three new developments, with an aggregate capacity of 750 tons per day, which have been absolutely stopped until the future of the industry shall have been more clearly defined. You may take it from me that the day is past when paper mills will be built fut because wood and water are available, and without regard to a profit commensurate with the risks taken. During the period of twenty years from January 1, 1897, to December 31, 1916, based upon market value at press-room in New York city, and an average freight, storage, insurance, and cartage rate of 25 cents, the mills of this continent have received an average of about \$36 per ton of news print paper net at their mills. During the same period the average cost to all mills cannot have been less than \$31 per ton, leaving an apparent profit of only \$5 per ton. Even if this profit were arrived at after making proper allowance for losses and reserves (which I very much doubt). the return on the capital is in no way adequate to the risk. On this basis the investment of \$6,000,000 in a 200-ton mill would return just 5 per cent per annum, without regard at all to the investment in timber lands. Double this amount or 10 per cent, per annum. would be counidered none too high for any manufacturing business, and is cortainly too low to cover the extraordinary risks incident to the manufacture of news print paper.

I do not say that these remarks apply to all properties. There are a few, a very few, exceptional properties that are well managed, and that are profitable, but in such cases you will find they are dealing with other products as well as news print, and moreover, if the figures are to be of any value, they must deal with the industry as a whole, because the price of news print paper will inevitably be based upon the average cost to the entire industry, and not upon the exceptional cost to one or two favored concerns.

IS NEWS PRINT A NECESSITY?

I do not for a moment believe that the responsible publishers of this country are in sympathy with the exaggerated statements that have been made and the high-handed remedies that have been suggested since the opening of the present controversy, but even if your imagination can carry you far enough to suppose that news print shall be declared to be a public necessity like flour or wheat, that its price shall be regulated by law and kept down to a figure satisfactory to the publishers, while steel and cotton and leather and wheat, far more important to the material needs of the citizen, shall be permitted to soar to new records, and even if the news print industry shall become the orphun child of a one-aided Government paternalism, which will regulate, but which dare not protect it, then you may very well conclude that the publishers are powerful enough to direct the trend of public opinion and the acts of legis-

(Concluded on page 30)

A. G. McINTYRE REPLIES TO ALEXANDER SMITH

Representative of the Paper Committee of the American Newspaper Publishers Association Makes Interesting Statement Regarding News Print Manufacturers' Earnings.

A. G. McIntyre, representative of the Paper Committee of the American Newsnaner Publishers Association, furnishes the following in reply to the statement of Mr. Alexander Smith, of Peabody, Houghteling & Company, and the Abitibl Paper Company, made at the conference of publishers and news print manufacturers, at the Blackstone Hotel in Chicago a week ago yesterday:

At the conference held in Chicago on January 26 Mr. Alexander Smith, of Penbody, Houghteling & Company, Chicago bankers, and vice-president and leading spirit of the Abitibi Power & Paper Company, Iroquois Falls, Ontario, read a very well-prepared statement on a bankers' view of pulp and paper mill investments in general, attempting to argue that all pulp and paper mill investments have been very unsatisfactory and did not give a sufficient return to the investor.

He argued that money invested in pulp and paper mills should be turned over at least once every two and one-half years to make the investment comparable with others of a similar character. A banker of Mr. Smith's reputation could not possibly fall into the error of making such a statement unless he was interested in the financing of such mills and would receive back this money. Investment in public necessities, such as news print manufacturing plants, are not considered by bankers of reputation to be required to be turned over in two and one-half years. How many railroads, power companies, public-service corporations, textile companies, apartment houses, office buildings, etc., turn over their capital once every two and one-half years? None. No permanent works, similar to pulp and paper mills, which are to-day all built of concrete and brick-practically everlast. ing materials—are ever figured to turn over the money in two and one-half years. These are all long-term, safe, nermanent investments which are never figured better than to return the capital in twenty years in addition to the interest in the meantime; yet Mr. Smith wants to turn this capital over once every two and one-half years to make it appear that paper mills are poor invostments.

TIMBER ARRAS INSI'RARI.E

He further states that few, or no. mills have ever set up a sufficient reserve to take care of flood, forest fire, etc., claiming that these items are not insurable. On the contrary, they are. . Timber limits may now be insured. Flood insurance in also available. Further than this, the timber limits of most mills, such as the Abitibi, which Mr. Smith represents, are not owned by them but by the Government, from whom they obtain a license to cut timber, and who cooperate with these companies in fire ranging and protecting this timber. would have people believe that he has millions of dollars tied up in timber lands tributary to his mill, instead of which he obtained from the Government of the Province of Ontario, by paying a cash deposit of about \$16,000, the right to cut this timber land, which he now controls, for a long period of years.

He is, of course, obliged to see that his mill be provided permanently with wood, just the same as a gas works must

(Concluded on page 30) Digitized by Google



the Service of

The Plant Behind the Product

O'N December 16, the plant of the Charlotte (N. C.)
Observer, "foremost newspaper of the Carolinas",
was completely destroyed by fire. While the embers
were still glowing, the Observer received "first aid" from
our representative. Three days after telegraphic specifications were received, six Multiple-Magazine Linotypes, with complete equipment, were enroute from
Brooklyn to Charlotte.

ON January 19, the plant of the Olean (N. Y.) Herald, one of Western New York's most progressive dailies, was burned out. Telegraphic instructions were received on the same day. Three days later one Model 5 and two Model 14 Linotypes were placed on the floor of the Herald's new composing room.

Emergencies or normal conditions—Linotype service is ever the same. What are your composition problems?

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 So. Wabash Avenue SAN FRANCISCO 646 Summente Street BONTO: Canadian Lincorne, Limined, 26 Lombard Street NEW ORLEANS 549 Baronner Street

PUBLISHERS A UNIT. SAYS FRANK P. GLASS

Chairman of A. N. P. A. Paper Coanmittee Says Manufacturers Tried to Justify Their Prices at Chicago Meeting -Paper-Makers Say that Such Mostings Will Clear the Situation.

Publishers and manufacturers who were present at the conference of the paper-makers and newspaper men, in Chicago last week, were asked by THE Entrop and Publisher to wire their views as to what has been accomplished by the meeting.

Frank P. Glass, editor of the Birmingham (Ala.) News, and chairman of the Paper Committee of the American Newspaper Publishers Association, telegraphed as follows:

PUBLISHERS STAND TOOKTHER.

"I cannot see that the Chicago conference accomplished any practical resuit so far as the price of print paper is concerned. The manufacturers did not indicate any conception of the uncomfortable situation of most newspapers. They seemed intent only upon and justifying their own course strengthening their position by attempting to create a division among the nublishers.

"The most important result was the demonstration that the bulk of the newspapers stand together in the effort to obtain fair treatment and to restrain the hind engerness of some of the manufacturers to make extortionate profits. The general spirit and the specitic course of some of the manufacturers in trying to discredit the paper committee of the American Newspaper Publishers Association acted as a becomerang and has convinced all thoughtful publishers that the committee has been wise in its firm and resolute course in caring for the interests of all publishers, small as well as great." Lafayette Young, jr., of the Des Moines Capital, wired:

COMMENDS ALEX. SMITH'S STATEMENT.

"The paper conference at the Blackstone Hotel last Friday was intended to be purely educational. It is my belief there are a number of important manufacturers, like George H. Mead, E. W. Backus, Alexander Smith, and P. T. Dodge, who are substantially justified in the prices they have made to their customers. I, among others, was anxlous for these men to have a chance to present their cause, believing that there was too much misinformation affoat and too many cries of conspiracy. I think the paper read by Alexander Smith, of the Abitibi Company, was a masterful presentation of the cause of the manufifteen publishers About facturers. present went from the Chicago conference to Minneapolis, where the Minnenota & Ontario Company, E. W. Backия, presiding, fixed the price at \$65 в ton for 1917. Mr. Backus told his customers that his wood supply would cost more than twice last year's price; that he was paying \$6 a ton for cost, and that he was paying 100 per cent increams for labor. All of the customers present expressed themselves as satisfied that they were being treated fair-My belief is that, if there should be more such conferences, there would be less need for the activities of Federal Trade Commission or the Department of Justice."

E W Backus, of the Minnesota & Ontario Paper Co., replied:

THINKS SITE ATHEN IN CLEANING.

made at the Chicago conference.

these joint meetings are followed up. PUBLISHERS TO MEET much good will surely be accomplished. I think the general situation is clearing up.

J. MacKay, of the Toronto (Can.) Committees Representing Newspapers Globe, telegraphed:

SERBOUNNESS OF SITUATION REALIZED.

"In my opinion, it is as yet too early to may whether or not progress was made at the joint conference in Chicago last Friday. The periousness of the situation was fully recognized by both parties, and the hone was generally expressed that when the committees representing both parties meet together. they will bring to the discussion of the matter an equal measure of confidence in and cooperation with each other, and that thus something tangible

E. S. Stahlman, of the Nashville (Tenn.) Hanner, replied:

PURTICES CONSEDSMATION MAY BE GOOD.

"The Chicago conference, with further consideration by the committee apnointed at that meeting, should be productive of good. Much, however, will depend on the conciliatory spirit with which such further consideration is met."

G. H. Mead, of the Spanish River Pulp & Paper Mills, Ltd., of Dayton, said:

BETTER UNDSSSSTANDING RESULTED.

"I believe a better understanding of the general situation has resulted from the Chicago conference, and that the difficulties are gradually being eliminated although the progress is naturally slow with a problem that is so intricate."

CLOSER CO-OPERATION EVIDENT.

Jason Rogers, publisher of the New York Globe, said:

"The print paper conference at Chicago was in my opinion productive of promise of a better and more satisfactory state of health to the newspaper industry. With both print paper manufacturers and newspaper-makers admitting inefficiencies and lack of standardized costing, it is obvious that the application of rules of sanity and sound business will produce relief. From the newspaper standpoint, it is not how much we are paying for paper, but as to whether the prices are fair and do not represent illegal extortion, that is most impactant. We must realize that if the paper-makers are to continue in business they must get cost plus manufacturers' profit. With a growing feeling of closer cooperation between the two closely allied interests the Federal Commission should be able to evolve some solution that will bring relief to the smaller newspapers, which are the chief sufferers, largely through their own lack of fundamental costs and more limited fields of activity. There was an increased spirit of interest on the part of paper-makers in the well-being of the anialler consumer that sounded more wholesome than at previous meetings. Their ratification of group purchasing was a big step in advance for the radical relief of the smaller newspapers, which will eventually eliminate the ruthless exactions of the middlemen, which largely account for the difference between \$62 and over \$200 per ton at the mill in many cases.

BMIL M. BCHOLZ'S VIEWS.

Emil M Scholz, publisher of the New York Evening Post, said:

"I am glad to see a spirit of cooperation and conciliation on the part of manufacturers, such as seemed to "I think considerable progress was develop in Chicago. Such meetings are If certain to be productive of good."

PAPER MAKERS AGAIN

and Manufacturers to Gather in Washington Following Federal Trade Commission Report-How War Would Affect American Publishers.

Committees representing publishers and news print manufacturers will meet in Washington, immediately following the report of the Federal Trade Commission to Congress, following the plan outlined at the Chicago conference last week, unless present plans fail. It is expected that the Commission will report to Congress next week. Another effort to remove the differences between the news print constimers and the manufacturers will be made at that time. though if it will be with the aid of the Commission is not definitely known at this time. Publishers who attended the Chicago meeting feel that the manufacturers are anxious to avoid further friction. The publishers regard the setting of the 1917 price as a matter that has passed into history, and are anxious now to see the smaller newspapers protected, at a reasonable price, through group buying. This policy, which the manufacturers endorse, would, to a certain extent, eliminate or reduce to the minimum the profits of middlemen, and enable purchasers in small amounts or in the open market to obtain supply at a more reasonable price. It is said that some small publishers have been paying as much as \$140 a ton for paper.

PRODUCTION IN EXCESS OF DESIGNAD.

It is the general impression now that production is in excess of demand, due to the economies newspapers have been practicing. The peak of the spring demand occurs between April 15 and May 15, when there is a large increase in advertising patronage, and the belief is expressed that more than enough news print will be manufactured to take care The greatest demand, however, of it. comes in October. Whether there will he enough paper in excess of requirements to take care of the amount that will be necessary in the fall, depends, in many respects, on the policy of conservation that publishers may adopt. for the October demand, in many respects, has a direct bearing on the price for the following year, and newspaper men are more interested just now in what may take place in 1918, so far as paper quotations are concerned, than in anything else. In this respect, those who are best posted urge the most rigid economy. The belief is general that, if publishera are careful, they go through 1917 with the same amount of paper that was consumed in 1916.

HOW WAR WOULD AFFECT NEWSPAPERS.

The acute foreign relations of the United States, due to the announced German policy as to submarine warfare. will not, it is believed, affect the supply during 1917. The amount of sulphite shipped in from Scandinavian countries is negligible, and will hardly enter into the present situation, though it had a more or less direct bearing on prices in 1916, due to a readjustment of domestic conditions and supply and demand.

If the Government of the United States were forced into war, there would doubtless be an increased demand for newspapers, which would be compensated, publishers believe, in a complete change in the news policy of the newspapers. War would besilte the news. centring interest in affairs that direct ly concern the American army and

navy, rather than the movement of troops on European fronts, or of foreign fleets, and would, consequently, operate to reduce cable expenses by the difference in the cost of telegraphic tolls over land lines, and the cost per word by wireless or cable, plus an additional saving that would be effected by a censorship that would of necessity limit the amount of military news that would be permitted to reach the newspapers, with a possible further reduction in the size of newspapers to keep within the present or 1916 manufactured output. The 1916 output is regarded as the limit of production of news print, plus the added tonnage coming on the market, which will be in the neighborhood of about 550 tons a day. This tonnage will be available at different times, the supply gradually increasing during the Year.

On the other hand, word from Mon. treal is to the effect that there is likely to be a decrease in the amount of wood from the Canadian forests, because of labor shortage and the heavy snows, which retards movement to the mills. Canada supplies about 30 per cent. of the news print consumed in the United States, though it is possible to obtain additional wood from American sources, from forest areas as yet untouched by the woodsmen.

DEPARTMENT OF JUSTICE AT WORK.

Some publishers profess to see a relation between the investigation of the sisal supply and the news print inquiry conducted by the Federal Trade Commission. The sisal matter has been actively taken in hand by the Department of Justice. In that case, where there was an apparent shortage, it developed, it was stated during one of the news print hearings that there was a surplus. and it was hoped that careful investigation of the requirements of publishers would reveal a similar condition in the amount of available news print, there being a feeling that there was panic among publishers caused by their bidding, one against another, for paper, In the case of sisal, the Federal Trade Commission undertook distribution, and recently surplus news print stock has been given to the Commission for distribution to newspapers threatened with suspension.

WAR TAX ON NEWS PRINT

Proposal to Increase Taxes On Canadian Products Will Affect Cost to Americans.

The Canadian Government is about to levy a war tax on all paper and paper-making materials exported from that country. Speaking at the banquet of the Canadian Pulp and Paper Association in Montreal, Wednesday night. Sir George E. Foster, Minister of Trade and Finance, stated that shortly additional war taxes will be levied, and that the paper-making industry was one of the greatest in the country, exporting millions of dollars' worth of raw material, in the form of ground wood, etc., and finished product, in the form of paper, and that it should bear a greater proportion of the war tax of the Imminion This is interpreted to mean that an additional charge will be made on all paper and paper-making supplies shipped into the United States. Canada exports 1,550 tons of news print daily, 1,200 of which comes to this country

The man who tries to meet his business difficulties with the methods of his grandfather will soon have no difficulties por business either.- [Business Chat.

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Judged By Home Experts

The Birmingham News, Put to the Test—Making Good With the Local Department Stores— Again Proves Dominant

Many of the wisest space buyers in America form their estimate of the relative value of the newspapers of a city by the comparative volume of department store advertising they print.

It's a pretty safe rule to follow, for the modern department store manager is in position to test out the relative worth of the local newspapers, perhaps better and more accurately, than any other advertiser. After having made his test, naturally he buys his advertising space accordingly.

The nine department stores in Birmingham divided their 1916 advertising appropriations among the three Birmingham papers as follows:

	THE NEWS	THE LEDGER	AGE-HERALD
Loveman, Joseph & Loeb	440,118 lines	235,242 lines	188,454 lines
Steele-Smith Dry Goods Co.	378,546 lines	77,938 lines	112,056 lines
Louis Pizitz	315,952 lines	166,096 lines	146,384 lines
Louis Saks Company	297,206 lines	190,498 lines	170,884 lines
The Parisian	197,330 lines	90,356 lines	8,400 lines
Burger Dry Goods Co.	125,510 lines	5,502 lines	65,856 lines
Goldstein Bros.	111,818 lines	59,766 lines	16,828 lines
Caheen Bros.	110,236 lines	83,090 lines	99,554 lines
The Drennen Company	91,574 lines	80,416 lines	57,960 lines
Total	2,068,290 lines	988,904 lines	866,376 lines

The fact that The News printed more advertising from these nine department stores than both its competitors combined is a striking tribute to the power of The News. This is emphasized all the more when you consider the fact that The News receives a much higher rate than either of its contemporaries.

Isn't it pretty safe to follow the judgment of these nine stores?

The Birmingham News

"The South's Greatest Newspaper"

Kelly-Smith Company FOREIGN REPRESENTATIVES

Member Audit Bureau of Circulations

Lytton Building, CHICAGO

220 Fifth Avenue, NEW YORK

STUDENTS AT MONTANA HAVE IDEAL WORKSHOP

Instructional Force Faces Curious Probless in that High Wages Paid Newspoper Men in the State Lead Many of the Men to Leave Clauseness for Work-

ly Pay Check. Picture a Stelle wooden, vine-cuttred tora at Missesso, in the western part.

will be found this little building, and shops to be seen on any college carepras. The first instruction in journalism at effect in the fall of 1952 by the department of English Its, that Hollands, the class in 1912 in Holliday was

made head of what was called a dework was returned into a rebust, and A. L. Storr, of that ther other of the Minurala (Mont) Muscylist, was Because of ercorded conditions at the

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bernturies and two for officer. In the usi deska and typewriters for the sinthat is used in newspaper-reaking. In great American editors. In the office of

are encolled in Journalism of Moreana of the men, after a year's traming, week

The State of Montana embraces 146.

Laury, New Tenness of R. Ct. Pt. moters have there' reportments a than fewer of Journalism Pairwraity of Neitre

NEWS FROM THE SCHOOLS AND DE. PARTMENTS OF IOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ. Secretary, American Association of Teachers of Journalism

Attached to Ohio State University, Columbus. DIRECTORY OF

TEACHERS OF IOURNALISM

HATER JANES JANUARY Professor of English, Marningsole College, Nices Herenz, Harris Hawny, Associate

professor of journalism, University of Ohlahema, Narayan, 1948. HIROLAY, G. W. President of Marietta College, Marietta, G. Three courses in averagion taught under the head of

Noon, L. G. Sestructor of Journalisms, University of Minnesoth, Minnespolis, Address: University Farm, 8t. Hees, E. W. Bean of the School of

Calversty of Oregon, Engrey, thre. (Gives course in the "Lew of the Marroy Annew W. Professor of 115 Agricultural Hall, Marliner,

naturn faralty. New York University, Assistant professor of journalium, the University of Wiscereto, Modinero, Wita. Address: 59 South Hall, Madleon, Wis-Journey, Davis Page, associate pro-

versity, Mengentown, W. Va. Janes, Steamer W. Professor of journalters, University of South Pakola, Jones, Visco, L. Professor of Eng-

NAME COMMAN FORMAND. Instructor pearmation, University of Missouri, No. Address: Uncon Halleting, Columbia, Ma-

KENNEY, PRE-WARRINGTON, Andre

Known Janes Member of instruction ton Source East, New York, Address. KING PLANE H. Highers assurant in burnter, Mr. Address: 904 Conley Avv.

exchalogy, University of Chicago, Chi-



Member of the editorial staff of the

PRAISES NEWSPAPER STYLE

H. F. Harrington Suggests High-School

Teachers Use Newspapers. In a recent many of the monthly bulletin published by the Illinois Association of Peachers of Startish H E. Starrington, associate professor of English in the Catyrosty of Hitcoly Paggers's a school prespaper as at old to the therne bugaboo.

As one method wherein the pupil may obtain a mental be-byround and be led naturally into effective written sberryations, Mr. Rarrington proposes The utilisation of the daily newspaper and the weekly periodical of current events, and the making of a school pa-

Mr. Harrington says that "the 'style'

Mr. Harrington is the author, with "rewrettate in Journalism," published

To Endow Scholarship

STATE EDITORS DEMAND SCHOOL OF JOURNALISM

Nebraska Editorial Association, Together with Other Newspaper Organisations. Ask that lestruction in Journation Be Expanded at University of Nebraska.

The instanced demand by leading Nr. brasks editors individually, and by the Nebenska Editorial Association, for a achool of journalism of the University of Nebenska in Lincoln, will result to semething definite being accomplished this week, according to Nebraska news-

that the instruction in journalism of in December the Nebryska Editorial paper organisations, petitioned for a the l'aircraity. The request was deord as opposed to a college of journalhen, and yet urged the expansion of It is proposed that the University

shall offer a four-year course to journotion leading to the degree of tuchelor polism by granted to graduates recommendation did not include additional courses in journalism, with the exception of a course in the history of normalism to be offered by Preferror

The Nebraska newspapers are saleing for a school of journation, or at less. At present the matruction is tournalism is confined to one course in near-writing, in which there are 104

follows of the State are playing an sportant part in asking the University to provide them with men trained

Addresses Library School "Publicity for Public Libraries" was

Gaverner Addresses Students The Percept, the posteralism club of

PERSONALS

Frank A. Anderson, a graduate of the Managements Agricultural College, in auch the Pentan office of the Synboam

"Making the School Newspaper," to be Wassessie, is Associated Frent corre-

> Grande (Oct.) Bully (Barryer, gots service Mr. Duncen at Latter

1916 RECORDS

NEW YORK MORNING NEWSPAPERS

Classification	Times	World	American	Herald	Tribune	Sun
	Agate Lines	Agate Line				
Dry Goods & Specialty Shops	2,581,449	1,926,923	2,204,244	1,587,166	1,146,103	742,716
Finarcial	1,367,752	321,347	489,257	390,738	363,455	567,795
Automobiles	796,379	377,980	485,120	532,877	198,368	439,332
Books	516,355	112,922	92,889	26,354	195,543	92,860
Musical Instruments	331,325	198,196	223,611	50,727	262,967	100,575
Men's Furnishings	331,111	267,926	163,025	59,347	163,970	56,327
Miscellaneous Display	328,984	299,049	220,505	221,153	227,301	261,284
Steamships and Travel	246,056	133,891	125,251	155,186	155,459	185,016
City Hotels and Restaurants	242,263	50,161	85,747	138,838	121,470	23,394
Tobacco	186,122	124.446	157,668	600	110,132	32,644
Legal	164,881	45,588	126,447	33,336	87,347	110,126
Beverages	128,432	63,135	23,378	37,135	18,043	36,752
Office Appliances	100,581	16,494	5,179	2,001	34,718	16,682
Charity and Religious	95,677	54,619	50,165	58,373	84,416	40,339
Boots and Shoes	91,139	68,727	55,896	23,222	38,839	21,632
Railroads	87,336	49,720	47,408	60,939	67,054	61,588
Newspapers	63,275	22,444	32,919	25,373	41,314	12,768
Public Service	60,528	51,715	53,953	56,531	54,452	52,910
Jewelry	56,123	42,521	25,421	25,891	39,553	10,948
Building Material	16,797	9,485	2,030	-116	233	5,802
Total agate lines	7,792,565	4,237,289	4,670,113	3,485,903	3,410,737	2,871,490
Other Classifications	3,759,931	8,530,631	4,660,782	4,278,502	1,013,816	1,212,157
Total agate lines	11,552,496	12,767,920	9,330,895	7,764,405	4,424,553	4,083,647
Less Help & Situation Advs.	486,491	4,535,886	1,243,165	1,526,881	32,863	16,007
Total, without "Wants"	11,066,005	8,232,034	8,087,730	6,237,524	4,391,690	4,067,640

THE AVERAGE DAILY AND SUNDAY NET PAID SALE OF THE NEW YORK TIMES FOR SIX MONTHS ENDED SEPTEMBER 30, 1916, WAS 340,904

SIX HUNDRED AD MEN FROM THIRTEEN CITIES ATTEND ANNUAL AFFILIATION CONVENTION

Fourteenth Yearly Gathering, Held in Cleveland, O., Drew Representatives of Five Member Clubs and Many Delegates—Score of Addresses by Practical Men Dealt with Various Publicity Problems—Secretary Daniels Among the Speakers at the Big Banquet, Where Enthusiasm Ran High.

BARLY 600 advertising men from thirteen different cities in the United States and Canada attended the fourteenth annual convention of the Advertising Affiliation, held in Cleveland Friday and Baturday, Januarr 26 and 27. At the convention were representatives of five member clubs: the Aderaft Club, of Canton, O.; Cleveland Advertising Club, Buffalo Ad Club, Rochester Ad Club, and the Syracuse Advertising Men's Club; also, delegates from the eight invited clubs, the London Club, of London, Ont.; the Toronto Club, of Toronto, Can.; the Alliance Club, of Alliance, O.; the Toledo Advertiming Club; the Youngstown Advertising Club, of Youngstown, O.; the Akron Aderast Club; the Eric Club, and the Lurain Ad Club, of Lorain, O. This year's meeting was the first one in which the Aderaft Club, of Canton, and the Syracuse Advertising Men's Club took part as member clube, and was the fourth of the annual affiliation conventions to be held under the auspices of the Cleveland Advertising Club.

Following a "get together dinner" in the rooms of the Cleveland Advertising Club, Hotel Statler, Friday evening at 6, the salesmanship meeting was called to order by Clinton G. Fish, president of the Advertising Affiliation, also president of the Rochester Ad Club, Mr. Fish welcomed the delegates to the convention and then called upon Harry L. Davis, Mayor of Cleveland, to speak words of greeting from the city of Cleveland. In his talk, Mayor Davis said that the Cleveland Advertising Club has become a great power for good in Cleveland. He said that, whenever the city administration wished to obtain organtzed cooperation from energetic, onthusiastic, able men, the Cleveland Advertising Club was called upon.

N. M. Petera, president of the Syracuse Advertising Men's Club the famous "Sam" Club, in taking charge of the evening conference, declared that advertising men in America were just beginning to realize the great possibilities of the advertising club movement. He said that what the advertising clubs are doing to-day is "what was not dreamed of years ago, and he ventured to say that few men to-day comprehend the tremendous potentiality of the club

movement.

Prof. Walter Dill Scott, of the Carnegie Institute of Technology, Pittsburgh,
was the first speaker. He took as his

topic "The Efficiency of the Modern Balesman."

EFFICIENCY AND PETCHOLOGY.

"There are three words which have been so frequently used in husiness in recent years that they have become basily worn at the edges," said Professor Scott. "Those words are 'preparation, efficiency, and psychology." They have become business headcook. But I tend that the college student—on the athletic field, not in the classroom: the research scholar, and the business group, are really trying to prepare, to be ethicint, and to apply the principles of psychology. All are working toward standard-litation and systematization which after all, are the principles underlying a horizony. But the trouble has been that the efficiency plans in the past have

failed to be concerned with the human element. It was the machine that was improved. To-day we interest ourselves in the man.

"To increase the efficiency of the salesman we must see that he has comfort of body and peace of mind. Psychological experiments have proved that pleasure or rather the effect of pleasure is to generate energy, and that the effect of displeasure and discomfort is to reduce the energy. To-day the wise sales-manager takes seriously the comforts of his salesmen.

"The big thing in salesmanship to-day is the motive to action. Hope has taken place of fear. Rather than escape something as did people in the days gone by the man of to-day seeks to gain something. So, then, the essentials of good salesmanship are responsibility, service, social approval, and, finally, coöperation."

The next speaker, George Walt Fleming, sales-manager of the K. & E. Blouse Co., Cleveland, in talking on "Selling the Other Way 'Round," said that advertising and salesmanship are so closely related that they cannot be separated. Mr. Fleming told of the sales movement connected with the Associated Advertising Clubs of the World.

Speaking on the topic, "The Marketer, the Man of the Hour," C. Louis Allen, president of the Pyrene Manufacturing Co. of New York, defined a marketer as one who causes another to believe as he believes and then moves him to act on that belief, and added, that the salesman is the marketer. Mr. Allen declared that the big problem before business men to-day was the problem of distribution. "To help solve the problem of distribution, we must remodel our officiency systems so that more attention will be baid to the man, the salesman. rather than to the machine or the method," said Mr. Allen, "The past has been a machine age. The future is to be a man age."

DEPARTMENTAL MEETINGS.

Saturday morning department meetings were held. W. P. Goodspeed, presided ident of the Buffalo Ad Club, presided over the meeting of the retail advertising departmental. Edw. B. Houseal, of the Wm. Hengerer Company, Buffalo, the first speaker, took as his subject: "The Appropriation."

Mr. Houseal and that the advertising appropriation should not be a fixed amount, but should be based upon a percentage of the grose profits or the net returns. He declared that experience had taught him that his advertising appropriation must be flexible, and added that every expenditure of money for advertising was easily justified in that it brought tangible returns net profits

Mr Housed explained that in his organization non-solvertosing departments were required to pay out of the total advertising appropriation their share toward the total advertising expense. He said that the different departments were so closely related that all profited by advertising, although some were not advertised.

Extion and systematization which, after ... What per cent of the appropriation all, are the principles underlying the should be spent for "out-of-sensin" addressery. But the trouble has been that vertising was one of the questions asked the efficiency plans in the past have of Mr. Houseal. He replied that he

didn't know what was meant by "out-ofseason" advertising, that fur sales in August had proved profitible, and that refrigerator sales in January had paid. He said that the same conditions, as far as he was concerned, existed throughout the year. "Advertising pays," said Mr. Houseal. "You all know that Most of you are selling advertising space. I know it. That's why we want it all of the time."

Miss Susan J. Patrick, advertising director of the Halle Bros. Company of tleveland, the only woman on the programme, then spoke. A special report of her address will be found elsewhere in this issue.

C. W. Campbel, of the McFarlan Clothing Company, of Rochester, spoke on "The Advertising Itself," Mr. Camphell declared that one of the problems of the retailer was how to turn to advantage the advertising of the national manufacturer and jobber. He said that one of the first things the retailer had to do was to determine the motive back of a national advertising campaign. And then he was justified in taking this stand: He would cooperate heartly, provided he was building up his own business and not that of a national manufacturer whose goods could be purchased not only in his store but across the street as well.

CU-OPERATION IS ESSENTIAL

Mr. Campbell declared that national manufacturers who advertise extensive-

ly should send copies of proofs of advertisements to retailers together with information as to when and where and how frequently these ads were to appear. Then, said Mr. Campbell, the retailer can hook up his local advertising with the national campaign, can use his window space to greater advantage—in a word, can get tangible results by cooperating with the national manufacturer.

J. B. Millham, of the Rochester Ad Club, acted as chairman of the Manufacturers' Advertising Departmental. The speakers were E. Ramsay, of the Art Metal Construction Company, Jamestown, N. Y., and Alex. R. Osborn, lusiness manager of the E. P. Remjington Agency of Buffalo. Both speakers declared that cooperation was essential to productive advertising.

C. B. Sala, president of the Aderaft Club of Canton, O., was chairman of the direct mail advertising departmental, E. H. Lamiell, of the Hurst Manufacturing Company of Canton, the only speaker, said that the lack of coördination between the different advertising media was the greatest defect in advertising to-day. He said that the direct mail advertising was necessary because the average newspaper and magazine reader had to have his attention called to a particular ad in a newspaper or magazine or farm journal. Mr.

(Continued on page 26)

G eater New York Dry Goods Stores used in 1916 nearly twenty million lines in evening papers.

The Brooklyn Standard Union stands third in the list with a total of 2,670,263 lines.

Only two papers carried more.

"The proof of the pudding is in the eating."

Canada's Biggest Year

Written and Prepared by Geo. F. Hobart, Hamilton Adv. Agency

THE large retail stores of Canada report that the year 1916 beat all previous records, and that the Christmas trade was the greatest in their history, even surpassing the former pre-war record year of 1912.

An increase of 60% to 75% was shown by the Departmental Stores of Montreal, Toronto, Hamilton and London. The principal stores of the smaller towns had a similar experience.

Here are a few extracts from letters signed by Canada's largest retailers:

"The increased purchasing power of the public has found reflection in tremendous buying activity, especially at this season of the year." "Henry Morgan & Co., Ltd. (Colonial House), Montreal."

"Four Christinas sales, as well as our total sales for the half year, will be buggest on record."

"The John Murphy Company, Limited, Montreal."

"Our basiness for the Christmas season far exceeded the anticipated "Murray-Kay, Limited, Toronto."

"This Company has taken care of a very large business for the past twelve months, much larger than in any previous similar period. The recent Christmas trade was unsepreciably large. The enterior abundance. As this Company opens no accounts of any character whatever, the husiness here in the recent care the property of the community."

"Stanley Mills & Co., Limited, Hamilton."

"We can report the most successful Fall and Holiday trade in the history of the Company, greatly in excess of any pressous season, with every prospect for a continuation of the same active coordinate throughout the comming year. We are placing leasy orders for next Fall and Cartistesas." "The G. W. Robinson Co., Limited, Hamilton.

"Char business for the Fall of 1914 showed a gain over the corresponding period of the year pervious, said the twelve months ending January, 1915, also showed a very entirefactory improvement, while our business for 1916 has been very good and shows a very healthy increase for the last year."

Thomas C. Watkins, Limited, Hamilton."

"Our Christman husaness this year has been very much in excess of any previous year, in fact each individual month from January to date has shown a matthed advance and has broken all previous records, 1916 is our banner year and the peospects for 1917 are certainly bright."

"Murray Sons, Limited, Hamilton,"
"Business Yes" park religied all newtons recombined.

"Business for 1976 erligsed all previous records." ... London, Ontario."

The present unexampled prosperity of Canada will be augmented after the war. Canadian products will then receive preferential treatment in all the markets of the British Empire and the Entente Allies. Canada is a good country for the United States manufacturer to cultivate and NOW is a good time to do it.

Two-thirds of Canada's total population live in the territory covered by the newspapers shown below.

		Popu	elation	DP ONTARIO		Be-		Papalation 2,002,731—English 38	QUEBRC.	al. a mar nu
Reintford Expositor (E) Printford Courter (E) Custimin News (E) Haraditor Systems (E) Haraditor Herald (E) Kingston Reptish White (E) Lumbon Advertises (M., N. & K Luston Free Wreen (M. N. & E) Plinam Cittlein (M. & E.) Prinam Courtel Press (M. & E.)	4 889 9 250 28 260 16 600 6,439 1 32 881	2,5m; (0175 0105 01 0425 ,04 015 045	(6,000 ,045 ,0095 0071	Gitaun Le Droit (E) Phireforrugh Kunning (20) Ri. Thomas Thore, E; Ri. Catherines Thore, E; Ri. Catherines Mandard (E) Toronto Nowa (E) Toronto Nowa (E) Toronto Noyad (M) Toronto Werld (H) Window Heront (E)	6,330 7,660 56,360 59,660 97 (63 46 926	.0281 .0131 .0125 .025	10,000		Trends the Net Table 22 1/2% 23,1386 13,827 140 000 160 000 25 000 16,084	13mm, 2,500-10,00 05 ,05

The Newspapers listed on this page offer 995,834 average Circulation at a total combined cost of \$1.41 per line, or a fraction less than one and one-half tenths of a cent per line per thousand.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of the most populous portion of prosperous Canada and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the benefit?

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in the Provinces of Ontario and Quebec are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York. Phones, Beekman 4330, 4331.

MANY OHIO PUBLISHERS DISCUSSED NEWS PRINT

Thirty-second Annual Meeting of Ausociated Dailies at Columbus Was Spirited and Full of Interest Gov. Cox Was One of the Many Speakers Who Gave Practical and Helpful Talks.

At the thirty-second annual meeting of the Associated Ohio Dailies, held in Columbus on January 30 and 31, some of the speakers declared that the present high cost of print paper was a blessing in disquiset while others said that unless the price of paper went down, they faced inevitable bankruptcy.

Among the 150 newspaper men and women at the convention were the publishers of sixty-five Ohio daily newspapers. All of the press associations and many of the supply houses and newspaper feature syndicates were represented.

The first session was held Tuesday afternoon at the Hotel Deshier. G. W. C. Perry, editor and publisher of the Chillicothe Guzette, and president of the Associated Ohio Dailies, presided. The Middletown Journal, the Troy News, and the Wilmington News were elected to membership.

Following the report of the standing committee on legislation, President Perry called the attention of the convention to the Randall Advertising bill. He described it as a bill "intended to destroy the liberty and freedom of the press."

O. L Jones, editor of the East Liverpool Review, then spoke on "Just Shop Talk."

"The present news print crisis—and it is a crisis for many newspaper publishers—is, in my opinion, a genuine blessing and one that is not disguised," said Mr. Jones. "Many of us who are now compelled to be economical are just beginning to realize how criminally wasteful we have been. To-day we are being compelled to do what we should have done long ago.

C. C. Caidwell, State editor of the Cleveland Pinin Dealer, in a talk on "Covering State News," emphasized the importance of news of interest to women.

"The News Print Situation, the Publishers' Crists" was the subject of an excellent talk by George E. Howner, of Benver, Col., chairman of the legislative committee of the National Editorial Assessation, who was one of the witnesses before the Federal Trade Commission at the time of the news print investigation. Mr. Hosmer told of the part that the National Editorial Association is playing in trying to meet the problems of the small publisher.

PERSON PRINT PRICES VARY.

J. E. Hurst, editor of the New Philadelphia Times, who led the discussion which followed, said that his experience had been that if he wanted print paper he had to pay the price, no matter what that might be. During the discussion the publishers were asked to write out what prices they were paying for print The prices paper at the present time varied from \$2.15 to \$7.50 a hundred pounds. When it was announced that one member of the organization was paying but \$2.15 f. o. b. at the mill, every one wanted to know who that was stood Mrs. Zell Hart Deming, editor and publisher of the Warren Tribune. Mrs. Deming explained that she had leen in the newspaper husiness since 1868, and she know what happened during the Spanish-American war she mid, "when war was declared, I immediately made a long term con-

Charles Stirling Anderson, chairman of the Advertising Club of Columbus, spoke of "The Reasonable Advertiser," which he described as the man who wanted merely a square deal.

The annual banquet was held Tuesday evening in the banquet hall of the new Hotel Deshler. Carl H. Gets, secretary of the American Association of Teachers of Journalism, was the first speaker. Mr. Gets told how schools of Journalism have grown in eleven years until today there are 105 colleges and universities offering instruction in journalism to nearly 5,000 students. Nearly 200 men and women are engaged in the teaching of journalism.

Other speakers were W. F. Wiley, managing editor of the Cincinnati Enquirer, who made a vigorous protest against what he called the Russianization of the American press; J. Wilson Itoy, of Sidney, on "Misconceptions"; W. C. Thompson, president of the Ohio State University, who declared that the newspaper is the most universal educator the age has ever known; Arthur C. Johnson, editor of the Columbus Dispatch, and James M. Cox. Governor of Ohio and a publisher of newspapers in Dayton and Springfield,

who took exception to the paper read by Mr. Wiley, of the Cincinnati Enquirer. Gov. Cox said: "This country will never attempt to dictate the policies or principles of the newspapers, and you know that as well as I. We newspaper men are constantly urging regulation, and we should not protest when our own business is subjected to a little of that which we saik for othera"

GOVERNOR CLOSED CONVENTION.

The third and last session opened Wednesday morning with a paper on "What News to Piay Up and What News to Suppress," by George M. Taylor, city editor of the Portsmouth Times.

F. M. Rittesei, editor and publisher of the Warren Chronicle, in discussing the topic, "Ohio Publishers as Manufacturers of News Print," urged that the organization investigate the advisability of either buying a paper mill or else constructing one. A committee was appointed to look into the matter.

Homer Gard, publisher of the Hamilton Journal, spoke on "Clean Nows."

Aftert J. Leitch spoke on "Cooperation," and gave one of the best talks heard during the convention. Mr. Leitch appealed to the publishers to learn the value of cooperation.

(lov. Cox closed the convention with a shop talk. In opening, he said that he was much prouder to have been a newsboy than to have been Governor. In his talk Gov. Cox said that the reporters, whom he described as the real newspaper makers, should be given more liberal compensation.



The Ault & Wiborg Company of New York

News Ink

57 Greene St. New York City

Write Us—

N. Y. AUTO SHOW ADS EXHIBIT GAIN 23°7

Newspapers of Manhattan Printed Total of 76 Columns More Advertising During Week of National Exhibition for 1917, Compared with Same Period in 1916.

The daily newspapers of New York city carried 723,148 lines of advertising for the Auto Show a few weeks ago. compared with \$55,835 lines for the same period in 1915, a gain of 23 per cent., according to the flaures furnished by the statistical department of the New York Evening Post. The evening group carried 282,386 lines, compared with 227,-\$65 lines one year ago, while the morning group carried 440,762 lines, compared with 327,970 lines in 1915. The evening papers made a gain of 54,531 lines, or about 25 columns of automobile advertising, and the morning papers a gain of 112,792 lines, or a triffe in excess of 51 columns, the gain for both groups being 167,313 lines.

The number of lines carried during the week by the individual newspapers of Manhattan, for 1917, compared with the corresponding period during January, 1916 and 1915—for the advertising started in December of 1915, running over to January, follows:

1917.	1916.
Lines.	Lines
42,119	22,783
\$5,321	49,015
22,350	33,535
55,869	42,521
51,233	22,173
10,809	5,408
44,485	31,430
282,386	227,863
96,884	73,653
41,458	31,788
62,198	55.841
82,343	57,835
\$7,402	54,126
70,477	54,725
440,762	327,970
722,148	\$65,825
	Lines. 42,119 55,321 22,550 55,869 51,233 10,800 44,485 282,386 96,884 41,458 62,198 82,343 87,402 70,477

RECORD AUTO AD FIGURES

Chicago Dailies Reap Big Profits from Motor Vehicle Exhibition.

With 257 exhibitors at the automobile show, Chicago is in the midst of the greatest single exhibition of its history. both from the standpoint of the show itself and from the standpoint of space and advertising in the newspapers. Saturday editions of the afternoon papers and Sunday editions of the morning papers were perhaps the largest papers in point of size ever printed here, despite the shortage of print paper. The Chicago Tribune's automobile advertising surpassed all previous records. The Herald listed advertisements of nearly 100 firms, several of which took full-page ads. The Examiner printed half a dozen auto supplements

In the afternoon field, the Daily News, the American, the Journal, and the Post also made new records for space devoted to motor cars. When the final figures are compiled, it is declared they will equal, if not surpass, the statistics for the New York show.

SUNDAY PRAISED BOSTON PRESS

Says Editors and Reporters Helped Him Greatly in Hub Campaign.

Billy Sunday praced the newspapers of Boston, their editors and the reporters who have been covering the Sun-

day campaign in a manner that left no doubt regarding his enthusiasm for them during the last meeting he conducted at the Tabernacle.

"Say, you folks," he shouted, "we are mighty thankful to the newspaper crowd here in Boston. Do you know the part they have played in this great campaign? Do you know that you couldn't buy the advertising they have given it for \$2,000,000? They have given us the space absolutely free, and I want to thank the editors and newspapers for their magnificent work. It is one of the great influences that makes possible such a campaign as this."

Sunday called each reporter by name, and as he did so, the crowd of 17,000 people gave individual evations.

Franklin (Pa.) News Sold

The Franklin (Pa.) News has passed to the control of Gen. Charles Miller, who will assume active management of the newspaper on February 6. James B. Borland, for many years manager of the News, will probably retire. He has been engaged in newspaper work in northwestern Pennsylvania for thirty-nine years. Gen. Miller, who is one of the leading business men in western Pennsylvania and owner of one of the largest oil companies in the country, has bought the stock that was held by Mr. Borland. Gen. Miller was for many years commander of the National Guard of Pennsylvania.

Washington Post to Move

The Washington (D. C.) Post, for twenty-five years located on Pennsylvania Avenue, is to vacate at an early date on account of the expiration of the lease for the ground. The new home of the Post will be located on Vermont Avenue, about four squares north of the present site, where a building will be renovated for the business and editorial departments. An addition will be constructed to accommodate the presses and mechanical departments.

Disclaimed by the U. P. A.

On Tuesday last the l'nited Press Associations sent out from the New York office the following bulletin, which is nelf-explanatory: "A concern operating out of Cleveland, O., is sending to newspapers in this country a great deal of free copy, favorable to the liquor interests. This copy comes in envelopes bearing the return address; "The United Association, Cleveland." United Press Associations, with general offices in New York and bureaus in many cities throughout the country, is in no way connected with or responsible for the concern that is sending out this anti-prohibition propaganda, and it has instructed its attorneys to institute procerdings to enjoin the methods which make it appear that the United Press Associations has abandoned its course of distributing only news matter."

Indiana Republican Editors

The annual mid-winter meeting of the Indians Republican Editorial Association was held at Indianapolis on January 26. The editors held a business session in the afternoon and in the evening held their annual banquet. Teasts were responded to by United States Senstors New and Watson, Gov. Goodrich, and State Chairman Will H. Hays, Invitations to the affair were extended to the Republican members of the State Lexislature, the new Republican State officers and members of the Republican State officers and members of the Republican State officers and members of the Republican State officers and members of the

INTERTYPE Standardization

As simple as A B C

Model A Single Magazine Machine \$2100

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Model B Magazine Unit, Matrices, Molds, Etc. Model B Two Magazine Machine \$2600

Model B Two Magazine Machine \$2600 Model C Magazine Unit, Matrices, Molds, Etc. Model C Three Magazine Machine \$3000

Model A Single Magazine Machine \$2100 Model C Magazine Unit, Matrices, Molds, Etc. Model C Three Magazine Machine \$3000

Don't you wish your single magazine machines of other manufacture could now be converted into two or three magazine models?

The cost of any one of these changes, including labor and all equipment necessary to make the converted machine absolutely standard in every respect, is only the difference in price between the two models involved.

- 70

INTERTYPE

=CORPORATION=

World Building

New York

CHICAGO
OUR COLORY BUILDING

NEW ORLEANS 500 CARONDELET STREET SAN FRANCISCO

THIRD STREET

CAPADIAN AGENTS, MILLER & RICHARD, TORONTO and WINNIPEG

THE EDITOR A DVERTISING has been defined as THE & PUBLISHER

New York, February 3, 1917

Let us have faith that right makes might; and in that faith let us dare to do our duty as we understand it. - Lincoln.

The contents of each tame of THE EDITOR AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

LOTTERS, as an advertising me-Bullium, seem to be going out. The delumon that they were a good advertising device persisted for generations. Those to whom they were given used them-as blotters, not as sources of information. And, fortunately, the people have formed the habit of securing their information, about commudities as well as events, through certain well-established channels.

THE Winong (Minn.) Independent remarks that "it is difficult to listen very long to the man whose sole argument is that if we do not do as he destres he will cancel his advertising with Mar." If this country daily adheres always to that policy it is evident that it has not been misnamed. "Independent" is a slogan as well as a title for a newspaper.

THE Brooklyn Times says that the THE Brooklyn Times The Corrupt Practices act would turn the clock back five centuries. The newspapers of the country are going after this absurd bill with vigor and decision. They are pointing out the old device of politicians-so well illustrated in this measure-of putting into a bill a few good features to cover up and carry through a lot of reactionary and had ones.

No customer of any good store would think of offering a smaller sum than the fixed price for an article; yet buyers of advertising space cling to the idea that the fixed rate may be, in many instauces, subject to question. The oneprice store was made not only possible but mandatory through the advent of newspaper advertising; and the rate eard, in all good newspaper offices, is as inviolable as is the price-tag in good stores.

HE man who has mastered, to any I considerable degree, the difficult art of writing headlines is of more real value to a newspaper than his salary would usually indicate. His appreciation of news values, his knack of getting into a few words the heart of a story, his fine instinct as to word-valnes, give to a majority of the renders of a newspaper their first and most enduring impression of the paper as a whole. If he is a personist at heart he will color the paper with a tone of pessimism. If he is an optimist he will, without sacrificing accesse), act a note of good-nature and theer into the paper which will have far-traching efferts.

DVERTISING has been defined as definition, within its limitations, is a good one. To submit a commodity to the "advertising test" is to place it in the spotlight. It must measure up to competitive commodities. Frank, informing advertising, without evasions a concealments, indicates the full faith of the advertiser in his commodity. An i ferior product cannot be forced to success through advertising-for advertisme "makes known" the thing advertimed.

THE mystery which formerly hedged THE mystery wines to the mystery kings had nothing on the mystery which used to hedge banking institutions. Hankers had a turking suspicion that, if the people came to understand the hanking business, they might loose all reverence for it, and cease to support Advertising, however, which evenit. tually tears away all vells and destroys all illusions through "making known" the truth about things, has made banking service available, because understandable, to all the people. To-day the bank which does not advertise is losing its place in the business world.

WHEN you scan the record of a successful publisher or business manager of a daily newspaper you will note, in a surprising number of instances, the fact that he had gained a part of his training in the circulation department, Charles K. Blandin, the new publisher of the St. Paul Dispatch, travelled that road. Men rarely remain circulation managers for life. Perhaps that is because the requirements of the work are so varied and exacting that they develop the larger possibilities of a man quickly, and fit him for larger activities.

T is not pleasant to have to refer to T is not present to the Chicago conference between the manufacturers and publishers to discredit the paper committee of the A. N. P. A., and to make it appear that this committee is not representative in character, or that it lacks the full confidence of publishers generally. While the attack was made by a representative of the manufacturing interests, it was evidently approved. if not inspired, by a few disgruntled publishers, who have been, for some time, voicing their approval of the actions of the manufacturers and calling upon other publishers to submit gravefully to the prices as fixed. The paper committee emerges from the discussion with flying colors, and stands now as it has stood from the beginning, as favoring any form of cooperation and conciliation which promises justice and a fair deal for the publishers-yet ready for battle if battle is mevitable.

NO MORE DELAY

THERE remain but four weeks of the present session of Congress. Unless the new Congress shall be called in extra session, because of the critical situation in our Foreign relations, there will intervene a period of nine months in which there will be no possibility of legislation affording relief to the publishers of the country in the matter of prices and supply of news print.

The prolonged delay of the Federal Trade Commission in filing the report of its investigation with Congr a delay not yet explained satisfactorily has served to postpone remedial legis-Commissioner Davies has re-Braffbrer. peatedly stated under creamstances which have given significance to his remark - that such evidence as the commission has found tending to show collusion to fix excessive prices for news print HAS BEEN PLACED IN THE HANDS OF THE DEPART-MENT OF JUSTICE.

It may be inferred, from the delay of that arm of the Government to institute proceedings against men who may be involved that this evidence has not been conclusive: but it is the general belief that it will, eventually, be submitted to a Federal grand jury.

As stated by a publisher at the Chicare meeting, there is no desire anywhere that anybody should be sent to jail; neither is there any intention on the part of American publishers to submit to present conditions in the news print market. If the manufacturers elect to hold to a confiscatory price pollev they will make Government regulation of their industry inevitable.

The proposed further conference may yield something of value to the publishers-or they may resolve themselves, as previous meetings have done, into debating societies. At no conference, so far held, have the manufacturers conceded anything whatever. They have evidently been waiting for the indignation of the publishers to cool; and for the panic over prospective supply, at any price, to enable them to close contracts for the major part of their product at excessive prices.

Newspapers have always fought the hattles of the people. They rarely fight for their own interests. They must now fight for their own-and in doing that they will be fighting the battle of the people. When a group of men hold the power to threaten the existence of newspapers in a free country it becomes the business of every citizen to aid in taking that power away from them. In the fight to do that, Government agencies are merely instruments of public service, and they must he so utilized. The question of sending somebody to jail is merely incldental. The question of protecting the newspapers of America from disaster is fundamental. It is the business of Congress. It is the business of the Department of Justice. It is the huginess of the Federal Trade Commission. It is the business of every citizen-and it is business which will not wait.

ARE WE "HEADED FOR THAT?"

THE Chicago conference between news print manufacturers and publishers has served to throw some sidelights on the attitude of the manufacturers.

Mr. Mead, presiding at the meeting, and speaking for the Spanish River Company, spoke with moderate approval of prospective Governmental supervision of prices, stating his belief that we are "headed for that"; offered to refund to the customers of the company, at the end of the year, a share of any excessive profits that may be carned, and placed himself on record as favoring cooperative buying-the plan first suggested to publishers in the columns of THE EDITOR AND PUB-LISHEL and upon which many State organizations have attempted to act.

Mr. Dodge, of the International, stated that he would be glad to sell to cooperative leagues, according to such buying groups wholesate prices for paper. He also asked if it were not now possible for manufacturers and publishers, acting through reasonably small committees to get together and arrive at a satisfactory adjustment.

Alexander Smith, of the Abitibi Company, objected to working with the "present paper committee of the A. N. P. A."

tee had not shown any desire to cooperate. He had seen the attitude of this committee, he said, and, "unless they change it I don't think anything can be done." He thought that something might be accomplished by meeting with a "more representative committee."

Mr. Smith's charges against the paper committee of the publishers were effectnelly answered by Messes Glass Fwine and Baker, who intimated to the manufacturers that the publishers of America would hardly aubmit to dictation from the manufacturers as to the personnel of their paper committee.

Mr. Dodge threatened that, if Government regulation of the news print industry were to be attempted, his company would immediately start putting news print machines out of business. "I don't believe holding us up at the end of a gun is going to benefit you in the least, and we will not stand for 12.

The net result of the conference is a plan for a meeting of committees representing manufacturers and publishers, following the publication of the report of the Federal Trade Commission's investigation.

It is obvious that the manufacturers will be pleased at any delay in the matter of "getting together" while the present session of Congress lasts. It is equally obvious that if cooperation is to come only after all available tonnage of news print for 1917 has been sold under contract, and contracted tonnage is to be exempt from negotiations, mich cooperation will have no effect whatever upon present conditions.

The manufacturers foresee, and governmental regulation of If it shall come, it will come prices. as a direct result of their recent and present policies of fixing excessive prices for a commodity ranking properly with the necessities of daily life. That some of them are determined that they will not submit to such regulation-that, if it should come, they will pull down the pillars of their temples about their own heads-indicates mere. ly a passing mood of sullen resentment. Governmenta do not regulate commodity prices unless the need is greatunless private individuals or corporations have abused the right to fix prices. and have used the power for oppression. If news print were a luxury, the case would not be one for Government intervention. If the purchaser of news print were in a position to refuse to pay the price exacted by the manufacturers, without disaster to his business, the issue would not call for intervention by Federal agencies.

Mr. Mead is probably keenly alive to these consideration in prophesying that 'we are headed for that"-meaning Federal regulation of prices for news print. AND WHAT IS TO BE FEAR-ED FROM SUCH PRICE REGULA-TION? Would the manufacturer who seeks only legitimate profits be in danger of having these wiped out by a Federal board? Is the fear of such regulatton not based upon anxiety as to what might happen to EXCESSIVE PROFITS?

If Federal regulation of the news print industry would be a bad thing it is still within the power of the manufacturers to avert its coming. But they will not avert it through a policy of playing for immediate excessive profits. through imposing arbitrary and unjust burdens upon the users of news print. They can avert it only through ending as they can end the shortage of production, and by restoring-as they He charged that this committee can do-reasonable prices.

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PERSONALS

"Progress is the law of life; man is not man as yet." Browning.

NEW YORK.—Philip T. Dodge, president of the International Paper Company; president of the Mergenthaler Limitype Company, and interested in a number of other enterprises, has been elected a director of the New York Trust Company.

Richard H. Waldo, secretary of the New York Tribune, was one of the speakers at the fifth annual meeting of the United States Chamber of Commerce at Washington this week. His subject was 'Business in Print."

Don Pratt, of the staff of the New York Sun, has been added to the editorial staff of the Walden Mott Compuny, Inc., publishers of Printing and other trade publications.

H. Bisham-Holmes, formerly of the San Francisco Chronicle, has gone to work for the New York City News Association.

George (Pop) Flannery, who covers the Criminal Courts Building for the City News, is critically ill in the Gerard Hotel. For many years Mr Flannery covered ship news. He is one of the thoot popular men in his organization.

Will Irwin will be the guest of honor at the Pen and Brush Club, 132 East 19th Street, to-morrow afternoon, from 4 to 6 P. M.

Percy Edrop, night city editor of the New York American, has been transferred to the day side, handling special features. He was succeeded as night city editor by Martin Dunn, who has been assistant. William 8 Gill becomes assistant night city editor.

Joseph Cashman, general manager of Dow, Jones & Co., and the Wall Street Journal, is at Atlantic City recuperating from an attack of gringe

OTHER CITIES.—John Sundine, business manager of the Moline (III) Dispatch, is in Hot Springs, Ark, for rest and recression.

M. C. Fisher, lately a reporter on the Rock Island (III.) Argus, has been appointed city editor of that paper.

N. P. Hous, editor of the Mexic (Tex.)
'Evening News, has been appointed corresponding secretary of the Texas Editorial Association by President Charles L. Martin, of Dallas.

James P. Casey has resigned as secretary of the Ogden, Utah, Publicity Bureau, to become general manager of the Salt Lake Herald-Republican.

E. C. White, business manager of the Houston (Tex.) Chronicle, is receiving congrambations on the birth of a twelvepound heir. Although this is number four, it is the first boy.

E. 8. Bronson and W. E. Niebols, publishers of the El Reno (Okla.) American, recently entertained at a smoker the newspaper men assigned to cover the Oklahoma legislative session.

R. E. Douglass, who has been secretary-treasurer of the Review Publishing Company, publishers of the Cleburne (Tex.) Morning Review, for two years, has resigned and will leave the publishing business.

L. A. (Jack) Petit, associate editor of the Beaumont (Tex.) Enterprise, of which Lieut.-Gov Will P Hobby is editor and publisher, was host to a number of newspaper men, members of the Texas Legislature, and freeds at a rice breakfast in Austin, Tex., a few days ago.

The engagement of Irene Chandler Cay, exchange editor of the Miwaukee

(Wis) Sentinel, and Roy W. Peck, of Milwaukee, son of the late former Gov George W. Peck, has been announced. Mr. Peck's father was the author of "Peck's Bad Boy."

Earl Stumpf, former news editor of the Milwaukee Bentinel and instructor of journalism at Marquette University, is now located in Dayton, O.

TORONTO.—J. Lewis Brown, Toronto Globe; Clarke E. Locke recently of the Toronto World, and Fergus Kyle, the well-known Canadian cartionist, have passed their examinations at the School of Artillery, Kingston, and are now qualified for commissions.

BOSTON-Lucien Thayer, of the Hoston Globe, and Miss Katherine Ware, of Savin Hill, have announced their en-

A. H. C. Mitchell, sporting editor of the Boston Evening Record, is scoring heavily as a magazine writer. His recent novelette, "Fifty Belts of Gold," has wen many compliments.

Lawrence L. Winship. Paul Stanwood, and William S. Packer, of the Globe; Harry French, of the Associated Press; George B. C. Rugg, of the Boston Post; Bert Ford, of the Boston American, and Nelson Metculf, of the Boston Transcript, are candidates for the six vacancies in the Boston Newspaper Club. The most recent resignation is that of Edgar D. Shaw, managing estitor of the Boston Journal, who has assumed a responsible position with the Munsey company in New York city.

C. B. Carberry, managing editor of the Boston Post, who has been ill for three weeks, returned to his deak Tuesday night. During his absence Charles E. Young, assistant managing editor of the Post, filled his position, and is now on a short vacation.

J. W. Mooney, of the Boston Journal, and W. R. Grannan, of the Boston Post, editors of school-boy sports, are working as referees of interscholastic hockey games this winter, and have proved most efficient fee officials.

Carl Wilmore, of the city staff of the Boston Post, has just undergone two serious operations at the Eliot Hospital, and is expected to recover rapidly.

Bert Whitman, former baseball editor of the Traveler, now occupies a smilar position with the Herabl, and "Nick" Flatley, former baseball editor of the Herald, now serves in that enparity for the Traveler.

W ASHINGTON - Harvey Ingham, editor of the Des Moines Register and Tribune, and W Dwyer, of the Providence Tribune, were visitors in the Senate press gallery during the recent detailes on the President's peace measure.

Jefferson Jones, formerly attached to the Minneapolis Journal bureau in this city, but now with the home office, was a visitor in Washington for several days, remwing old acquaintances at the press galleries of Congress and the National Press (Tub.

D. Hastings Macadam, for many years Washington correspondent of the St. Louis Republic, was communited by President Wilson on Wedneslay as Postmaster at Honolulu. He worked for the Democratic National Committee in the last campaign. Mr. Macadam has been for two years publicity director of the Post Office Department.

PITTSBURGH Herbert Smith, automobile editor of the Pittsburgh Press, and Frank Grunigle, automobile editor of the Gazette-Times, attended the Automobile Show in Chicago

Thomas Hazzard, formerly with the

(Wise) Sentinel, and Roy W. Perk, of Pittsburgh Leader, is now writing ama-Milwauker, son of the late former than their sports for the Dispatch.

> Edward M. Power, jr., addressed the Pittsburgh Advertising Club on "Buying and Selling."

Erasmus Wilson, "The Quiet Observer," of the Pittsburgh Dispatch, will address a meeting in the Edgewood High School.

ticorge Seitel, managing editor of the Volksblatt, is in New York, and is scheduled to make several addresses while there

DETROIT.—Ralph McCanna has left the betroit News to return to general assignment work on the Free Press, where he was formerly employed.

Herman Barcus, formerly school editor, and later police reporter for the Detroit Times, has accepted an editorial position with the News, to do so-coological investigations for that paper.

H. Gillette, formerly financial editor of the Times, who has been with the troops in Texas and on the horder, has returned to his old-paper. He will cover the City Hall beat, succeeding Charles herrymore, who has returned to the Free Press.

Capt, Charles Kelley, assistant managing cilitor of the Journal, will return to his old position this week, having been mustered out of service with the Thirty-first Michigan Infantry.

Charles D. Cameron, of the Journal, is covering the doings of the Michigan Legislature at Lansing for his paper. William L. Calnon, who formerly represented the Journal at Lansing, is now doing the same work for the Detroit Times, and for a string of Michigan papers.

Mrs. Stella Champney, feature writer for the Detroit Journal, is spending her vacation in New York city.

James D'Evlin, feature writer for the News, will leave next month for his annual vacation at his old home in New Orleans. Mr. D'Evlin formerly did police work on the Cincinnati Post.

Charles Kent, of the telegraph room of the betroit Free Press, has left for Bermuda and Cuba on his vacation. He will return in three weeks.

Cyril McGill, police reporter of the Free Press, has resigned. He is now with the Clerchind Lader.

C. H. Jenka formerly of the Cleveland News, Akron Beacon-Journal, and Duluth News-Tribune, is back in Detroit Jenka is now engaged in the grain business, with headquarters here. CHICAGO-Frederick Palmer, the nolecturing in Chicago during the past week. Local newspaper men have participated in several affairs given in his honor.

E. S. Heck, managing editor of the Chicago Tribune, is taking a three weeks' vacation. It. R. Jones is acting managing editor in his absence.

Preston tiasa, of the Chicago Journal staff, has been conducting a large part of that paper's campaign against the recommendations of the Chicago Traction and Subway Commission, which recently made a report on the rehabilitation of the city's transportation service.

Affred Lingle, reporter for the Chicago Tribune, was recently awarded a honus of \$25 for "putting over" an exclusive story on the arrest of the man who is believed to have perpetrated the \$20,000 jewel robbery at the Chicago Art Institute.

Stephane Lauzanne, editor of Le Matin, one of the leading papers of Paris, was the guest last Saturday of James Keeley, editor of the Chicago Herald. Mr. Keeley extended to him the courtesy of the Herald's editorial columns, and M. Lauzanne contributed an editorial on "What France Expects of America," which attracted considerable attention.

William Evers, who is well-known among Chicago newspaper men, has gone to London to take charge of an advertising agency there. Mrs. Evers, who is a member of the art staff of the Chicago Tribune, will remain in Chicago for the present.

San Francisky—Harry Chandler, assistant general manager of the Los Angeles Times, has been passing a few days in the city.

Frank S. Baker, manager of the Tacoma Tribune, is here on a visit.

VISITORS TO NEW YORK

Amon G. Carter, Fort Worth Star-Telegram.

Ralph H. Booth, Booth Publishing Company, Detroit, Mich.

B. L. Bouse, Philadelphia Record. M. C. Speldell, of the Piqua (O.) Call.

When you full to buy right it is difficult to advertise right because you do not write the right copy. For effective publicity you must be right all along the line.— [Business Chat.

The Syracuse Post-Standard has contracted for the Haskin Letter for 1917.

PERSONALS

(Continued.)

PHILADELPHIA. - G. Wortlold Hobbs, who has been called one of the greatest of caption writers in the United States; for some years in charge of the pictorial section of the Sunday Public Ledger, and more recently night editor, has gone to the Baltimore Sun as Sunday editor and art director. The Sun began on January 28 to issue a new photogravure section, the first south of Mason and Dixon's line, plates for which will be supplied by the Alcogravure Company, a branch of the American Lithographing Co., of New York, which furnishes similar work to the New York Sun and the Tribune, among others. Mr. Hobbs is a Maryland man, so it is simply a case of going home.

John Wanamaker, who has been indisposed, has gone to Palm Beach for a few weeks.

Gilbert V. Seldes, a Boston man, until last September on the editorial staff of the Evening Ledger, is sending from London articles on the war situation which are carried on the editorial page. He is also "interpreting American sentiment" for English papers, among them the London Athenseum.

Howard Shelley, well known for his publicity work with the Metropolitan and Boston Grand Opera Companies, recovered finally from a recent operation, and has resumed his duties on the Inquirer.

Constance Drexel, said to be unrelated to the Ledger Drexels, is a recent addition to the staff of that paper. She has a French mother, and has seen service no a war nurse.

Samuel L. Laciar, some vears ago on the Press, and until recently one of the editorial staff of the Ladies' Home Journal, is the new city editor of the Public Ledger. For three years he was one of the first violinists in the Pittsburgh Orchestra, and last year conducted the Curtis Orchestra.

Tom Daly, Colyumist of the Evening Ledger, has been critically ill with pneumonia, but has recovered, to the relief of his many admirers. After he began to improve, the Ledger composing room ment him a bunch of dowers with a fake column, framed in mahogany, which they dubbed a "Cheer-up Column." Tupping the "pleasant plinth," to quote Daly, was a series of verses, labelled "Out of Danger," containing the loving, of brickbatty refrain:

"But we're all glad you're well again Ro you can give us heliagain."

Irvin Cobb spoke at the dinner of the Philadelphia bankers at the Hellevue-Stratford the other night.

Bir Herbert Tree, who is now playing Cardinal Wolsey in this city, showed a reporter the other day a cablegram from Lord Northeliffe, asking for two articles of 2000 words each on his American impressions. He interviewed Cardinal Gibbons in Baltimore, and told his visitor what pleasure he found in "reporting" and in writing books.

Tom Italy tells a good story on Dr Talcott Williams, whom he refers to as "an American encyclopædia that we used to have in this town." Once some rawally plotters framed up a "plant" They crammed their craniums with facts on grass cultivation, and at the right moment started a discussion. To their confusion, he not only held his own in the conversation, but told them of a curious grass in South America of which, for all their reading, none of them had ever heard

George O'litien, assistant night city editor of the Public Ledger, has gone to Moore Haven, Florida.

Boston Journal's New Hend

Dr. E. H. Gruening, the new managing editor of the Boston Journal, is a graduate of Harvard College, '07, and of Harvard Medical School of the class of '12. He left medicine to go into newspaper work, starting with the Boston American. He was there for one year as renorter, and left to go to the Herald. In two years he passed through the successive stages of reporting, rewrite, and copy-deak editing. He then became assistant editor, writing editorials. At the outbreak of the European war he was acting city editor of the Herald. He then became managing editor of the Traveler, which is the evening edition of the Herald. He remained there for two years and then joined the Journal

State Job for E. S. Lewis

E. S. Lewis, president and editor of the St. Louis Star, has been appointed Excise Commissioner of the city of St. Louis by Gov. Gardner. Lewis has accepted, and has resigned from the Star Company, both as president and editor, in order to give his entire time to the office. It is one of the choicest appointments at the Governor's hands, and Mr. Lewis's friends are congratulating him upon his selection. The Htar was a strong supporter of Gov. Gardner, both in his race for the Democratic nomination and later for the Governorship. Lewis's successor on the Star has not yet been announced.

Veteran Elected President

At the second annual meeting of the Providence (R. I.) Journal Quarter-Century Club, on January 30, the following officers were elected: President, Henry R. Davis; vice-president, A. Martin Crowell; secretary, Henry N. Burrett. This Club has more than forty members, all of whom have been with the Providence Journal more than twenty-five years. Mr. Davis joined the paper in May, 1854, as a carrier. He was made secretary and cashier in 1885. He is believed to be the oldest newspaper man in the 1'nited States.

Past Presidents' Night

Twenty-one past presidents of the Milwaukee Press Club were honor guests at the annual past presidents' night celebration in the clubrooms last Tuesday night. Movies and vaudoville were followed by a luncheon. The honor guests were James Langland, Col. J. A. Watrous, James T. Bannon, Herman Bleyer, Julius Bleyer, C. W. Emerson, J. G. Gregory, G. F. Kerr, W. A. Bowdish, Dan B. Starkey, Galbraith Miller, Jr., J. W. Gannaway, George C. Nuesse, George Lounsbury, O. H. Morris, Charles Dean, W. L. Distlehorst, and John R. Wolf.

E. B. Moon's Plea for Newspapers

Addressing the joint convention of the Missouri Retail Hardware Dealers and the Mississippi Valley Implement and Vehicle Dealers' Association in St. Louis this week, E. B. Moon, a manufacturer, said: "Use the newspapers for advertising. He fair and just to them. Do you know that they are fighting your battle by preaching the gospel of community development and the buying-at-home idea "

Savre Joins Ambulance Corps

H. C. Sayre, space buyer at Sherman A Bryan, Inc., has resigned his position in order to volunteer for ambulance service with the American Ambulance Hospital at Neutily-sur-Scine, Paris France. He expects to spend six months abroad, returning to this country in the early fall.

Murphy in Business for Himself

George A. Murphy, formerly publisher of the Grand Rapids News, has opened an advertising office in the Association of Commerce Building in Grand Rapids. Among the other pieces of copy he has just completed, is a heautiful book in anticipation of the reunion of DeWitt Clinton Consistory coordinate bodies, of the West Michigan jurisdiction of Scottish Rite Masons, which body convenes February 20 for a three-day session. The book is being used as the notice for the meeting, contains thirty-six pages, with portraits of men prominent in the Scottish Rite work, and photos of the interior of the Masonic Temple. He also has in course of preparation a Shrine book, along the same lines.

Art Critica Formed Incy.

Mrs. H. C. Nelson, art critic for the New York Globe; Elizabeth Luther Cary, of the New York Times; E. A. Rockwell, of the Brooklyn Eagle: Robert J. Cole, of the Evening Sun: Gustav Kobbe, of the New York Herald: W. G. Bowdoin, of the Evening World, and James B. Townsend, of the American Art News, constituted the jury of award for the Alexander M. Hudnut prize of \$200 for the most meritorious rater color painting in the fiftieth exhibition of the American Water Color Nociety, which opened at the National Arts Club Galleries on February 1. The prize-winning picture was entitled "Snowy Roofs," and was painted by Sidney Dale Shaw, of New York.

Twist Going Around the World

Stanley H. Twist, well known in advertising and publishing circles, will sail from New York for London, England. on the American liner St. Paul, on February 10, on the first lap of a trip that will carry him around the world. Mr. Twist's primary object is to make an intimate, first-hand study of the commercial conditions, methods, and possibilities in the countries which he plane to visit. His itinerary will include England, South and East Africa, India. Ceylon, Burmah, Java, Sumatra, Malay Peninsula, Siam, Cochin China, Hongkong, China, Japan, the Philippinea, Australia, New Zealand, Tasmania, Flji Inlands, Hawaii, and other points in the Far East and Oceana. During his travels he will correspond for a syndicate of newspapers in this country.

Dowd Ad Agency Absorbed

On February 1 the Arkenberg-Machen Advertising Agency of Toledo, O., took over the business of Charles Fuller Dowd, of the same city. The name of the agency has been changed to the Arkenberg-Machen-Dowd Company, and will have offices in the Produce Exchange Building.

New Run Waco (Tex.) News

E. S. Pentress and Charles E. Marsh. until recently business manager and editor, respectively, of the Des Moines (In.) News, have acquired control of the Waco (Tex.) Morning News, and on February 1 they assumed the same positions on their new acquisition. They have disposed of their stock interests in the Des Moines News and will devote their entire time to the Waco News. Mr. Fentress was for eight years business manager of the Des Moines News, while Mr. Marsh has been editor, not only of the News, but also of the Cleveland Press, Akron Press, and Cincinnati Post.

The Boston Evening Record

and

Boston Daily Advertiser

take pleasure in announcing that

I. A. KLEIN

will represent them in New York beginning February 1st.

During the month of January the Record more than doubled its local advertising as compared with January 1916 and the Advertiser made a gain of eighty-three per cent in financial advertising.

THE RECORD FOR 1916

The continued supremacy of

THE COMMERCIAL - NEWS

in its field is again demonstrated by the record for 1916, just as has been the case year after year, without interruption, ever since the founding of the paper in 1903 by the consolidation of The Commercial and The News. That this paper is the leader over its competitor, both and The News. That this paper is the leader over its competitor, both at home and abroad, both among local advertisers and general advertisers, is proved by the statistics. Following is the record of Danville's two daily papers in advertising for 1916:

Local Lines Foreign Lines Total Lines 3,089,954 1.138.018 4.227.972

Commercial-News Press. 1,578,306 488,292 2,066,598

Commercial-News' Lead 1,511,648 649,726 2.161,374

ESTABLISHED FIRST AD AGENCY IN DIXIE LAND

Col. St. Elmo Massengale Has Accomplished at Forty What Many Men Fail to Do in a Lifetime—Energy and Honesty Have Won for Him His Notable Success.

St. Elmo Massengale, head of the Massengale Advertising Agency, of Atlanta, Ga., leader in advertising circles in Dixle, is a successful business man, who not only qualifies according to the isest traditions of the South, but also of the North. He runs true to Southern form in that he is a colonel,



COL. ST. ELMO MARRENGALE.

and a genuine colonel, at that, entitled to wear the gold braid of the Governor's staff, and a sabre eighteen feet long. If he wants to. He measures up to the traditions of the successful business man of the North, for the reason that he began his brilliant career in no more exalted position than that of an office boy. So there you are.

Mr. Massengale was born in Warren County. Georgia, forty years ago. He never had much "book learning." for it became necessary for him to quit achool when he was still very much of a youngster and go to work. He did have, however, a great deal of old-fashioned "bay horses sense" and a keen vision for the future.

Along about the time that Henry Grady, Joel Chandler Harris, and Wallace Reid were in their prime, St. Elmo Massengale became an office boy on the Atlanta (Ga.) Constitution. He later became connected with the Christian Advocate, and then selicited advertising for a number of religious publications. For a while he published a religious periodical.

His next venture was an advertising agency. That was about twenty-one years ago, and his agency in Atlanta was the first advertising agency ever established in the Bouth and is to-day the most brilliant exponent of expert advertising doing business in Dixle.

EDUCATOR IN PUBLICITY.

He is not only an advertiser, but is advertised, though the latter fact carne to be without effort on his part to create it. The fact is that Mr Massenade has spent fortunes in advertising and has saved comparatively little for himself. He early set for his ambition that of an educator in publicity, and he has ever since been educating the South in how to advertise. All the money he has ever made has gone to this end.

Within the last year he has spent for

Southern newspapers and other publicspirited institutions, including himself, upward of \$35,000 on the Literary Digrest and other publications, setting forth the great advantages and resources of Dixle. He has devoted himself untiringly to advertising the Bouth, and has made a great success of it. His work in this particular, as in all of the many developments and enterprises with which he has been connected has been gratts.

When Governor Nat E. Harris made his successful race for Governor, he selected Mr. Massengale as his campaign manager. Unsolicited came to him the secretaryship of the Georgia Democratic Executive Committee. He was appointed a lieutenant-colonel on the Governor's staff.

STATE RESTAUNIZED ABILITY.

The most recent honor which has come to Mr. Massengale is a place upon the Western & Atlantic Railroad Commission, a body of only five men who are entrusted by the State with the problem of making an advantageous lease of the Western & Atlantic, a \$20,000.000 property owned by the State of Georgia, whose present lease expires in 1919.

Mr. Massengale, however, says he does not like politics and is willing to worry along with the shure of honors which he has already received from this source.

Hetween closing big advertising contracts, leasing the Western & Atlantic Railroad, helping to run the Ad Men's Club, the Rotary Club, the Democratic party in Georgia, the Shriners about a dozen other Masonic and other fraternal orders, to say nothing of the Atlanta Chamber of Commerce, the Georgia Chamber of Commerce, and other civic organizations-in his spare time between attending to these few trivial details of a day's work, Mr. Massengale finds time every once in a while to slip away to Florida on a finhing trip. And they do say, that of all the things that Mr. Massengale does well, fishing is the best thing he does! Tarpon is his specialty.

He is handsome and a good dresser. Also, he is married and has three finelooking daughters and a son, who is following right along in the tracks of his dear old dad.

FOREIGN TRADE CONVENTION

Many Well-Known People Attend Three Days' Session at Pittsburgh.

The Fourth National Foreign Trade Concention, in Pittsburgh, attracted to it many representative trade-paper and magazine writers.

Melville E. Stone, general manager of the Associated Press, was unable to attend, but his paper was read by James Carson, recently returned from a tour of South America. Mr. Stone's paper told of the insidious manner in which the newspapers of South America, none of which are American, use their power to foster the hellef in the minds of the people that the United States bears an imperialistic attitude toward Latin coun-

Henri Pierre Roche, a newspaper correspondent of the Le Temps, of Paris, was sent to Pittsburgh to cover the Porcign Trade Convention. He sent more than 1,000 words daily by cable to his paper.

The only woman delegate was Miss Jane Carroll, who represented the League of Advertising Women of New York, an organization of about fifty members. Miss Carroll made a telling speech on foreign trade advertising and was warmly congratulated.

THE INTERNAL PROBLEM OF STORE ADVERTISING

Miss Susan J. Patrick Held the Keen Attention of Old Men in Cleveland by Her Address at Departmental Meeting Based Her Observations upon Experiences.

"The Internal Problem," an address delivered by Miss Susan J. Patriek, advertising director of the Halle Brus. Company, Cleveland, O. before the retail advertising department, Advertising Affiliation, on January 27, in Cleveland, bristled with up-to-date thoughts. Among other things, Miss Patrick said:

"The underlying thought in the organization of all department stores is more or less uniform, and, on this account, the broad principles will remain the same.

"The organization of an advertising department is the machinery which handles the work. The machine may be antiquated or old-fogyish, and the product, as it is turned out through the various channels of publicity—newspapers, printed matter, and letters—will tear the stamp of the machine which made it.

"On the other hand, the machine may be up to date and constantly being imnroved, not having added all the fellis and inventions brought out by fantastic minds which oftentimes prove to ba hindrance to good work but having applied those things which the serious student believes necessary to its smooth working.

"So it is with an advertising department. If the machinery of any business is not subservient to the dominating thought that work cannot be carried on without friction, and consequently without great loss of motion. Without organisation and without system, an advertising department is constantly in a state of turmoil.

MISTAKES PHOW MAD SERVICE.

"A mistake in advertising, as you all know, is not difficult to fine. Everything comes to the light, and not only are these a source of intense irritation to the advertising manager, but they are glaring examples of bad organization and had service on the part of the establishment which vouches for them.

"The Impetus for the ad must be derived through the merchandise. This should be of particular interest to the nurchaser, either from the point of view of style, of necessity, or of price.

"First-aid advertising is sulcidal. By this I mean that when, through circumstances, business is poor in a particular department, we try to apply first-aid principles, taking something who is may be suffering through the viciositudes of style, and trying, by extensive publicity, to revive it. The chances are very slender for its recovery.

"Not the least important is that phase of the internal problem, which dear with giving publicity within our own organization to our advertisements

"Within the store, the effect of publicity upon our sales force cannot be overestimated. I believe that fifty per cent, of the good of an ad i- accomplished by keying up our own people, and making them enthusiastic.

"I have known it to happen more than once that a buyer has prepared for an ad, the ad has been written and O. K.'d. and, for some reason occurring at the last moment, it has been withheld from the papers. Upon asking the salespeeple and the buyer at the end of the day, I have frequently been advised that the results of the sale (the adver-

tisement for which, you understand, has not been given to the papers), were most satisfactory."

DINED BY PAPER-MAKERS

Mississippi Valley Publishers Receive Allotments at Minneapolis.

E. W. Backus, president, and other officers of the Minnesota & Outario Power Company, entertained thirty Mississippi Valley newspaper publishers at a luncheon in Minneapolis on January 27. The company controls one of the largest paper mills in the world, at International Falls, Minn. Tonnage silotments were made, and the publishers, all of whom are customers of the power company, were notified of the prices that would probably prevail this year. Long-time contracts were refused, owing to the uncertainty of the market. Large and small publishers, it was agreed, would share in proportion to their needs.

Lafuyette Young, jr., of the Des Moines Capital, acted as spokesman for the publishers. Among those at the meeting were Tams Bixby. Muskogee (Okla.) Phoenix; J. H. Simon, Sloux City (Ia.) Journal; Henry J. Aiten, Wichita (Kan.) Beacon; E. P. Adter, Davenport (Ia.) Times; E. Lansing Ray, St. Louis Globe-Democrat: Marcellus Murdock, Wichita Engle; J. A. Griest, Topeka Capital; Victor Homewater, Omaha Bee; L. T. Golding, St. Joseph (Mo.) News-Press, and W. Alsopp, Little Rock Gazette. Most of the party came from the conference in Chicago.

Courage and kindness are two important stones in the building of all business success—courage to overcome our own troubles and kindness to the other fellow we find in trouble.—[Business Chat.



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"JIMMY COON" STORIES

Here is a new series of children's stories with a new idea. The new idea is action and plenty of it.

Dr. Warren G. Partridge who writes these stories says he believes that children like action. Even girls like stories in which something happens. When kiddies hear these new, wholesome Partridge stories they will jump up and down and ask "What did he do next?" and "Then what happened?"

la your present series of children's stories getting old and slow-going? Then why not send for a sample week of "Jimmy Coon" and see if you don't want to substitute?

Do you know all that you should about this big, allaround, sensible syndicate and its large line of excellent features?

THE GEORGE MATTHEW ADAMS
SERVICE
W. 40th ST., NEW YORK

PRESS ROOM WASTES

AND SALVAGE PRICES Percentage of Loss in the Average Reli of Print Paper, Under Normal Gooditions, and the Assessed for Which the Spoiled Stock May Be Sold to Dealers-

Actual Waste in Dollars and Cents. Investigation of preservoirs waste of en percentage under ordinary conditions, when the grade of the paper in

WOMEN'S PRINT NAME. Piriping

not only raised their price to 2 cents

The stripping muste in accessary, because of slight darsony to the coner as our damage. This may be because of a faulty mor, and the consequent press or damage current by botts in the will stehl mure printed rights than any stripped, and will amount to from 10 transportation company would be to

Changen in wrather offert power.

Then there are reill treature, such an had masters or splices, where a treak and of the care than the other; carrugations, where there harrens to be a terror effected to the tro rollers and cuse a "cheke." street boles, which

the locality, and is dependent, to a large, AUTOMATIC NEWSROY SHUNS COUNTERFEIT pager to the mill. Generally speaking

o, h. shipping point:

The actual waste, in dollars and cents, crice for which the waste is sold, and orar assessments are sold to dealers, who than if it is dispused of in small quan-

BUFFALO LIKES TWO-CENT PAPERS Small Louis in Circulation, Day Chiefs

to Elimination of Return Privilege. Publishers in Huffalo are well pleased the date on which the changes were On December 1, the papers in leasters

251 copies a day. The greatest board creams predually in is believed that

Name Smed Two Lives Barace Lie Bissioners, curries for the

The McClure Method

Figures are and un redended access, within may be entered angly serving of each feature to pro-

The McClore Newspaper Syndicate

Newspaper Vending Machine Invested by a Boulder, Col., Man, that Works Overtime Without Complaints, Detect Account of Money Bereived.

Brailing the difficulty is getting been



WAR

Your readers want less information from the biggest men in this world

White or why his page. National Editorial Service, Inc. 225 Fifth Atr., New York.

UNITED PRESS

Afternoon Papers General Offices, World Bidg. New York

for the newster wait uptil he arguer

of men who want to pay cash. The

For the Carrier Boys "The Martitle Post Jenter" has made

test counter assessment on the own-



Successful Mon to every with of life are all Romeike's Press Clippings our purcons are professional as-men and women, public person the leading Bunks, Trust Com ad Corporations Romeike Clippings an indiagenestic adjunct to every busi-if you have over used them, write information and terms to dee.

HENRY ROMEICE, INC. DEN P THE PASTEST ENGRAVERS DET OF 241 TO ON EARTH MONTH MAL THE THERE POWERS PHUTO ENCENTING CO

CIRCULATION REVENUES PAY FOR DISTRIBUTION

Superior (Wis.) Telegram, a Two-Cent Paper, Mukes-Income from Sales Cover All Overhead Expense of Department-Increased cost of News Print Covered Through Conservation.

P. L. McCrary, circulation manager of the Superior (Wis.) Telegram, writes to The Entrop and Publisher an account of the methods through which he makes the circulation department of that paper self-sustaining:

"I read The Editor and Publisher very closely every week, because it contains so much of interest to circulation men. For that reason the article in the issue of January 27, written by W. F. M. under the caption of 'Figuring Circulation Costa,' did not escape my attention.

"I was particularly interested in the latter part of W. F. M.'s story, in which he said: 'We hear so much about a circulation department paying its way in the publishing business.' I, of course, realize that W. F. M. refers particularly to 1-cent papers, and by that I believe he means papers that sell for 1 cent to the reader. While I do not know of any 1-cent paper the circulation revenue of which pays for the white paper used, I do know of at least one 2-cent paper where the circulation revenue pays all overhead expense in connection with the distribution-the Superior (Wia) Telegram does that very thing. The revenue from our circulation pays the costs of white paper, mailing costs, salaries of all employees of the circulation department (including mailing-room force). wrappers, paste, twine, rope, etc., and also miscellaneous expense in connection with distribution.

"I admit that the past year is the first year we have been able to show such a remarkable record, but we have been working up to the point gradually where our circulation would be 'self-sustaining,' and by that I mean a circulation which pays all the costs of distribution.

SHOWS A SURPLUS.

"The Telegram averaged fourteen pages for the year 1916; the subscription price is \$3,00 a year by mail and 40 cents a month by carrier. We sell to carriers at \$5 cents per 100 copies, to newshoys at 1 cent per copy, and we derived enough revenue from these prices to cover all costs enumerated; and we are able to show a surplus, with which we purchased an automobile for the use of one of our travelling men in covering R. F. D. routes this coming summer. If there are any other circulation managers on papers published in towns the size of Superior (45,000 population) who can show as good a record, I would be very glad to hear from them, and no doubt many readers of THE EDITOR AND PUB-LISHER Would also.

"The increased cost of news print has not been much of a problem to us as far as meeting the increased cost is concerned, for the reason that we raised our subscription price by mail more than a year ago, and we did not lose circulation; on the contrary, the audit just made by the A. B. C. auditor shows that we have had a very good increase in circulation at the higher subscription price. which leads me to think that the subscriber puts the same value on a pub-Heation that the publisher does himself. If the publisher sells his paper at \$2.00 a year, the subscriber thinks that is all It is worth that is a natural conse-

"We utilize every pound of waste for new two-cent rule, since some purpose, until we have reached the change in the old price.

point where we have no waste. That seems like a contradictory statement; nevertheless it is true, for we are making all waste pay for itself; and, in some instances, bring a profit. Our entire circulation department is being managed on a scientific basis: service to the subscriber is our watchword, and that has been the biggest factor in building up a paid circulation. We are successfully invading the field heretofore held by the larger city dealers south of us, and getting more money for our paper than some of those same larger city dailies are.

"I use a blank report form, which I fill out at the end of each month and lay on the business manager's deak. This report is in concise form, and it gives the business manager a comprehensive knowledge every month of just how the circulation is running, whether up or down: whether there has been an increase in circulation revenue over the previous month or a decrease."

CIRCULATION MANAGERS TO MEET

New England Association Mill Convene

The second meeting of the New Eugland Association of Circulation Managers will be held at the Naragansett Hotel, in Providence, R. I., on Pebruary 14 Notices to this effect have just been sent out by H. M. Wheeler, accretary-treasurer of the organization.

This Association was organized January 10 at a meeting held in Springfield, Mass. Representatives of newspapers in Connecticut and Massachusetts, together with three guests, were present to the number of 25, and at this meeting a tentative organization was formed. After talking over the advantages of the idea, an adjournment was taken to a later date, and to this meeting circulation men from all newspapers in New England have been invited. Among other things to be decided on will be the membership fee and the question of how often will the Association meet.

NO ADVANCE IN NEW YORK

Newspapers of Manhattan Not to Increase Retail Price to Two Cents a Copy.

A committee of Philadelphia publishers, consisting of Col. James Elverson, William Simpson, C. H. K. Curtis, E. A. Van Valkenberg, and M. F. Hanson, met with the members of the New York Publishers' Association Wednesday, and suggested that the newspapers of this city consider the matter of raising the retail price of their papers from one to two cents. No action was taken, it being stated that one New York newspaper refused to consider the proposition.

A suggestion was made that the Philadelphia newspapers change the wholesale rate of their Sunday editions to equal that charged by the papers of Manhattan, but no action was taken.

Public Ledger's Circulation Stunt

The Philadelphia Public Ledger has sent out a large number of letters to individuals throughout the city, offering them a free subscription, minus Nunday, for six months, without any strings. The cost of this circulation feature is being met by Cyrus H. K Curtis, and the blea is that after a person has read the Ledger for that time he will be a thorough convert. It is said that other papers in the city are not taking at all kindly to the plan. The Ledger benefits considerably by the new two-cent rule, since it involves no change in the old price.

Trained Readers

The readers of The Evening Mail expect it to have advertisements in it. They don't resent its presence; they demand it.

They have been trained for years to expect from The Evening Mail a real Service by having in it the advertisements that will help them to buy the necessities and luxuries of life.

Ask any woman of means in New York which paper she consults to see the offerings of department stores and specialty shops, and she will answer, "The Evening Mail."

Ask any well-to-do man in New York which paper he consults for automobile or financial advertising. He will tell you, "The Evening Mail."

All of our readers consult The Evening Mail for all of their wants. They have been trained to read the advertising and use its service just as much as they have been trained to know that we print the News and the Goldberg cartoon and the Financial pages, and our other features.

When you buy space in The Evening Mail you don't have to speculate as to whether your advertising will be read. It will be read. If your goods are right, they will be bought.

That is the reason why, after gaining nearly a half million lines of advertising in 1916, we start off 1917 with the following record:

Gains in Advertising for January

(Figures by New York Evening Post)

Columns

The Evening Mail Gained 412
The Evening Sun Gained 240
The Evening Post Gained 155
The Globe Lost 36

SIX HUNDRED AD MEN FROM THIRTEEN CITIES

(Continued from page 16)

ery dealer in touch with what was being done in advertising. Every dealer was informed when and where and what ads would appear. Mr. Lamlell said that the failure of national advertisers to think more about the retailer, was a serious defect in many national advertising campaigna.

Finley H. Greene, of the Matthews-Northrup Works, Buffalo, acted as chairman of the graphic arts departmental. Open discussion of two topics were held, the evils of speculative work by craftsmen and how cooperation on part of advertisers saves his money and pays craftsmen a better profit.

An excellent illustrated lecture on "Light and Shade and Their Application," by Dr. M. Lucklesh, of the Nela Research Laboratory, National Electric Lamp Association of Cleveland, closed the morning sessions.

The Saturday afternoon session was known as a "Ginger Meeting," and it was all of that. Martin L. Pierce, vice-president of the Ad Craft Club of Canton, acted as chairman. R. O. Eastman, former advertising manager of the Kellog's Toasted Corn Flake Company, spoke on "Getting on Top of the Joh."

PRACTICAL IDEALERTS NEEDED.

"We advertising men do not know the meaning of efficiency," said Mr "We try this and we try Flastman. that, and we stay here a little while and then we go there. What we need in something to steady us, to keep us in one place for a period long enough so that after a while we may know something definite about advertising. The advertising agency man says that accounts may come and accounts may go, but we go on forever. What we need in advertising to-day are men on top of their jobs. We need practical blealists. We need men with vision who know how to apply what they see and what the rest of us do not. We advertising men must look ourselves in the face and take stock. Our problems are serious ones, and now is the time to learn something definite and specific about our business."

Charles W. Mears, advertising manager of the Winton Motor Company, continued in the same strain with a talk on "Advertising Wobblers."

"We need stability in advertising," said Mr. Mears. "Any man can so into an office of an advertising agent and can intimate that he knows that the agent has just lost a client. Seventy-five per cent. of an agent's accounts may change oversight.

"The principles of advertising must be defined. We must know where we are going, what we are going to do after getting there, and how we are going to do it. It can't be this to-day and that to-morrow. Advertising must be placed on a more substantial basis."

Mr. Mears said that the movement for truthful advertising must include the advertising agent, and said that when an agent plays any part in fraudulent advertising, that agent's name should be made public and the facts made known.

Herbert S. Houston, president of the Amschated Advertising Clubs of the World, who followed Mr. Mears, took exception to the papers read by both Mr. Eastman and Mr Mears. He outlined what the advertising club movement was doing for better and firmer and more stable advertising. He said

that the Associated Clubs had no intention of protecting the agent who was guilty of placing questionable advertising. Mr. Houston declared that advertising compared with such professions as law, medicine, and theology, was new, and that, by its very nature, was not tangible and could not yet be reduced to definite principles. Mr. Houston said that he believed that advertising was becoming more firm, and that genuine progress was being made every day.

Mr. Houston told of the plans being made for the June meeting of the Associated Advertising Clubs of the World, to be held in St. Louis.

Edwin 8. Babcox, advertising manager of the Firestone Tire Company, of Akron, also took exception to the papers read by Mr. Mears and Mr. Eastman. Mr. Babcox declared that advertising and salesmanship were almost identical, and that advertising was rapidly becoming stable and was getting upon a firm, substantial basis. Mr. Babcox said that the trouble with most advertising clubs was that they were too exclusive, in that they failed to invite to their rooms the employer and the owner, the man who, in most instances, has the last word in advertising.

SEX BUNDRED AT BANQUET.

Bix hundred men and women mt down to the banquet table in the Hotel Statler Saturday evening. Two hundred more were in the balconies. Enthusiasm was ceiling high. Everybody was happy to be present. Clinton G. Fish, president of the Advertising Affiliation, called the convention banquet to order. He first read a memorial to Edwin A. Walton, vice-president of the Association of National Advertisers, and advertising manager of the Burroughs Adding Machine Company, who died in Spokane, Wash., January 21.

Mr. Fish appounced that the "Sam" Club, of Syracuse, had been awarded the membership cup, and also the prize Victrola awarded to the club coming to the convention the longest distance with the largest number. Mr. Fish announced, also, that the next meeting of the Affiliation would be held in Syracuse in October of this year. The new president of the Affiliation, R. V. Mitchell, of Canton, was then introduced to the throng. Mr. Mitchell described himself as the youngest man in the youngest member club of the Affiliation. W. P Goodspeed the first vice-president and N. M. Peters, the second vice-president of the new administration, also were presented to the delegates.

William J. Raddatz, president of the Cleveland Advertising Club, who acted as toastmaster, introduced Mr. Houston, of the Associated Advertist; Clubs, as the first speaker.

Mr. Houston declared that the greatcst question before business men to-day was the question of distribution. Because of a firm belief that that was true,

LOS ANGELES E X A M I N E R

Suppley Circulation 150,000

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

Sunday 68,942
Daily 55,365

the Associated Advertising Clubs of the World at their June meeting in St. Louis would consider the problem of distribution.

"It will be a part of the business of the associated clubs to help this country market its goods," said Mr. Houston. "We intend to make systematic and comprehensive surveys of business problems and to use our resources and influence in giving genuine service to American business."

Dr. William Hammond Parker, professor of sociology at the University of Chreinnati, declared that one of the great discoveries of recent times was the discovery of the value of cooperation. Cooperation he defined as the conservation and concentration of energy. "Cooperation, the dream of the past, is to be the method of the future," said Dr. Parker.

John Kendrick Hangs, author and humorist, spoke as only John Kendrick Hangs can. He had his auditors holding their sides. Mr. Bangs described himself as an incorrigible optimist, and delivered a message of genuine good cheer. He said that the United States was being muckraked and attacked at home and abroad.

SECRETARY DANGES SPOKE.

Hon. Josephus Daniela, Secretary of the Navy, was introduced as "Mr. Daniels, publisher of the Raicigh News and Observer." Mr. Daniels said that he accepted the invitation to talk to the Advertising Affiliation because he liked to be with the people of his own craft. "I am the managing editor of the navy, not the secretary," said Mr. Daniels Mr. Daniels spoke eloquently of the patriotism of the American people and the work that this country is doing to build up an adequate defence.

The sessions closed at 11:30, and while every one was hurrying to catch trains, comment could be heard everywhere in praise of the the closed and Advertising thinks splendid hospitality. Allerd Smith, chairman of the convention committee, was lauded by all.

At the afternoon business meeting included among the officers of the Affiliation elected were: J. R. Wilson, of Rochester, treasurer; S. A. Weissenburger, of Cleveland, secretary.

You do not have to be a college professor to write truthful advertising in good English.—[Business Chat.

(I Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

(Many special representatives who know through years of observation recommend

AD ART SERVICE 212 Press Bldg. Cleveland, O. to all papers on their lists.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York MAY INVESTIGATE CONSPIRACIES

More Power to Federal Trade Commission Proposed in Senate.

Washington, January 31.—The Federal Trade Commission is given power, under an amendment to the Webb bill, to investigate conspiracies, understandings, and agreements of associations enhancing the prices of commodities. The amendment reads:

"Whenever the Federal Trade Commission shall have reason to believe that an association or any agreement made or art done by such association is in restraint of trade within the Unit-States or that an association either in the United States or elsewhere has entered into any agreement, understanding, or conspiracy, or done any act which artificially or substantially and unduly enhances prices within the United States of commodities of the class exported by such association, it shall summon such association, its officers, and agents to appear before it, and thereafter conduct an investigation into the alleged violations of law. Upon investigation, if it shall conclude that the law has been violated it may make to such association recommendations for the readjustment of its business, in order that it may thereafter maintain its organization and management and conduct its business in accordance with law. such association fall to comply with the recommendations of the Federal Trade Commission, said Commission shall refer its findings and recommendations to the Attorney-General of the United States for action thereon.

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street BAN FRANCISCO

FISHER WINS HIS FIGHT

Originator of "Mutt and Jeff" Secures Injunction Against the Star Company.

After litigation lasting through several months, Supreme Court Justice Greenbaum, of New York, has granted to Harry C. Fisher, the cartoonist, and to the Wheeler Syndicate, as Fisher's agents, the exclusive right to publish the "Mutt and Jeff" cartoons and to use those characters. Mr. Fisher has had the decisions of the courts with him through all the litigation, among other things that the Court decided, being that Fisher had the sole right to the words "Mutt and Jeff." It was still contended by the Star Publishing Company, which was litigating the matter with Fisher and the Wheeler Syndicate, that other artists might be employed to draw cartoons in imitation of Mutt and Jeff, but the Court new decides that they cannot.

Justice Greenbaum says in his opin-"The only question reserved by ion: the Court for determination was whether the defendant is to be enjoined from hereafter publishing cartoons drawn in Imitation of Mr. Fisher's creations, 'Mutt and Jeff.' It seems to me that, viewing this question from a standpoint of unfair competition, there should be but one answer thereto, and that is that the publication of such cartoons would be calculated to deceive the public into believing that they were the genuine productions of Mr. Fisher."

In the judgment which has been granted in favor of Mr. Fisher and the Wheeler Syndicate, Inc., his agent, the defendant in the actions, the Star Company, is perpetually enjoined as follows:

(1.) From using the words "Mutt and Jeff" or the word "Mutt" or the word "Jeff" as a name or trademark for or in connection with the cartoons.

(2.) From publishing and from advertising and offering for sale and from selling any cartoons not drawn by Harry C. Fisher, which are, however, drawn in imitation of Harry C. Fisher's cartoons of the cartoon characters "Mutt" and "Jeff," and so like the "Mutt and Jeff" cartoons drawn by Harry C. Fisher as to be likely to deceive the public into believing the said imitation cartoons are Harry C. Fisher's genuine "Mutt and Jeff" cartoons

HEARING IN LIBEL APPEAL

New York Herald Company Carries Case to State's Highest Court.

The appeal of the New York Herald Company from a decision of the Appellate Division, First Department, affirming a judgment of the New York trial term of \$10,000 in favor of Joseph Larocque, as damages for an alleged libellous publication concerning him, was heard by the Court of Appeals at Altany this week.

The suit grew out of the publication in the Evening Telegram, owned by the Herald Company, November 12, 1912, of a story stating that Joseph Larceque, of the legal department of the New York Central Italirond, had been arrested by a deputy sheriff in an action brought by Joseph G. Wilson to recover \$50,000 damages for the alienation of the affections of his wife. This item was furnished by the New York City News Association and was intended to refer to John Larceque.

The plaintiff learned of the story and telephoned to the manager of the news association and informed him of the error. A messenger boy was sent to the Telegram office with a correction,

but the paper had been printed before his arrival. Larocque alleged that the association, as the agent of the Herald Company, had time to telephone the correction before publication and was negligent in failing to verify the story.

The retraction of the story was not made until after the action was brought. The defence for the Herald Company was that the publication was made in good faith and the absence of malice. Robert W. Candler appeared for the Herald Company and Charles F. Brown for the Pespondent.

CORRESPONDENTS CLUB DINNER

Celebrities Invited to Attend Annual Banquet in New York.

The annual dinner of the New York Correspondents' Club will be held at Reisenweber's on the evening of February 13. Among the club guesta invited are: Gov. Whitman, Police Commisstoner Arthur E. Woods, of New York; Irving J. Lewis, of the New York Moraing Telegraph; F. E. Perkins, of the Boston Globe; Wendell Phillips Dodge, C. V. Van Anda, Edward Wallace Dunn, Frederick W. Burchall, J. Reisenweber, James McKinnin, Edward Zeigler, Edward Pidgeon, William Thayer, John Burke, and others. In addition to the above individual club members will have a great number of personal guests.

President Kemp, of the New York Correspondents' Club will be unable to preside at the dinner on account of a recent death in his family. The duties of presiding officer, therefore, will fall upon Vice-President R. Ronconi, correspondent of the Buenos Aires Prensa.

At a meeting of the Club, held this week, W. H. Walters, of the Cleveland Plaindealer, was elected to membership, as was Louis Reyes Spindola, correspondent of the Habana Heraldo de Cuba. Nearly every country in the world has been or is represented in the Club, but Mr Spindola is the first Cuban representative the Club has ever had.

NEWS PRINT INQUIRY BEGUN

Missonri's Attorney-General Seeks Violations of Anti-Trust Law.

An inquiry into an alleged unlawful conspiracy to control the cost of news print paper was instituted in Jefferson City, Mo., this week by Attorney-General McAllister, who filed an action in the Supreme Court, resulting in the appointment of an examiner to take testimony as to whether the anti-Trust laws of Missouri are being violated by paper dealers doing business in Missouri.

Charles G. Revelle, of St. Louis, former Supreme Court Justice, was appointed examiner. McAllister stated that the investigation might become nation-wide in its scope, as he had authority to take testimony anywhere in the United States. He said it was probable the first hearing would be in St. Louis within the next two weeks. The Attorney-General has the power to compet the attendance of witnesses before the examiner at any place in the United States.

Sale of Star-Independent

The Commonwealth Trust Company of Harrisburg, Pa., has acquired the stock and purchased the Star-Independent of that city. There are many rumors going the rounds of the press that different interests have secured control through the trust company, but the officials of that concern refuse to either deny or confirm any of them.

80,000 New Jersey Homes

The Newark Evening News, a home-read, two cent, non-returnable newspaper, offers to reputable advertisers the prestige and influence of its columns in over 80,000 homes of Northern New Jersey—the richest residential section adjacent to the richest city of the country.

How thoroughly advertising value is analyzed and appreciated by both local and national business interests is demonstrated beyond quibble by the advertising record made during 1916 by the

Newark Evening News

10.460.010 Lines of paid advertising were published in one year, nearly a million lines gain over 1915. This is 3.096.429 Lines More than was carried by any six-day-a-week New York City newspaper.

Here is the comparison:

NEWARK EVENING	Mail
NEWS10,460,010	Evening
World7,363,581	American
Journal7,085,606	Standard
Times	Post
Telegram6,362,157	Herald .
Globe5,921,522	Staats-Ze
Brooklyn Eagle5,912,549	Tribune
Evening Sun 5.721,399	6un

 Mail
 4,949,645

 Evening World
 4,923,310

 American
 4,657,140

 Standard-Union
 4,476,651

 Post
 3,790,89

 Herald
 3,461,743

 Staats-Zeitung
 3,035,493

 Tribune
 2,762,308

 Sun
 2,523,936

Net Daily Sworn Circulation Average for 1916

80,260 Copies

Circulation gain for the past year 6,970 copies daily

The Newark Evening News offers you through its advertising columns direct home newspaper circulation, which is the foundation of all successful publicity campaigns; also an opportunity to sell your goods to the best people in Northern New Jersey, the open door to over 80,000 homes whose purchasing power is as unlimited as your product, if it be a necessity or a luxury in those homes.

Increasing advertising patronage reflects increasing utility to advertisers

HOME OFFICE 215 Market Street, Newark, N. J.

EUGENE W. FARRELL

Advertising Manager and Assistant General Manager

General Advertising Representatives:
O'MARA & ORMSBEE, Inc.
Brunswick Building, New York
Tribune Building, Chicago

New York Local Representative : FRANK C. TAYLOR Brunswick Building, New York

The Atlas Advertising Agency, 450 Fourth Avenue, New York city, is placing contracts and copy with newspapers generally for the Hessig-Ellis Drug Co., "U-Ban Hair Color," Memphis, Tenn.

The Dollenmayer Advertising Agency. Lincoln Building, Minneapolls, Minn., ts making 10,000-line one-year contracts with some Middle West newspapers for the Pilisbury Flour Mills Co., "Pilisbury's Flour," 301 Metropolitan Life Building, Minneapolis, Minn.

The Blackman-Ross Co., 95 Madison Avenue, New York city, is sending out orders to Southern newspapers for the Walter Lowney Co., "Lowney's Cocoo," Boston, Mass.

The Cowen Company, 50 Union Square, New York city, is placing copy with a selected list of newspapers for the Lordland Tobacco Co. "Helmar." "Egyptienne Straights," cigarottes, Jernev thty, N. J.

Geo, C. Batten, Fourth Avenue Building. New York city, is asking rates in newspapers in selected sections for the M. J. Breitenbach Co., "Pepto-Mangan," 53 Warren Street, New York city.

The Guy C. Whidden Advertising Agency, Widener Building, Philadelphia, i'a., is placing orders with newspapers in selected sections for the Great Valley Mills, "Buhrstone Water Ground Whole Wheat Flour," Paoli, Pa.

The A. P. Gardner Company, "R. & G." Pills, 208 Centro Street, New York city, is sending out orders to some New England and Pennsylvania newspapera.

The Greenlenf Company, 185 Devonshire Street, Hoston, Mass., is making contracts with some New England newspapers for the W. S. Quimby Co., "La Tournine Coffee," Boston, Mass.

Ewing & Miles, Times Building, New York city, are placing orders with newspapers in selected sections for the Orangeine Chemical Co., Chicago, Ill.

The Johnson Advertising Corporation, 20 East Jackson Boulevard, Chicago, Ill., is handling the advertising of H. & H. Cleaner Co, Des Moines, lowa.

L. A. Sandlass, 7 Clay Street, Baltimore, Md. is placing orders with some large city newspapers for the Commerctal Credit Co., Baltimore, Md.

The Runnel M. Seeds Co., 330 University Square, Indianapolis, Ind., is making 5,000-line one-)ear contracts with mouse Middle West newspapers for the Premier Motor Co., Indianapolis, Ind.

The Frank Presbrey Company, 456 Fourth Avenue, New York city, is placing orders with newspapers generally for the R. & G. Corset Co., \$50 Breadway, New York city.

The Wales Advertising Co., 110 West toth Street, New York city, is sending out copy to some Southern newspapers for the Michelin Tire Co., Militown, N. J.

The J. H. Cross Company, 214 South 12th Street, Philadelpina, Pa. is placing orders with newspapers generally for the Genuine Haarlem Oil Mfg. Co., 116 Becaman Street, New York city.

Harry C. Michaels 351 Fourth Avenue, New York city, is handling the advertiming of E. & J. Burke, "John Dewar

TIPS FOR THE AD MANAGER & Bons," 616 West 46th Street, New York city.

> H. W. Kaster & Sons, Advertising Co., Lytton Building, Chicago, Ill., are again making contracts with newspapers in selected sections for the Illustrated Review Magazine, Atascadero, Cal., Chicago. Ill., and New York city.

The H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York city, is placing orders with some New Jersey newspapers for the United States Light. & Heat Co., Niagara Falls, New York,

John M. Leddy, 41 Park Row, New York city, is sending out orders to newspapers in large cities for the R. B. Allen & Co., Stock of Consolidated Truck & Tractor Co., 115 Broadway, New York

The Matos Advertising Co., Bulletin Building, Philadelphia, Pa., is again placing new copy on contracts for the Eckman Mfg. Co., Medical, Sixth and Market Streets, Philadelphia, Pa.

The Vredenburgh-Kennedy Co., 185 Madison Avenue, New York city, is again sending out copy to newspapers in selected sections for H. Planten & Son, Blair's Pills, 93 Henry Street, Brooklyn, N. Y.

The Beers Advertising Agency, of Havana, Cuba, is sending out 8-inch 2-col-umn copy for "Aspirin," to be run twice a week, one year, in Spanish papers of Cuba, Porto Rico, Costa Rica, San Salvador, and Guatemala. This agency is also sending out orders for Sloan's liniment to newspapers of Hayana and Panama, both English and Spanish, contracts reading to the middle of April, 1917. The Beers Agency is also sending out copy to these countries for Dr. Bell's Pine Tar Honey, 5 inches, single and double column, twice a week.

The Power, Alexander & Jenkins Company, advertising agents, Detroit, have made extensive newspaper contracts for the Paige-Detroit Motor Car Company for the first six months of 1917.

Scott & Howne, Bloomfield, N. J., are renewing contracts for Scott's Emulsion.

Geo. Batten, Inc., is making contracts for Non-Such Mince Meat copy. of Merrill-Soule, of Syracuse, N. Y.

The Atlas Advertising Agency, of New York city, is making 500-line contracts, space to be used in one year, for Q-Ban hair tonic.

The advertising of White House Coffee and Ten, of Dwinell-Wright Co., of Boston and Chicago, la handled through A. T. Bond, 18 Central Street, Boston, Mass. who plans to use newspapers to a greater extent than he ever has during the sixteen years he has taken care of this account.

Street & Finney, 171 Madison Avenue, are handling the advertising of the Brown-Howland Company, of Boston, Mass., distributers of the Edison Dictating Machine, in Boston.

The Thermoid Rubber Co. of Trenton, N. J., is planning a spring campourn for Thermold Brake Linius. through the J. Walter Thompson Agency, of New York city, and a little later on expects to advertise Thermold Tires.

The Nichols-Finn Co. of Chicago, has soured the advertising accounts of

Burke & James, Inc., of Chicago, "Rexo" cameras: Bunte Bros., confections; Redden Truck Maker, and M. & K. Cor-

The Frank H. Fleer Co., Philadelphia, will advertise a new brand of chocolates, "Chocolate-Achor," through the George L. Dyer Co., of New York city.

The Anderson Electric Corporation, of New York city, is using newspapers as advertising mediums, through the Scott & Scott Advertising Co.

William Whitman & Co., Inc., New York city, have established a knit goods department with Roy L. Browning as advertising manager, advertising to be placed direct.

The Port-O-Phone Co., New York city, Miss Bromfield advertising manager, is placing its advertising through Carney & Kerr. .

The Sunshine Manufacturing Co., New York city, will advertise the Sunray Match through the newspapers.

BIG TASK FOR ST. LOUIS

A. A. C. W. Convention Preparations Are Keeping Ad Men Busy.

Many inquiries are being daily recoived by the Advertising Club of St. Louis relative to the arrangements for the June convention of the A. A. C. W. This information is sought mostly by the advertising clubs of the other cities, whose secretaries state that large delegations will be present from each body. The Philadelphia Club alone will have a train of thirty-two cars, about twenty-five of which will be used for advertising displays, the others to be fitted for observation purposes for the delegates. Extensive arrangements are being made for the night parade, permission having been procured to use the United Railway tracks and current for illumination. It is intended to make this parade the climax of anything attempted at any of the conventions.

At the Club's luncheon this week. Samuel C. Dobba, Atlanta, Ga., former president of the A. A. C. W., was the principal speaker. He said:

The Advertising Club of St. Louis faces a stupendous task and a prodigious opportunity to-day, and the future of your organization depends upon your answer. You have got to hit the line hard, and you must play the game on the square. This is not a job for a few men. It is a task which rightfully belongs to every man, woman, and child in St. Louis. You are all salesmen, and it is up to you to sell this big idea not only to St. Louis, but to the world. St. Louis is keeping its business success too much of a profound secret. This convention will give St. Louis a whole lot of the wholesome advertising it needs. Talk convention to every one you meet."

AD BILLS STILL HELD UP

Hanff-Metzger Agency Seeking to Collect from Democratic Committee.

The question of the ethics involved in the controversy between the Hanff-Metzger Advertising Agency and the National Democratic Committee over the payment of advertising bills, has been put up to the A. N. P. A., in a letter nent by the Hanff-Metzger people to the secretary of that body. The advertising agency claims that there is a balance due them of \$158,600 for the campaign of national advertising put out by them for the National Commit-

tee in behalf of the Democratic ticket. The National Committee disputes the amount of the bill, although their auditors have been over the accounts of the advertising agency and have O.K'd them.

On two different occasions, it is said, Mr. Hapff has gone to Washington in an attempt to see President Wilson about the bills, but he has been unsuccessful. When it became apparent that they could not reach the President with their story, and that the Finance Committee and General Committee were paying no further attention to the matter, and as Chairman Morgenthau, of the Finance Committee, had stated that the interests of the Finance Committee had not been protected by the advertising agencr. Mr. Hanff decided to put the whole matter up to the A. N. P. A. and let that body decide as to the ethics involved in the case.

Clothiers for Honest Advertising

At their annual meeting held in New York Wednesday last the Retail Clothiers' Association of the State of New York went on record as recommending strongly that every legal method available be used to prevent false and misleading advertising by dealers.

The man who is content to tell you what he has done doesn't count for as much as the fellow who tells you what he hopes to do.

New Orleans States

Member Audit Burnen of Circulation orn Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white bome delivered evening circulation in the trade territory of New Orleans.

territory of New Orleans.

To reach a large majority of the trade prespects in the local territory the States in the logical and economic medium. Circulation data sent on request.

The S. C. BECKWITH SPECIAL Sole Foreign Representative York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO. 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO., Bidg., Chicago, 747-748 Marquette Bidg., Chicago, Ilt.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bidg., Detroit, Mich. Digitized by Google

AD FIELD PERSONALS

J. S. Fowler, who has been advertising manager of the Cleburne (Tex.) Enterprise for several years, and who was for some time business manager of the Duily Texan at Austin, has resigned his position at Cleburne to accept the position of advertising manager of the Fort Worth (Tex.) Star-Telegram.

Walter Murray, who has been assoclated with the Fort Worth (Tex.) Star-Telegram for the last five years, much of that time as advertising manager, has resigned to accept the position of advertising manager of the Fort Worth American, the new afternoon daily. Mr. Murray became associated with the old Fort Worth Telegram in 1996 and remained with the paper after its consolidation with the Daily Star.

William Garrard, for several years on the Atlanta (Ga.) Journal, and later city editor of the Savannah Press, has established an office in Savannah for general advertising and publicity work.

Larry Barr, of Kansas City Post, has joined the advertising staff of the Pittaburgh Post, and will take care of the automobile section of that newspaper.

William A. Small, for three years with the Chicago Herald and Madison State Journal, has joined the staff of the G. Logan Payne Company in New York as a solicitor.

W. J. Maclanes has resigned as manager of the Western Advertising Agency, of Racine, Wis, and has joined the staff of the Mahin Advertising Company in Chicago. Mr. Macinnes was at one time advertising manager and assistant publisher of the St. Joseph (Mo.) Even. ing Press, auto editor of the Chicago American, and on the advertising staff of the Hearst evening papers in the Chicago office.

Freeman's Mission in Life

W. C. Freeman, general manager of Advertising News, was the principal speaker at banquets in Baltimore, Md., and Springfield, Mass., last week. At Baltimore he spoke at the dinner of the Advertising Club, giving some interesting per capita figures of advertising costs in the United States. According to Mr. Freeman, about \$3.50 per capita is now spent each year in this country for newspaper advertising, and only \$6 per year per capita for all kinds of advertising and business information. The speaker announced it is his mission in life to raise the per capita amount to \$15 a year. At Springfield Mr. Freeman spoke on that city's advertising opportunity.

Brown Boosts Newspapers

That the daily press is the most powerful agent for good or evil in the country was the statement of Henry C. Brown, assistant general manager and advertising manager for the Victor Talking Machine Company, in an address on "Misleading Advertising" at a Poor Richard Club luncheon in Philadelphia recently. He also said that the expenditure of the Victor Company for newspaper advertising was more than \$1,000,-000 a year.

Nation-Wide Advertising Pays

Noel Everingham Sainsbury, a representative of the American Tobacco Company, at a meeting of the Town Criers in Providence, R. L. this week, said that no medium of advertising was surer of results in the tobacco business than a nation-wide campaign through the press. Lester Main, a theatrical advertixing man, spoke of it as it applied to the theatre.

MAY IN SPECIAL AGENCY FIELD

Well Known Illinois Publisher Joins of Cone, Lorensen & Woodman.

Charles H. May has joined the special publishers' agency of Cone, Lorenzen & Woodman, of Chicago. Mr. May is one of the best-known men in the advertising profession. He has been printer, pub writ. a b Col cau Ne the wb Du aui Th Th ala anı a Car the Th 26.0

Din Wi o'c bal will ter is

Na Str con offi ret det

Fined for False Advertising

Edith Miller, fifty-three, and her daughter Ida, nineteen, who claimed to live in Canada, have been fined \$32 each in Elkhart, Ind., on a plea of guilty to violation of the fraudulent advertising law. Their arrest Was brought about by the Merchauts' Association, which sent representatives to their salesroom, where \$65 furs were offered for sale for \$12.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified and itors or independent auditing concerns, who are certified public accountants,

ablisher, and sales manager, starting th the Advertiser, in Morton, III, as boy. Later he established the Knox ounty News, at Knoxville, and then be- une part owner of the Galesburg Mail.	any and all bills, news-agents' and de- ords considered by the Board of Con- circulation, the sources from which it	s, who are certified public accountants, alers' reports, papers and other rec- trol necessary to show the quantity of t is secured, and where it is distributed.
is next move was to come to New ork, where he was connected with Me-	ALABAMA	MONTANA
here's Magazine and the McClure ewspaper Syndicate for two years, af- or which he purchased an interest in the Peoria (III.) Herald-Transcript, with hich paper he remained for ten years.	Average circulation for December, Daily 41,675; Sanday, 42,687, Printed 2.891,112 lines more advertising than its nearest competitor in 1916.	MINER
uring his residence in Peorla, he ac-	CALIFORNIA	NEW JERSEY
ews, and published that newspaper, here years ago he disposed of his in- rests in the Springfield and Peoria pa- ers and became sales manager for the hompson Type Machine Company, and so became part owner, vice-president, ad director of the Davenport Democrat.	EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation Grastest Home Deliv- ery. MERCURY-HERALD	JOURNAL Blimbets PRESS-CHRONICLE Paterson COURIER-NEWS Pleissed
ecently he disposed of his interests in	GEORGIA	NEW YORK
so Democrat, and now leaves the hompson Company to cater the special sency field. He is a subsman of un- sual ability.	JOURNAL (Cir. 57,581)Atlants CHRONICLE Augusta	COURIER & SNQUIRESBaftle
-		DAT
Ladies' Night at Sphinx Club The Sphinx Club of New York will	ILLINOIS	The National Jewish Daily that he general advertises abould overlook.
old its annual Ladies' Night Dinner on chruary 13, the eve of St. Valentine's	IOWA	NEBRASKA
ay. A reception will be held in the faidors apartments from 7 to 7:30 clock, preceding dinner, in the grand all room. Between the courses there	REGISTER & LEADER Des Moines BVENING TRIBUNB Des Moines Resential to covering Des Moines and vicinity.	TRIBUNE Circulation A. B. C. regort, 7,100. Full lated wire report United Press.
ill be presented a programme of en- ortainment by well known artists. It announced that this will be the last of the Ladles' Night Dinners at the	SUCCESSFUL FARMING Dec Moless More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	OHIO VINDICATOR
Tri-State Newspaper League	KENTUCKY	PENNSYLVANIA
Twenty-five editors of leased-wire ewspapers of Louisiana, Mississippi, and Florida will meet in New Orleans chruary 13 for the annual meeting of	MASONIC HOME JOURNAL Louisville, Ky. chem. Mouthly, 32 to 464 pages, 1. Guaranteed largust circulation of any Masonic publication in less surial. In scena of 90,000 costes amonthly.	TIMBO
ne Tri-State Newspaper League, and pend the following day at Guifport.	LOUISIANA	TIMES-LEADER
aul Cowles, superintendent of the cen-	TIMES PICATUNE	TENNESSEE
nd Superintendent Arthur Copp, of the ashington bureau and head of the	MICHIGAN	BANHER
outhorn division of the Associated ress, will be present. Editors from Ala- sma have been invited to attend.	PATRIOT (No Monlay Issue)	TEXAS
Office Space Nearly Doubled To meet demands caused by its in-	cuntracts, 35 cents Inch; penition 20% extra.	CHRONICLE
reasing activities, the Association of ational Advertisers, 15 East 26th	MINNESOTA. TRIBUNE, Meening and SveningMinnespolls	UTAH
onal office space of 1,132 square feet,	MISSOURI	HERALD-REPUBLICAN Salt Lake City
nnecting with the space hitherto oc-	POST-DISPATCHSt. Louis	
fice space about 2,700 square feet. The ew layout of the office will comprise multigraph room, a general office, sec- tary's room, circulation service de- artment, data department, export data	Daily Evening and Sunday Morning. In the only newspaper in its territory with the leantiful Redogracuse Picture Section. The POST-DISPATCH sells more papers in St. Louis every day in the year than there are	DAILY NEWS-RECORD Marrisoburs la the famous Valley of Va. only paper is the richest Agricultural County in United States.
partment, stock room, publications oom, and members' room.	homes in the city. Circulation entire year, 1916:	WASHINGTON
Final for False Advertising	Sendaj average	POST-INTELLIGENCE

ROLL OF HONOR

The following publishers guarantee circuistion and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS

\$EARDINATESChings

NEBRASKA

NEW YORK

BORLLWITING DELLA SERA New York

SMITH PRESENTS CASE OF NEWS PRINT MAKERS

(Concluded from page 10)

latures and governments to their own advantage, but in time you will also conclude that there is a natural law that is beyond publishers and governments which will intervene and bring all these plans to naught, and you will inevitably face these two questions which no power of imagination can al-

- (1.) How are governments and legislatures going to compel capital against its will to take great risks for meagre profita?
- (2.) How is the increasing demand for news print to be met unless you permit the industry to show profits commensurate with the risks undertaken?

These questions are unanswerable. You cannot do either the one or the other, and so we finally get back to where we started from, namely, the natural law of supply and demand. As long as the news print industry was supposed to be profitable, new aggregations of capital were invested, new tonnave kept coming on the market in excess of the demand, and the result was low When capital finally realized prices. that the profits of the industry were delusive and non-existent, there was an end to new plants and new tonnage. This was not noticed as long as the country remained in a condition of business depression, but with the great awakening in business that took place in the beginning of 1916, the demand for news print paper suddenly exceeded the supply, and the result has been a very large increase in price. It is unfortunate that a few people in the industry, with regrettable lack of foresight, have taken undue advantage of the situation, but it is not true that the great body of news print manufacturers have unduly profited, and it is my firm belief that the large manufacturers of the country are more anxious to see the price of paper kept down to n rensonable point than they are to accumulate excessive profits at the expense of the publishers. This is only common-sense. Undue profits continued for some time will again invite disastrous competition, so that the manufacturer is far better off with a fair price for his product and a fair profit for his capital, year in and year out, than he is with two or three years of excessive profits, to be inevitably followed by lean conditions.

REMEDING AS SEEN BY MR. SMITH.

The remedy for the present situation lies in the following direction:

(1.) The manufacturer must understand what his costs really are, and unfair competition will be largely elim-The industry will make a reainsted. sonable profit, and new mills will continue to be built to take care of the increasing requirements of this growing industry.

FOR SALE

Goes High-Speed Straightline Five Roll Double Width Press, equipped with all modern improvements and in very good This press prints 4, 6, 8, 10, 12, 14, 16, 18 and so page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 16,000 per hour

> Walter Scott & Co. Plainfield, N. J.

(2) The publisher must realize that A. G. McINTYRE REPLIES news print paper is an ordinary commodity of commerce, not a privileged article either for the manufacturer or for the publisher; and he must also realize that if, through his control of publicity and public opinion, he attempts to regulate the price of news print in defiance of natural laws, capital will cease to be interested in paper mills, no adequate new production will be available for increasing demand, and he will finally have to pay the bill himself in the form of excessive prices.

(1) Manufacturers and publishers must strive earnestly for a closer cooperation, and for a greater degree of mutual confidence one in the other, to the end that in the course of a few years there may exist between manufacturer and publisher the same sort of businesslike feeling that exists between manufacturer and consumer in practically every other industry in this country. It requires no argument to prove that the interests of manufacturer and consumer are mutual to a very large degree, and the present relations between them are neither more nor less than a form of business insanity.

(4.) Having in mind the fact that paper is wood, and that wood costs will inevitably increase from year to year. I think the publishers should make up their minds that they will never be able to get the cost of their product back from a one-cent newspaper. The present stringency has at least led to cutting down of much waste in the publishing business, and to a rational increase in the price of newspapers. If the publishers will continue to augment these reforms to the best of their ability, it is my personal judgment that the present stringency will quickly pass away.

Phila, Press Elects Officers

The annual election of officers of the Philadelphia Press was held January 21. Samuel Calvin Wells becomes president and Robert H. Krueger, former auditor. secretary-treasurer. names, with Samuel W. Meek as general manager, appeared at the head of the editorial page on Friday. At a meeting of the stockholders, five directors were elected, whose names are not to be announced as yet, and the directors elected the officers of the new corporation. The Press is running sixteen pages daily.

Profits are right when you put the right goods in the hands of the right salesmen, backed by the right advertishng -- [Business Chat.

The Tarrytown, N.Y. Daily News

Circulates in the wealthiest town in the United States

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE by experis means material and methods that have been PROVED.

Las us send you samples of our col-ored comics, daily and Sunday pages in black and colors,

Newspaper Feature Service M. KOENIGSBERG, Manager 27 WEST 20TH ST., NEW YORK

(Concluded from page 10)

be provided with coal, or a steel works with ore, yet we have plants erected at a cost of millions, making these products, which always figure that interest with a profit of 10 or 15 per cent, additional, is a good return on the money. On the contrary, every banker throughout the country considers a pulp and paper-mill development, with the necessary physical elements, the very highest class of investment, and one which given the best possible protection to such Investment.

Returns in the past on properly organized companies have always been good. The company which Mr. Smith controls is one of the newest companies in Canada, yet the promoters of that company have already made fortunes from it. The common stock, which was passed around at the time of its organization in the most lavish manner by the organizers among themselves, is now quoted at \$75 a share and hard to obtain at that price. The prospective earnings of this company are enormous. Mr. Smith's own statement, in a prospectua issued by his company, is that their past operating profits have been \$15.83 a ton, which according to another prospectus issued by his firm, shows that this is a profit after setting aside all necessary reserves, to make the operation permanently successful.

Mr. Smith's argument that pulp and paper securities are not attractive is abourd, because the securities handled by his own firm are always of the most attractive nature. Further than this. bond and banking houses are always looking for puip and paper securities, as they are the most salable they can offer.

in this case this banker's view was very strongly colored by his other interests, and for this reason his statements regarding pulp and paper-mill investment cannot be taken seriously. Mr. Smith's viewpoint of the paper situation is perhaps best exemplified in his disantisfaction with the work of the Paper Committee of the A. N. P. A. and his request that the Committee be



The International Syndicate Fratures for Newspapers

Baltimore, Md

We can increase your businessyou want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELI

60-62 Warren St., New York City Established a Quarter of a Century TO MAKE MAILS "DRY"

TO ALEXANDER SMITH Jones Amendment Would Bar Papers Carrying Liquor Ads.

> Washington, January 30 .- The mails will be prohibited to newspapers or any other publication carrying liquor advertisements, should the amendment of Senator Jones, of Washington, just offered to the Post Office Appropriation The Jones bill become effective. amendment is the Bankhead bill in Senator Bankhead's bill substance. passed the Senate by an overwhelming vote, and in all probability the Jones amendment may be attached to the Post Office bill. A like amendment failed when offered to the Post Office bill in the House, but the Senate, having pass. ed a separate bill prohibiting the mails to publications carrying liquor advertisements, may feel it necessary to be consistent to pass the Jones amendment as part of the annual Post Office Appropriation bill. The Post Office bill is still in the Committee, and probably will not be reported until next week.

> The Jones amendment provides that "no letter, postal card, circular, newspaper, pamphlet, or publication of any kind containing any advertisement of spirituous, vinous, malted, fermented, or other intoxicating liquors of any kind, or containing a solicitation of an order or orders for said liquors, or any of them, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter-carrier at any place or point in any State or Territory of the United States at which it is by the law in force in the State or Territory at that time unlawful to advertise or solicit orders for such liquors, or any of them, respec-

First In Local Automobile Advertising Carried In 1916

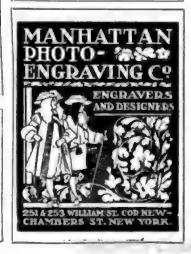
44.2% of the total local antomobile copp appearing in the four Laulatille papers was carried by The Herald. This totaled, in again America. 174,000

todaled, in apale since.

of the latel foreign casiomobile copy appearing to
the four Lesseville peparimais corried by The Heraid. This localed, in
appel blow.

of the total local and
foreign automobile copy
appearing in the four Louiscille pepare was curried
by The Heraid. This totaled, in appet lines. by The Herusa, amu-taled, to apple lines, ..306,486 The local automobile dealers know the vilne of The Herald, from results obtained and use its columns decordingly.

THE LOUISTILLE HERALD targest Daily and Sunday Circula-tion in Louisville, Kentucky and Southern Indiana



NEWS PRINT PAPER MANUFACTURERS FEAR FEDERAL REGULATION AND SUPERVISION

(Concluded from page 1)

quantity. The demand changes overnight. A year or more ago we had a great overproduction, now we have an apparent underproduction. Formerly there was a great deal of waste; possibly 150,000 tons went to waste through failure of publishers to practice economical methods. If that waste, amounting to about ten per cent., had been saved, it would have carried every one through this crists.

"Would it not now be possible for the manufacturers and publishers, acting through reasonably small committees, to get together and arrive at a satisfactory adjustment?"

Mr Glass promptly announced he would be glad to cooperate to that end.

At this juncture, when there appeared to be smeath sailing ahead, Alexander Smith precipitated an acrimonious discussion by a veiled attack on Mr. Glass.

ATTACK ON PAPER COMMETTER.

"I would object to working with the present paper committee of the publishers." declared Mr Smith. "They haven't shown any desire to cooperate. Something might be accomplished by meeting with a more representative committee, but I have seen the attitude of this one, and unless they change it. I don't think anything can be done. I wish to say my remarks are entirely impersonal."

"You would want to dictate to the A. N. P. A. the personnel of its committee" exciaimed Mr. Glass, the chairman of the paper committee

"No. I don't mean that," responded Mr. Smith. "If the A. N. P. A. appoints the mme committee again I will work with them."

"I don't think Mr. Smith's remarks are justly applied—" began E. H. Haker, of the Cleveland Plain Dealer, also a member of the committee.

"My remarks were impersonal," Mr. Smith said. "I am afraid the committee is not in a copperative mood."

"Evidently Mr. Smith feels," interposed Mr. Mead, "that Mr. Glass has not given evidence of an attitude that would lead to successful conperation. I think possibly the publishers are taking an extreme attitude in hoping to solve everything at one meeting."

"We may be extreme, but we have a feeling that the manufacturers have been arrogant," observed Mr. Baker.

The meeting seemed on the point of breaking up in a series of mutual recriminations Pointing his finger at Mr. Glass, Mr. Smith hurled this question:

"Have you credited our committee with sincerity in its work with the Trade Commission? I ask you to anawer that."

MIL GLASS ANSWERS.

"Since you ask, I will answer frankly,"
Mr. Glass said. "I think your committee has worked for delay, and I think
the A. N. P. A. will resent the reflection
you have east on our committee. I have
taken no action without consulting the
other members of the committee and
without their full sanction."

"Well, right along you have questioned our sincerity." retorted Mr. Smith, "and I only say that I doubt whether anything will come of a meeting with your committee. I would like the committees on both sides to go in with an earnest desire to accomplish something."

Mr Baker said that, in any event, a new committee could not be appointed till the next meeting of the A. N. P. A., in April.

"If you are disposed to take that attitude," he concluded, "the whole thing will be thrown into the air. Mr. Glass is vice-president of the A. N. P. A., and I think enjoys the confidence of its members. To say the least, Mr. Smith is doing a very indiscreet thing."

"In justice to the manufacturers as a whole," Mr. Glass added, "I wish to say that I think they are showing a different spirit than they did on December 15. I think that, if they realize the great future that is before them; if they demonstrate that their changed spirit is real, they will find as much responsiveness on my part and on the part of the committee as they want."

Col. Ewing explained that Mr. Glass had no personal interests at stake.

"I think he fights harder for the whole organization and is more extrems in his zeal than if his own interests were involved," continued Col. Ewing.

Mr. Mead poured some oil on the trou-

"I would be glad to consider a joint meeting." he said. "Personally I have the highest regard for Mr. Glass, and I would be delighted to sit with him. I am sure that Mr. Smith meant no more than that there has been a little hesitancy, perhaps on the part of the paper committee to cooperate, and it is with the hope of wiping out any obstruction that the conference is suggested."

COMMITTEES TO HOLD WHEN-LONG SERRION.

Major Stahlman made a motion designed to clarify the situation and bring about definite tangible results. It was substantially as follows:

"That, after the forthcoming report of the Trade Commission is made public, a committee from the publishers and a committee from the manufacturers shall meet together; if, after one week's session they fail to agree, they shall indicate in writing to the Federal Commission a deaire for an expression as to fair and just prices, and, if necessary, they shall seek legislation to enforce the Commission's findings. In any event, the parties hereby agree to abide by the findings of either the Committee or the Trade Commission."

"I think we ought to do something along this line." Major Stahlman said. "I don't see how either side could afford not to abide by the findings of the Federal Board in case an agreement is not reached."

Mr. Dodge suggested that there is a large tonnage siready under contract, and Major Stahlman replied it was understood contract prices now in effect should be exempt.

"I want to point out," said Jason Rogers, of the New York Globe, "that no resolution adopted here could be binding on the A. N. P. A."

"It would be equally impossible to bind the manufacturers by such a resolution," Mr. Mead announced.

Commissioner Davies made a plea to have the joint committee meet before the Trade Commission issues its report in order that the Commission might have the benefit of the Committee's deliberations. He spoke of the need for haste, in case the publishers desired to get legislation at Washington.

"Unless there is a special session of Congress after March 4, there won't be much chance of obtaining legislation this year unless you act at once." Mr. Invies said. "Moreover, we should like to have the benefit of your deliberations in case we should recommend remedial legislation."

It was the consensus of opinion, however, that not much could be accomptished in the way of settlement unless the joint committees had the report of the Trade Commission before.

Mr. Lawson, of the Chicago Daily News, asserted the prospect of a settlement was remote unless the manufacturers indicated they were actually desirous of participating in such a conference.

The apprehensions which had been previously allayed by Mr. Mead's statement that the crisis, which he attributed to "panicky market conditions," was over, were renewed at this juncture by J. A. Bothwell, of the Brompton Pulp & Paper Company, East Angua, Quebec.

"Whatever you do," he said, "I am afraid you are going to suffer. "We in Canada produce 30 per cent. of your news print and we are confronted with this situation: At this time last year 50 per cent. of our wood supply was delivered, whereas now only 10 per cent. is delivered. The snow in the woods is four to five feet deep and the railroads are only hauling a small percentage of the wood they have in the past.

"I am going to prophesy now that hefore October 1 the New York mills buying pulp in Canada will have to shut down for lack of raw material."

MR. DODGE UTTERS DEFT.

Considerable discussion followed which resulted in eliminating from Major Stahlman's resolution all reference to control by the Trade Commission or other Governmental agencies. The modifications were chiefly demanded by the manufacturers.

"I wish to may emphatically," announced President Dodge, of the International, "that our company will be unalterably opposed to Government regulation. The minute that begins, we will start putting our machines out of business. I oppose Government supervision of our business. Such interference would mean that we must submit to the inspection of clerks whom we would not even hire as foremen in our

Colorado Springs

THE TELEGRAPH An A. B. C. Paper J. P. Makinney & Son

New York Detroit Chicago

PREMIUMS

Publishers of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

S. BLAKE WILLSDEN
Promium and Advertising descialities.
1006 Heyworth Bidg., Chienge

The True News —FIRST—

Always-Accurately

International News Service 238 William St., New York City plants or bookkeepers in our offices. I don't believe holding us up at the end of a gun is going to benefit you in the least, and we will not stand for it."

The resolution as it was finally passed provided for a joint meeting of committees from the publishers and manufacturers following the issuance of the Rederal Trade Commission report "with the hope that the committees may reach an agreement." In case they do not agree the committees are instructed to report back to their respective organizations.

On motion of Mr. Glass there was a rising vote of thanks to the manufacturers for calling the meeting.

Advertising Bureau's New Book

The Bureau of Advertising of the American Newspaper Publishers Association has issued a twenty-four page illustrated book, showing photographs taken during International Newspaper Window Display Week. The book is printed in two colors, and is entitled "You Can Bank on Thia." Copies are being mailed to advertisers, agents, and members of the Bureau.

The advertiser is short-sighted indeed, if he fails to take into consideration the gradual building of a permanent business, the foundation of which must be public approval with a superstructure of confidence and repeat orders merited by quality of service.—[Business Chat.

Magazine Feature Pages

supplied in mat form, 20-inch or 21inch size, and in selections of any number. Every page a complete and timely feature on subjects, such as

WAR, SPORT, CHILDREN, MOVIE

and many general subjects of great interest—all well selected. Line and half-tone cuts.

World Color Printing Company R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over \$5 per other of the newspapers and publications of CANADA.

We cover every foot of Canada and Newscooling at our best of the cover of the condition of the cover of

74-76 CHURCH ST., TORONTO, CAN.

Price of service, require press clipidate rates—aperial rates and discounts to Tracks, and Newspapers.

Food Medium New Jersey Trenton Times A. B. C.

12c Per Week

KELLY SMITH COMPANY

220 Fifth Avenue

Lytton Building CHICAGO

The Northwestern AT OSHKOSH

Has a Field with 100,000 Population Where Times are Good and Money is Plentiful.

The Hicks Printing Company Oshkosh, Wis.

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Bufalo newspaper that om-tors its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-

MEMBER A. B. C.

Foreign Advertising Representatives EBLLY-SMITH COMPANY NEW YORK Lytton Building



From Press to Home

Within the Hour"

it a exclusive carrier service enits exclusive carrier service en-nhies the Evening and Sunday Star-to be delivered on every city block in Washington, B. G., "from press-to home within the hour," The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

Brusswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicage
H. C. ROOK,
Real Estate Trust Building, Philodelphia



Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it. BUY service and goods from those who buy space in THEIR paper. Frankly a class publication Buy-

Frankly a class publication Buvers of advertising space buy PRFF-FRFNCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

AMONG THE BRITISH NEWSPAPERS

Interesting Notes Concerning Journals in the London Field.

English advertising journals are much wrought up because of the "way advertising has lost ground in public estimation, and how prejudices, old and new seem to be rising up against us." Several writers deplore the fact that people are commencing to think that advertising is dispersable and could readily be done away with, and calls are made to advertisers and agents to get together to save thenselves.

Announcement is made that the Pall Mall Gazette, until recently the property of Lord Astor, has been sold to Sir Henry Dakiel, M. P.

A deputation of London newspaper proprietors, headed by Lord Burnham, recently conferred with the Board of Trade in reference to the question of the shortage of paper.

The proprietors of the Newcastle Chronicle have acquired all of the shares of stock of the Mail and Leader, Ltd., valued at £73,000 sterling. The Mail and Leader, Ltd., are the proprietors and publishers of the North Mail, Evening Mail, and Weekly Leader. The Chronicle properties are owned by Col. Joseph Cowan and Miss Cowan, and consist of the Newcastle Daily Chronicle, Evening Chromele, Illustrated Chronicle, Weekly Chronicle, and Sporting Man. An amalgamation of the Chronicle and North Mail properties is not contemplated at the present time, but steps have been taken to release a number of men from both establishments for military duty.

London Evening News reports the booking of an order from Messrs. Selfridge & Co. for 130 pages of advertising (910 columns) for the year 1917. The order was booked by Horace S. Imber, advertising manager of the News, and is believed to be the largest single order for space placed in any London news-

MILWAUKEE'S ADVERTISING SHOW

Will Close To-night After Having Attracted Record Crawds.

Milwaukee's greatest advertising show, now an annual event in the Wisconsin metropolis, will close to-night, after four days and nights of banner crowds. In point of attendance the publicity exposition ranked with the auto show and the poultry show.

The city's auditorium, with a seating capacity of 19,800 persons, was none too large for this third exhibit under the auspices of the Advertisers' Club. More than 100 gaily decorated booths filled the main hall of the big structure, and every known variety of advertising was on display.

tine of the features of the event was the daily newspaper printed for the ad men in the booth of the Milwaukee Free Press. The little publication, edlied and printed in the midst of the activities, was a big bit. At this booth the making of a newspaper was explained in detail to all who visited the tiny office.

The show opened on Wednesday afternoon, and that night speeches were made by Gov. E. L. Philipp, of Wisconstn, and Mayor D. W. Hean. Thursday was set as de as "Church Publicity Day," when the clergy of the city and State were we sta of the ad men.

Friday picht was given over to the fenternal wo other. This afternoon was "Children's Day," and to-right will be Mirrater Disenses Hex ew and Elec-

Klau, Van Picterson, Dunlap, Inc.,

featured an electric chart showing the various steps taken in handling an advertising campaign. This corporation also displayed the complete campaign to be used to advertise the city of Milwaukee as an industrial centre.

Still another attraction at the show was the advertising art gallery, which circled the main hall. The art work of 8,000 public-school, normal-school, and college students also was displayed

Members of the Chicago Ad Club attended in a body on Thursday night, making the trip from Chicago in a special car. Frank Effinger headed a committee of 100 members in arranging the

COLORADO PUBLISHERS ORGANIZE

Initial Meeting Plans to Include All Dailies in State.

Representatives of the daily newspapers of Colorado have organized a daily Publishera' Association. Those present at this initial meeting were: J. A. Barclay, Grand Junction Daily News; David Elliott Colorado Springs Telegraph; George McCormick, Fort Colline Daily Express: Morris Emerson. Fort Collins Daily Courier; Walter Wilder, Pueblo Chieftain; John Reardon, advertising agency, Denver; J. A. Creary, Lamar Daily News; C. E. Adams, Montrose Daily Press; Guy U. Hardy, Caffon City Daily Record; C. P. Dodge, Colorado Springs Gazette; F. W. Barnes, Loveland Reporter: C. E. Hanson, Greeley Tribune-Republican; F. S. Hong, Pueblo Star-Journal.

J. A. Barciny was elected chairman of the meeting, and John Reardon, secretary. A committee, consisting of Guy U. Hardy, J. A. Creary, and C. E. Hanson, was appointed to prepare a plan of organization and report to a later meeting, which they did, and recommended that the dailles organize, that they hold at least four meetings a year, and that the committee and temporary officers continue until the spring meeting, as thich time a permanent organization will be made. In the meantime all other daily publishers in the State are to be solicited to join.

EDITORS DINED LEGISLATORS

Colorado Solono Guests of Newspaper Men of State at Denver.

The annual meeting of the Colorado Editorial Association was held at the Albany Hotel in Denver on January 22 with more than 100 members present.

The discussion of the print paper situation was taken up with G. E. Hosmer chairman of the legislative committee of the National Association, making a report of the work of the Federal Trade Commission and the present situation as to the paper market, as near as he could figure it out. A general discussion followed and a resolution was introduced and passed thanking the Federal Trade Commission for the work it had done and urging them to continued efforts toward the relief of the newspapers of the country.

In the evening 125 editors, the 100 members of the State Legislature and the State officers met at a splendid hanquet, the legislators and the State officers being guests of the Editorial Association. Fighteen speakers responded to the calls of Toastmaster David Elliolt

The new officers elected for 1917 are: David Elliott, Colorado Springs Telegraph, president; J. A. Barciay, Grand Alva Junction News, vice-president; Swain, Pueblo Chieftain, reflected scoretary-treasurer.

13,067,600

lines of advertising carried in 1916. This is an increase of 3,168,382 libes, or 32,009% over 1915. Advertisers know why.

The Detroit free Press "Michigan's Greatest Resepaper."

Largest two-cent merning elemination in

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n

World Bldg.

Frederick Bldg

"Today's Housewife"

Guaranteed Circulation 1,100,000 Every Issue 95% Net Paid

George A. McClellan General Manager

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Duilding. Ni C. GEORGE EROGNES, Marquette Building. NEW YORK CHICAGO

The Pittsburgh Post

ONLY Democratic Paper In

Pittsburgh.



CONE, LORENZEN & WOODMAN,
Special Representatives
New York, Detroit, Kanasa City, Chimge

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I.A. KLEIN, Metropolitan Tower, N.Y. John Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

NEW PAPER MILLS INTEREST PUBLISHERS

Newspaper Men Become Associated With Manufacturing Plants to Increase Supply and Reduce the Price of News Print-New Tonnage for 1917 and 1918.

Publishers are manifesting unusual interest in new news print mills that are being organized. It is possible that a number of them will lend financial The costs have been carefully nid worked out, it is said, and the statement that it will be possible to assure them a future supply at around \$2.25 per 100 pounds, f. o. b. Atlantic scaboard points, with the assurance that it will not be more than \$2.35, over a period of ten years, is an attractive feature. It is said that a contract such as has been discussed would cover a term of ten years, and would provide for advances in the cost of the raw materials entering into the price of manufacture. Publishers, if they become interested, would, of course, participate in the earnings, which would further reduce the price of white paper to them.

Within the past thirty or forty days. it is said, a number of propositions have been made looking to the establishment of such mills, and for closer cooperation between publishers, paper makers, and capitalists, who have been attracted to the industry by the recent advance in the price of news print.

ENGLAND'S PAPER SHORTAGE.

The Government of Great Britain has cut down the news print allowance of publishers in England to 50 per cent. of 1914 consumption, according to a special cable by Charles H. Grasty to the New York Times. Up to last November the newspapers of England were allowed to use 66 per cent. of the quantity consumed in 1914, when the Government notified them that the quantity would be cut to five-sixths of the 1916 quantity, which is equivalent to 50 per cent. of 1914 consumption. The restrictions on paper and raw materials arises from the need of shipping tonnage for food and munitions, aggravated by the growing shortage of labor. The present market price of paper is in the neighborhood of \$130 n ton, while a new paper starting would be unable to get a supply at any price. Newspaper managers of England state that they are paying approximately 6 cents a pound for news print now. Because of the fact that many of the newspapers have had reserve stocks, the papers have not as yet accommodated themselves to the growing shortage. All onecent papers have been cut in size and are taking measures to carry condensation still further. The cut in size nas not affected circulation. The advertising outlook is better now than it has been at any time since the outbreak of the war, at which time there was a decided drop.

NEW NEWS PRINT TONNAGE.

An increased supply of news print for the future has had the effect of softening open-market prices.

The revised list of new tonnage coming on the market during 1917 and 1918. compiled by the American Newspaper Publishers Association, is as follows:

36111 :	No ten:	
Hawley Pulp & Paner Co., Oregon City, Gre Great Northern Prour Co., Millingkett, Mr., Price Brea, & Co., Kros-	50	Pabeaner Januare Map
gami P. Q. St. Manrice Paper Co., Three Rivers, P. Q., Ontarie Paper Co. Pacific Mills, Ltd.,	50 50 50 00	Pehrinty Aurii Pehrinty Variabit June Outober

Abiting Power & Paper Co. Brompton Pulp & Paper	175	Decumber
Co	50 80	Normalier Normalier
Mills organizing	50	October December
Spanish River Pulp & (3.5 50	Petrusty November
	930	
New 1915 tonnage		1918.
Laurentide Co., Ltd., Grand Mere, P 41	200	July
Michinates Power & Frier Co. Price Rese & Co., Kessegart P. Q., Lake Winning Paper Co. Mill organizing	173 200 200	Quitember October April
Total 1917 and 1915.	975	
Less mechines uning off onto other grades	200	
Total Puture toquage, unrertala an to time and quan- tity:	530	
Three Rivers P O	200	
Pawee Seneral Sipiana Kennes, Ont	150	
Total	575	

NEW YORK WORLD LIMITS DAILT CIRCULA-THOR.

World The New York Morning announced on its first page, Wedowing nesday. January 30, that, of white рарег shortage the and the large size of the paper, the circulation of that newspaper would be restricted to 350,000 copies a day, beginning February 1. The number of copies printed will be limited to that amount until further notice. The World will be absolutely non-returnable by either news companies or dealers after leaving the office of publica-

PAPERS THAT HAVE INCREASED PRICES.

The Cumberland (Md) Times has inreased subscription prices from 25 to 40 cents a month by carrier, and to \$4.50 a year by mail. Subscription losses have been less than 2 per cent. This paper has also advanced local advertising rates, the minimum being 50 per cent, and other rates slightly in excess of 60 per cent.

The Harrisburg (Pa.) Telegraph has advanced rates to \$5 a year.

The Lincoln (Neb.) State Journal has cut off the entire exchange list, and has advanced the mail price of the paper \$1 a year, the same advance being made by the News, of that city.

The Louisville (Ky) Courier-Journal has cut off all its exchange list, selling to publishers in the future at \$4 a year. instead of the regular price of \$6, with \$2 additional for the Sunday issue.

The Columbia (S. C.) States has discontinued its exchange list

A. B. C. Membership Grows

Twenty more papers and magazines have made application for membership in the Audit Bureau of Circulations, according to this week's report. Among the number were the three Curtis publi-cations of Philadelphia: the Ladics' Home Journal, Saturday Evening Post. and Country Gentleman. The others were as follows: Advertiser, Huntington. W. Va.: Pharos-Reporter, Logansport, Ind.; Chilton Automobile Direc-Philadelphia, Pa.; American, tory. Charleston, S. C.; Coos Bay Times. Marshfield, Ore.; Dispatch, Wilminston, N. C.; The Gas Record, Chicago, Ill.; Oregon Statesman, Salem, Ore; East Oregonian, Pendleton, Ore; Times, Norristown, Pa.: Pewish Daily Warhelt, Naw York, N. Y.; Gazette, Hut-chinson, Kans; Gazette-Times, Corvallis, Ore.; Golfers' Magazine, Chicago, III.; Canadian Motorist, Toronto, Can.; The American Penman, New York city: The Canadian Countryman, Toronto. Can.

SITUATIONS WANTED

Aftertiements under the clearification, two conts per line, such insertion. Count als words to the line. For these unreplosed, not in stood 50 words, the favortions PRES

MANAGING EDITOR Managing editorship in some live town in northwest or southwest to their their state of their states of their

NEWRITAINER PRESSMAN, experienced press ream feering, thereughly competest, who has saide a special study of reseasons conditions, the handling of puper reat and wnate necks, em-plement. It years' a foneman Have executive shilly and one prederer results. Histories re-cover experienced color man. Address O. 3206, core Editor and Publisher.

CHRITILATION MANAGER Careble new-perger man wants highpess or entire management of small city fails or world least; or classifi-tion management large city. Good references tersantal habits O. K. Nong loosted Pacific Coast, and resfee remain there, but would go siewhere if advantaceous, Address O. 2001, care Editor and Publisher.

WARHINGTON CORRESPONDENT desires to send dally or weekly letter. He queries, or serve reliable pasers on a per word or subscription basis. Could also until weekly libertrated feature bearing on the work and setlettics of the Government departments. Raymond Leeraw, 1035. N. H. Ave., Washington, D. C.

ADVERTISING MAN—Are you looking for a good allocated newsparer advertising man lare had five verse, opportune had the lare had five verse, opportune had the lare and fowlers associate, but desire to change 3 pears old, numbriose, and emergetic five for the configuration, under Tolkin boundation. Address O. 3209, care Editor and Publisher.

HELP WANTED

diversionments under this classification. Atternance per line, each insertion. Count ele-sereds to the line.

CIRCULATION MAN ON ENTRING AND C toffE on the weekly the not arreld to heatle Pastern from, 27 000, good reconstion. Address O. 3207, once Editor and Publisher

MISCELLANEOUS

Adversariants under this chastification, fifteen emits a line, each insortion. Count six words to the line

WE ARE PREPARED to multish, buy, and finance weekly and meethly publications of moral and established circulation. Address Red Wing Petuting Co. Red Wing, Minn.

PUBLISHED. We have the right names for coar sample capt lists. Classified for ever bind of milli-rish. Test lise of 800 names free. Different list to such publisher. Witte at case. Moore's Expert Section, New Expl., N. J.

WANTED to buy or rent a tarm electric hope-bell score bound to be used by a nonnamer Pourd ment be in good order Address F. B. No. 10, open Editor and Publisher.

SUPPORT PAPERS, SAYS SEITZ

Tells Maine Club of Splendid Co-operation in Newark, N. J.

At the dinner of the Economic Club, held in Portland, Me., last Saturday and referred to in last week's Fairms and PUBLISHER, Don C. Seltz, business manager of the New York World, was one of the speakers. Mr. Selts recommended loyalty of the newspaper to the town in which it was published, and loyalty of the people of that town to the newspaper, citing some of his own personal experiences in his carly life in Maine.

His contention was that this is not always done, but there are exceptions. He cited an instance in Newark, N. J. eleven miles from New York City Hall, and as easy to get to as Breeklyn, as a town in which the local papers are strongly supported by the local interests, which realize, he said, that they must do this to overcome the competition of New York. And at least one Newark paper. he said, is making \$1,000 a day, notwithstanding the fact that there are some 45,000 New York daily papers sent into that same city.

All men go in some direction. No one stands still. The one who pushes him-The sluggard goes self ross shead. backward as rapidly as the energetic individual gets to the front.

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition 0. 0.

CHAS. M. PALMER

Newspaper Properties

995 Fifth Ave., New York

Autory Harwell Heary P. Cannon

WHY A BROKER?

In mostly every attention where nemepaper consolidation is designable, intelligent mediation is necessary to satisfactory results. Let us have the efficiency results. Let us have the efficiency results. Let us have the entitled of talking with your in absorbine confidence before the continuous large survey made more difficult by some interpretative made more difficult by some interpretative made more difficult by some interpretative made more resultative. In never 1 years we have been responsible for mostly highly successful consolidations. It is the "unity way out." in over crowded

Belide

HARWELL & CANNON

Neurpaper and Magazine Properties Times Bldg., New York

BUSINESS MANAGER

With ourcessful experience in charge of mid western daily of not less than 10,000 eseculation State age, education, positions held and time in each, economies effected and increases in circulation and advertising reduced, also salary expected. Information This is a will be beld confidential. did opportunity for the right man. Mention No. 1900. We have two similar positions Mention new open in the enstern field.

FERNALD'S EXCHANGE. Inc. Third National Bank Bldg. SPRINGFIELD, MASS,

PUBLISHERS' NOTICE

rae Editor and Publisher maintains an officient earms of read recommendants at the following insectant trade centres: Beaves, Pilla addition, Detroit, Clescient, Pillastardi, Cheinall, St. Louis, Chiceso, Atlanta, New Teams, Palme Indiannolls, Westlandie, Datt mare and San Francisco, Other cover-pondents will be added from time to time. Advertisers and newspaper mea will find a read market for stories of advertising achievements, news leaving of advertising achievements, news leaving the main office, 1117 World Branch office San Francisco.

wilding, New York City.

Branch office San Presectors, 742 Market St.,

J. Bliwell, manager, 'phone Kearney 2121.

The Editor and Publisher pure container
To again these, 185 on four Columns are 13
con wide and twelve inches deep.

Advertising Rate is 25s an agate line, \$1.00 pers, \$75 a half page and \$42 a quarter page, skitten exiza. Time, space and cash discounts a allowed on contracts.

are allowed on contracts.

Small edvectionments under proper clausification will be cheened as follows: For Sair and
light Wanted fifteen cents a line. Business Opportunity and Viscoulizacous, twents five cents as
line and Situation Wanted, ten costs a line,
count six words to the line. For those mean
placed a fift word or oight line advertisement
will be published two times. FIRE.

Readers are arged to have the paper matted to

The Editor and Publisher sele regularly at the a conv. \$2.00 per vear in the United States and Colonial Presentions. \$2.00 in Canada and \$1.00 foreign, and to a side each week at the following news stander.

New York Woods Ruitiding Telbine Bulblus Park Row Finitiding, 100 Nosean Street Manuals to opposite the World Building. \$3.00 her Bulblus Park Row. The Wo fronth Building. \$3.00 her Bulblus Park Row. The Wo fronth Building. \$3.00 her Bulblus Park Row. The Wo fronth Building. \$3.00 her Bulblus Park Row. The Wo fronth Bulblus Park Row. The Wo fronth Bulblus Park Row. The State State Street and Fifth Venue and Mark's March corper, at Thirty fourth St. entrance.

Rattimore B K. Edwards, American Building. Philiadeletia- J. G. Bay, 7th and Chesteal parts; Wm. Schol, Bulletin Bulling News

Boston Parker Home News Stand.

Pittsburgh Dav's Back Shrp. 416 Wood

Street Washington, D. C. Bert E. Trents '611 Front book Street, N. W., Riege Bille, Norw Street Chings Investor's Book Street, T. N. Chinds Street Day Office Street Co. 27 N. Fifth Course Co. 27 N. Fifth Co. 27 N. Fifth

Cleaning Schizoder's News Steel Source of Street consists I st titles Schizon No. 6., 1113 Walnut Street.

Detreil- Solomon News Co., 48 Larned St., W Sun Francisco. B. J. Bidwell Co., 742 Mariana

101112/1

MANY MOURN DEATH OF SAMUEL J. FISHER, JR.

Widely Known Soldier-Reporter on New York World Staff Succumbs to Pleuro-Pneumonia, After Short Illness— Governor Whitman and Others Pay Tribute to Doceased.

Newspaper circles in New York city were shocked on January 30 by the death of Samuel J. Fisher, one of the brightest reporters on the staff of the New York World, of heart failure, superinduced by pleuro-pneumonia, in his thirty-first year. He was ill only a week.

Mr. Fisher entered newspaper work in the office of the Brooklyn Eagle. He joined the staff of the World in 1905, and remained with the paper for seven years. Next he worked in Ban Francisco, but found he could do bigger things in New York and returned to the World. In 1914 he went to the Tribune, but the World always held his affection, and in November, 1915, he returned to the World and went to the deak that was always held for him.

Last June Mr. Fisher answered Prest. dent Wilson's call to the colors and was given a commission as second lieutenant in Company M of the Twelfth Infastry of this city and started for the border with that regiment. He proved a capable, efficient officer, and became immediately a favorite with his commany. But after a couple months' service dengue fever sent him to the hospital, and he was invalided home. He wanted to return to his duties as soon as he was able to get about; but his physician told him that would be suicide, so he rejuctantly resigned his commission. He was never quite himself, physically, after his return from

The board of officers of the Twelfth Regiment, still at McAllen, Tex., on hearing of Mr. Fisher's death passed a resolution of regret and paid high tribute to his patriotism and his efficiency as an officer. Lieut.-Col. Regiment, a member of the New York Sunday World staff, presided over the meeting.

COVERNOR WHITMAN'S TRIBUTE

Among the many who sent messages of sympathy to the parents of Mr. Fisher was Governor Whitman, whose telegram read:

"I sympathize with you in your loss of your son, whom I knew well as a newspaper man and as a willing soldier, who was commissioned by me as a Lieutenant in the National Guard and who answered his country's call for service in Mexico.

"CHARLES S. WHITMAN."

This telegram was received from William A. Orr, secretary to Gov. Whitman:

"May I, although unacquainted with you, extend to you my deepest symnuthy in the loss of your son, Nam? He was one whom I was always proud to have as my friend."

Mr. Fisher's funeral, which was very largely attended by newspaper men and other friends, was held at his purent's home, 4 Glenada Place, Brooklyn, on Thursday afternoon. The Rev. Dr. F. W. Troy, of the Sumner Avenus Baptist Church, officiated. Burial was in Cypress Hills Cemetery. The New York Press Club, of which Mr. Fisher was a member, appointed a committee of forty-eight to attend the funeral.

The palibearers, mostly Mr. Fisher's will be taken to his old late associates on the World, were: Mary's County for burlal.

William P. Beazell, Haywood Broun, Edwin G. Brown, Arthur C. Clarke, Donald H. Clarke, Esdaile P. Cohen, William A. Favenport, George Duley, John H. Glavin, Martin Green, Charles S. Hand, Parks F. Hanley, Edwin C. Hill, Charles M. Lincoln, Robert H. Lyman, E. Kidder Mend, Walter Miller, Prank Ward O'Malley, Joseph J. O'Neill, Acthur Somers Roche, Charles Somerville, Heebert Bayard Swope, William A. Thayer, Heotor Turnbull,

and Frank H. Warren. Young Fisher held to a remarkable degree the affection of his friends and close associates, and there were many signs of grief in the World office when his death was announced on the bulletin board. No one who daily peruses the World can fall to remember those "queer yarns," generally on the front page or the back, built apparently out of little or nothing and consisting on analysis of sheer exuberance of good humor. They were Sam Fisher's. Few American humorists, writing pretentiqualy for leisurely periodicals, did better work than this young man in the hurry of a daily newspaper shop.

Pioneer Ad Agent Killed

Anson McKim, head of the Canadian advertising agency which bears his name, was killed by a train at Coteau Junction, Ontario, a few days ago, while en route to Ottawa, Mr. McKim. who was sixty-two years old, was born near Napaner, Ontario, and as a young man joined the reportorial staff of the Toronto Mail. He later represented that paper in Montreal, but after a few years started the first advertising agency in Canada. By means of hard work and unfailing courtesy, he built the remunerative husiness which to-day is by far the largest advertising agency doing business in Canada. The agency has its headquarters in Montreal and branches in Toronto and Winnipeg.

Tablet to Farnsworth's Memory

The members of the staff of the Providence (R. I.) Journal are raising money with which to place a bronze tablet in the Henry W. Farnsworth room at Harvard University, opened through the offices of Mr. Farnsworth's father. Henry Farnsworth was formerly a reporter on the Journal. When the uprising broke out in Vern Cruz he went there. At the opening of hostilities in Europe he went to France, joined the Foreign Legion, and was killed in battle.

Memorial Window to Joseph Medill

A memorial window to the late Joseph Medill, forty years editor of the Cheugo Tribune, is proposed by the Old-Time Printers' Association of Chicago.

OBITUARY NOTES

CHAUNCKY R. Banns, former publisher and editorial writer, died in the State Hospital at St. Peter, Minn., January 22, aged seventy-six. He was born at Syracuse, N. Y., bis father, Henry Barns, being at the time owner of the Syracuse Daily Star. In 1549 the elder Barns removed to Detroit, Mich., where he storted the Tribune, and his son was associated with him in the management of the paper.

THOMAS J. BENNETT, formerly a member of the staff of the Baltimore Evening Sun, died January 23. He was sevenly three years old, and was formerly on the Heraid and World. One son, James Bennett, survives. The body will be taken to his old home in St. Mary's County for burlat.

WILLIAM D. McFanland, aged thirty, for nine years sports editor of the Davenport (Ia.) Democrat, and known throughout Illinois and Iowa as an authority on basokall, died in Rock Island, Ill., on January 22, of pneumonia. He was a member of the Tri-City Press Club and of the Sport Writers' Association of the Three-I League.

J. L. Wilson, founder of the Celina (Tex.) Record, and several other newspapers in north and east Texas, died at his home in Celina on January 28, aged sixty-three years. Mr. Wilson was for more than forty years engaged in the newspaper business, and at the time of his death was editor of the Celina Record and also postmaster of Celina.

EDWARD WILDMAN, aged fifty-four, for twenty-seven years editor and publisher of the Detroit Courier, is dead in Detroit, following an operation for appendicitis. Mr. Wildman recently sold the Courier to a stock company headed by Milton Carmichael, an old newspaper man.

Tom Concuran Rmb, only son of Phil J. Held, managing editor of the Detroit Free Press, died at his parents' home last week, after a long tilness from heart trouble. He was twenty years old and one of the editors of the Michigan Daity, the University of Michigan publication, also working as a reporter on the Free Press.

JOHN D. Gillett, sixty-six years old, of Superior, Win, died January 21 of pneumonia after a week's illness. At the time of his death he was auditor of the Superior Telegram, which at various times he served as managing editor and business manager.

JOHN G. GLADE, editor and proprietor of the Depew (N. Y.) Herald, dropped dead from heart disease at his home in Depew, January 22. Mr. Glade had just returned from church. He was a native of Hatayia.

Philar H. Tarlay, former Mayor of Saco, Me., and for the past eight years city editor of the Biddeford Daily Journal, died at his home January 20, after a brief illness. He was forty-eight years of age.

MATTHEW A. CARRY, of the classified department of the New York American, is dead at his home, 545 Rogers Avenue, Brooklyn, in which borough he had lived all his life. Mr. Carey was a member of the Brooklyn Press Club.

Mrs. Ernest Kepple, wife of the Times's Supreme Court reporter, is dead, following an operation. Mr. Kepple took the body to fown for burial.

Thoses Collier, vice-president of Collyor's News Bureau and Messenger Service, Chicago, died January 29 at Guelph, Ont. He was a landscape gardener by profession, and his most notable achievement was the reconstruction of the grounds of the Crystal Palace, London. He is survived by a widow and four children.

Mas. J. A. Watsous, wife of Lieut.-Col. Watrous, U. S. A., retired, author of several books and veteran newspaper man of Milwaukee, and mother of Paul Watrous, former newspaper man and now with a Chicago advertising agency, died January 22 at her home in Milwaukee.

Chasiss E. Churchill, who was killed accidentally by a railroad train at Itawilina, Wyo., on blooday, was president of the Churchill-Hall Advertising Agency, of this city. Details of the accident have not yet reached his family. The body is being sent to New York. Mr Churchill was born in Galesburg, Ill., and was admitted to the left of Illinois. After practicing law for several years, he came to the East. He

was well known in the publishing and advertising business and had been connected with McCluro's and McCall's Magnatines.

Gaussia M. Court, of Galveston, Tex., aged sixty-four, died after a paralytic stroke at Fittsburgh, Pa., on January 30. He was the owner of one of the largest printing establishments in the Southwest and was a member of the United Typothetse and the Franklin Club of America. He was international president of the latter organization for two years. He also was prominent in Masonic circles. The body was sent to Galveston for interment.

AUGUST POTT, a member of the advertising staff of the Milwaukes (Wha) South Side Times, was buried on January 25 at Sheboygan, Wis., his former home.

WEDDING BELLS

The wedding of Oliver W. Holmes, a Los Angeles advertising man, and Miss Mattida D. Call, was solemnized at the home of Rev. David F. Howe, paster of the Westlake Methodist Episcopal Church, on January 19.

SOME MORE NEWS LEAKS

Despite Official Vigilance, Facts About Mrs. Byrne Are Printed.

The hunger strike of Mrs. Ethel Byrne, birth control agilitior in jail on Blackwell's Island, has furnished an interesting situation in the New York news field. When Mrs. Byrne was transferred to the Island Commissioner of Corrections Lewis refused permission to any one except her attorney to visit the prisoner.

Despite this ruling the World published extensive interviews with Mra. Byrne for the first two days of her confinement. There is much speculation in other newspaper offices as to how they were obtained.

Another mystery was presented when the American announced exclusively on Saturday morning that the hunger striker had been forcibly fed at one o'clock that morning. This was verified later in the day by official reports from the city physicians. Publication of this story revealed the fact that Washington has no monopoly on news leaks.

Commissioner Lewis took the attitude that Mrs. Byrne was a notoriety seeker and that he would have no more trouble with her if the newspapers would stop printing accounts of her actions.

To Fix Correspondents' Status

On resolution of Senator Snyder, of Oklahoma County, and after much bitter discussion, the Oklahoma Senate has appointed a committee of three to investigate the activities of H. D. Laughbum, who has a seat at the press table in the Oklahoma Senate as a representative of several weekly newspa-IN rs in Oklahoma. The resolution he Senator Snyder charges that Laugh-. baum is not a properly accredited newspaper correspondent, but is in fact a lobbyist, representing the Anti-Saloon League of Oklahoma. Mr. Laughbaum says he welcomes the investigation and will defend his right to the privileges of the floor of the Senate as a newspaper man.

Running down an adversary is not nearly as profitable as pulling together with rivals. By the first method you make enumies and exhaust your assets. By the other you build up soff-esteem and gain the good will of the community.

"OHIO FIRST"

Yesterday's ideas do not all fit into to-day's new mechanism.

Some of the parts are already rusty and warped out of shape.

THE enormous profits obtained from doing business in Ohio may be inferred from the fact that over 15,000 domestic and foreign corporations are paying yearly into the state treasury for this prized privilege

\$9,000,000!

In 1915, the capital stock of the domestic corporations alone, represented the formidable sum of

\$73,821,255.00

Their tens of thousands of employees represent men and women of more than average intelligence and earning ability, who habitually read the "Ohio First" Newspapers, which are not skimmed over or thrown aside in the cars or on the highways.

"Ohio First" Newspapers are taken into the homes and read thoroughly by every reading member of the family.

Strictly speaking, "Ohio First" Newspapers are Home Newspapers. Herein lies their incomparable value to National Advertisers and Manufacturers who produce merchandise bearing Trade Marks, sold in the local stores.

Through advertising, the small business of to-day becomes the large business of to-morrow

"Oh	io	Fire	st"	New	spapers A	re i	Best		
		Net paid	2,500	10,000			Net paid	2,500	10,000
	•	Circulation		lines		(Circulation	lines	lines
Akron Beacon-Journal	(E)	26,541	.035	.035	Findlay Republican	(M)	5,950	.0093	.0093
Canton News	(E&S)	12,316	.0214	.0214	Lima News	(E)	+9,322	.02	.017.
Chillicothe Scioto Gazette	(E)	2,436	.0057	.0057	Mansfield News	(E)	•7,631	.019	.019
Chillicothe News-Advertiser	(E)	2,451	.0085	.0072	Marion Daily Star	(E)	7,467	.0129	.0129
Cincinnati Commercial Tribu	me (M)	160,723	.11	.09	Newark American-Tribune	(E)	5,318	.0085	.0063
Cincinnati Commercial Tribu	me (S)	+26,339	.14	.12	Piqua Daily Call	(E)	4,012	.0072	.0072
Cincinnati Morning Enquirer, 5	c. (M&S)	56,583	.14	.12	Portsmouth Daily Times	(E)	9,075	.015	.015
Cleveland Leader	(S)	117,432	.17	.15	Sandusky Register	(M)	4,660	.0093	.009.
	(E)	112,513 1	10	2.0	Springfield News	(E&S)	12,453	.02	.02
Geveland News	\-/		.18	.16	Steubenville Gazette	(E)	3,620	.0143	.007
Combination L. & N.		229,945	.30	.26	Toledo Blade	(E)	50,508	.11	.09
Cleveland Leader	(M)	90,191	.15	.13	Youngstown Telegram	(E)	16,199	.03	.03
Cleveland News	(E)	112,513		20	Youngstown Vindicator	(E)	18,658	.03	.03
Combination L. & N.	()		.18	.16	Youngstown Vindicator	(S)	16,716	.0.3	.0.3
		202,704	27	.23	Zanesville Signal	(E)	+10,000	.02	.02.
Cleveland Plain Dealer	(M)		.18	.16	Zanesville Times-Recorder	(M)	16,711	.025	.02.
Cleveland Plain Dealer	(S)	181.825	.21	.19		()			
Columbus Dispatch	(E)	72,120	.10	.09	Totals.	1	1,762,181	2.9376	2.568.
Columbus Dispatch	(E)	67,528	.10	.09			,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		_1000
Dayton Heraldes	(E)		.05	.035	44 11 1017 6				
Dayton Journales	(M&S)		.05	.035	*April, 1916, Gov. statement				
**Combination	on CMAS) 6c per		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	†Publishers' statement. Ot	her rating	s, October	1, 1916.	
Dayton Iournal	(S)		.07	.045	National Advertisers and	Advertisin	g Agents w	ishing de	tailed in
Dayton News	(E)	33 958	045	.045	formation in respect to mark				
Dayton News	(5)	20,388	.03	.03	in OHIO should communica	te with 7	The Editor	& Publish	ner Ner
East Liverpool Tribune	(31)	4.392	.0115	.01	York City.			- 4 0000000	

NEW YORK GLOBE

Largest High Grade Evening Circulation in New York and Vicinity

201,262 a Day

was the average net sale during the year 1916, a gain of nearly 20,000 a day over 1915

The Globe stands ready to show any manufacturer of a commodity for which, after investigation or in the light of experience, it thinks there is a demand, how to "Break Into New York" by the most economical and effective process.

The Globe has successfully done this for others and will gladly show anyone entitled to the information how.

By The Globe process New York is no longer the most impossible and expensive market on earth, which many manufacturers think it is. A postal to Jason Rogers, publisher of the Globe, will open negotiations.

Over 200,000 a Day

THE NEW YORK GLOBE

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg

THE EDITOR & PUBLISHER

Essoblished 1804-The Oldest Publishers' and Advantisers' Journal in America

NEW YORK, SATURDAY, FEBRUARY 10, 1917

10 Cents a Copy



TIVATING ARY CARSTAIRS

The Chicago Tribune's Newest Circulation Builder - Now Offered to Other Newspapers

HE Chicago Tribune has long pursued the policy of promoting its circu-lation sub by obtaining pressure readers who buy the Tribune for its intrinsic value—to

The flewest tribune serial is the serial and account of the flewest tribunes and the serial s

newspaper advertising campaign in five states to secure more READERS for the Chicago Sunday

Publishers of other newspapers who r unissiers of other newspapers who mee anxious to secure the same sort of asbatansie desclation are now offered an opportunity to chain exclasive rights for this great circulation builder in cities outside of Chicago Sanday Tribune territory. The Chicago Tribune owns all news-paper serial rights to "CAPTIVATING MARY CARSTAIRS"

Mat service, with costly photographic flustrations made from living models, may be and by communicating at once with the Syndicate

ADVERTISE IN ILLINOIS

Illinois is one of the Richest States in the Country

I is third in population—5,638,590 people—over 4,500,000 of them native born. The location of the state is ideal for purposes of commerce, in the center of north and south and east and west traffic. Its metropolis, Chicago, is the greatest railroad, grain and packing center in the world. In miles of railways—11,878—only one state, nearly five times its area, exceeds it, while Lake Michigan and the Illimois, Walash, Ohio and Missishoppi Rivers give unequalted inclines for water

The land of Illinois is fertile and well drained. There are 56,665 square miles of territory with 242 cities and 251,872 farms. The farm valuation is the greatest of any state in the union of whatever size—\$3,005,321,075. The value of its 1916 farm products was over 5500,000,000.

In coal, the production of pig iron and in total value of manufactures Illinois is the third state.

The wealth of its population is further evidenced by the amount of its bank deposits—
\$2,007,08,000, and the ownership of over 250,000 automobiles; and the intelligence of the people
by the fact that its illiterates are over fifty or cent. Less than the average of the rest of the country.

The even division of rural and urban population, the well balanced proportion of country to city wealth, of agriculture to manufacture, and the close net-work of level railroad lines, make lilinois peculiarly attractive as a market for the sale and distribution of advertised merchandise.

And Illinois buys—one of the richest markets in the country, an empire in itself, is this Great Central State. That market can be best reached by the leading newspapers of the state belisted—clean, virile, up-to-date, powerful in their influence, strong in advertising results and located in the heart of the wealthiest sections.

	Paid Cir.	2,500 Lines	Lines		Paid Cir.	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	16,079	.03	.04	Elgin Courier (E)	6.577	.0143	.014
Bloomington Pantagraph (M)	15,741		0925	Prespect Journal-Standard (E)	6.154	.005	.015
Champaign Daily News (E)†	6,593	.015	.015	Galesburg Evening Mail (E)	8,208	.0129	.011
Dieago American (E)	400.031	40	-38	Moline Dispatch (E)	8,290	.025	.021
Chicago Examiner (M)	194,019	,40 (28	.23	Peccia Star (E)	19,261	.045	,035
Dicago Examiner (5)	518,922	.50	.46	Quincy Jeurnal (E)	7,131	.02	793
Chicago Herald (M)	206,593	.50	-30	Rockford Register-Carette (E)	11,758	/025	392
Chicago Herald (S)	223,708	.40	.38 .23 .46 .30 .35 .21 .40 .12 .30	Rock Island Argus (E)	6,400	.0171	.017
Chicago Journal (E)	122,447	.24	.21	Springfield News-Record (E)*	10,054	/92	.03.5
Chicago Daily News (E)	431,199	.40	.40	'Bar after June 1, 1711, hr. per 1-m- 2 sex			304.5
Chicago Post (E)	61,879	.25	.12	Springfield State Register (M) [.015
Chicago Tribuse (M)	392,483	.24 .40 .25 .40	.30		21,208 -	.035	
Chicago Tribune (\$)	419,023	-53	.42	Springfield State Register (S)		.035	.035

First in farm hard value — \$2,965.321,875 First in packing industry Largest grain market in the world Largest railward center in the world

ILLINOIS
Ment controlly located for writer and real transportation.
Several in relativast 1-1,875 miles.
Value of laren and duity products \$500,000,000
Each deposits \$2,000,310,000
Each depo

"Off like a greyhound slip't from the leash!"

NEW YORK WORLD

Begins the year 1917 with a

Lead of 177,155 LINES

over its nearest competitor, and a

Gain of 193,925 LINES

over its own record for January, 1916

Here are the figures as compiled by the Statistical Department of the Evening Post:

JANUARY ADVERTISING

World	1,199,407	Lines
Times	1,022,252	44
American .	831,331	66
Herald	686,710	66
Tribune	482,576	66
Sun	425,855	66

And Remember

that for the year 1916 the WORLD, with a magnificent total of 12,767,920 lines, led its nearest competitor by 1,214,974 lines.

And Remember

that the WORLD LEADS all in circulation, with a net average per day for 1916 of 394, 964; viz., Daily, 377,194, Sunday,501,583.

Why does the WORLD Lead?

Simply because it

PAYS ADVERTISERS BEST

prior to the leak. His book showed the deposit. He said that he had discussed with members of his family the fact that fortunes had been made out of the President's note revelation, and that a member of his family may have seen his bank book and drawn the conclusion that the deposit represented his profits from the tipping game. He said, in answer to questions, that his false conclusion might have given rise to the story which Mrs. Visconti learned and repeated to Thomas W. Lawson.

In sending his tips to brokers Price used the names "Childs" and "Spencer." He said this was at the request of the brokers, but later admitted that he did not want his connections known.

He said that Fox of the Sun, confided in him as a fellow-newspaper man; and Fox told the Committee that he had not the slightest idea that Price was sending messages to brokers concerning what Lansing had told the correspondents, which was meagre information on the note. Fox says that he told Price the note was being held in confidence. Within ten minutes, the witness admitted, he had the following messages on the wire.

"Frederick C. Aldrich, Dupitcate care Mink, 209 South La Salle Street, Chicago, Ill.:

"Have intimation that important State Department statement regarding conomic conditions of European war as affecting neutrals and intended to promote peace prospects likely to become public late this afternoon.

"CHILDS."

"Finley, Barrell, 203 South La Salle Street, Chicago

"Am informed that State Department contemplates making public late this afternoon important statement bearing on economic situation of the European war as affecting neutrals. Object being to indirectly promote peace prospects through bringing neutrals closer together. Spences."

PRICE GUIDED BY HIS NEWS SENAR.

The witness contended that these notes were written as his opinions, made up from his news sense rather than from any definite information that Fox had imparted, but he was severely grilled on this point by Mr. Whipple.

Price's attitude was rather well summed up by the following bit of his testimony:

"I wish to say that from the standpoint of the ethics of the newspaper business, as I view them, and I do not know but what some people may construe my ethics as different from others, but I understood that It was a State Department matter, and I did not know that the President was in it or that he bad written a note at all. I think I went to golf later in the day. to call your distinct attention to this fact, that mince I have been at the White House no one has ever said that I violated a confidence, and neither Frederick Aldrich nor Finley & Barrell rould ever my that I violated a confidence in that office. This was a matter coming from elsewhere, and I did not even know for hours afterwards that it was a note of the President. If I had, I would not have said that, because for the mere pitiful sum of \$25 a month I would not jeopardize any feeling that I had, my sense of honor as a newspaper man, and the sense of honor of any public man, and there are stacks of them in Congress to-day who I think will justify me in that."

BREART'S EXPLANATION.

It was Essary's contention, all through his testimony, that the message he had filed at the brokerage shop was just a

guess on his part and declares that he had not the stightest idea that his "opinion" would be of such vital importance to the speculative world that millions of dollars would change hands upon it.

His explanation was that years ago he had met F. A. Connolly in Washing-The families had been close ton. friends. Connolly started the brokerage house and took an office on the same floor as the Baltimore Sun offices. Essary said be and Connolly saw each other frequently and that, through this friendship the newspaper man gave Connolly the advantage of his news knowledge quite often. He gave him some information on the threatened railroad strike. He knew that his "stuff" was being wired to Hutton, in New York.

About a week before the alleged "leak" Essary met Connolly and told him that he didn't believe that the President would issue a pears note. Connolly sent out this "done." Then. on the 20th, when Essary went to the White House at noon and learned from other correspondents, whose identity he couldn't remember, that Lansing was about to launch a document at 5 o'clock, he "deduced" that it was a peace note of some sort and he "doped up" another message for Connolly and went to give it to him. He wasn't in, so Essary himself put it on the wire for New York.

This note read, as he remembers it, substantially as follows:

"I am confidentially informed that a highly important message to all belilgerents and neutrals has been issued from Washington, interpreted not as pressure on belilgerents in behalf of peace but as an opportunity to put American demands on record to be considered, if there is peace, and warning that neutral rights must not be further encreached upon. Full text to be given out to-night, and will be looked on as a move of great moment."

"OVERMEALOUS ON SUR OF PRIENDANTP."

Essary maintained that as this forecust did not exactly hit off the situation it was proof that he had no real knowledge of the President's peace measure, but members of the committee declared that Essary had made a pretty good job of guessing.

The witness said that he viewed his activity in the light of public service, that his paper went to great expense to give information to individuals desiring it, and that he aiways felt called upon to answer the questions of friends of his paper. He said that Connolly was not only his friend but an advertiser in his newspaper. Essary said:

"My professional reputation has seemed to be impeached, and I would like this record to show that, while I may have been overzealous on the side of friendship. I do not hold lightly the journalistic standards which prevail in Washington. I am conscious of having committed no wrong in this matter. I have not in this instance or in any other of my newspaper careed eliberately violated any man's confidence or made improper use of any information which has come to me as a newspaper man."

LAWSON'S TRIBUTE TO NEWSPAPER MEY.

After Thomas W. Lawson had heard a part of the testiment of Price he turned to a representative of Tire Entered to a many dealines with newspaper men as almost any man in the United States and I have sometimes placed almost my very life in their hands. Never but twice have I been betraved. Once it was by a downright scoundrel.

who never did qualify as a newspaper man and another time by a poor old fellow who was pressed to distraction by financial difficulties, and had to shoot someone and happened to pick ma. But I would never hestate to place my confidence in the average newspaper man, and these revelations here are not typical. In some instances these men have been pitifully cheated by wolves of finance. It will be a lesson for newspaper men."

Sherman L. Whipple said: "I am not in a position to state what the action of the committee will be, but it will probably contain some recommendations. However, they will be useless, I dare say, for the newspaper men can be depended upon to clean up this matter themselves. I wish to state publicly that in my public career I have trusted hundreds of newspaper men as I would my son or my partner, and I have never been disappointed. Newspaper men are, as a class scrupulously careful to maintain confidences. revelations here will serve merely to clean the barnacles from one of the finest ships that sails the seas of public life."

Other members of the committee expressed similar views and Mr. Chiperfield said: "Newspaper men need not hang their heads. There is no profession that does not suffer from unethical practices of individuals; and of them all, lawyers, doctors, and even preachers, I think that newspaper men maintain the highest standard of averages. And the boys down here in Washington will purge their ranks of undesirable, now that they have learned of the unfortunate circumstances surrounding this so-called leak."

PRICE LEAVES STAR STAFF

Essary, Another Washington Reporter, Suffers Sharp Reprimand.

As a result of their testimony before the news "leak" investigating committee in Washington, J. Fred Essary, Washington correspondent of the Ballimore Sun, and W. W. Price, White House correspondent of the Washington Star, have been called on the editorial carpet of their respective papers, to explain their connection with the "leak."

A telegram to THE Entron and Pub-LISHER from Rudolph Kauffman, managing editor of the Washington Star. says that Mr. Price's connection with the Star has been severed.

In response to a request of The Editor and Publisher as to the attitude of the Baltimore Sun toward Mr. Essary's action in the "leak" affair, that paper replied, by telegraph, as follows:

"The Sun deeply deploys and strongly disapproves of what Essary did. It, however, proposes to stand by Essary and has not lost confidence in him. The investigation shows that, while Essary did a very indiscreet and wrong thing, he did it without any wrong or unworthy motive and wholly from friendship of years with Councily and without financial gain to himself.

"The Sun feels that a man who has had as fine and clean a record as Essary, backed by years of faithful and loyal service, is not to be kicked out because of one false step.

"We are advised by members of the Committee, officials, and correspondents that they have sympathy for Essory and confidence in his integrity and truthfulness. We feel the same way, and will retain him as our correspondent. He has been and is suffering greatly, and he has had a never-to-be-forgotten lesson,"

KANSAS EDITORS REACH IMPORTANT DECISIONS

Editorial Association in Session at Topeka Appeals to President and Congress for Relief from Paper Shortage - Denounces Trading Stamps and Legislation Unfriendly to Newspapers.

An appeal to national and State lawmaking bodies for relief from conditions which are foreing hundreds of newspapers to suspend publication" WRA made by the Kansas State Editorial Association in its annual session which closed last Saturday evening at Topeka, Kan. The resolution committee, of which Roy F. Bailey, of Salina, was chairman, presented a voluminous report, and it was adopted unanimously. The strongest of them all was one declaring that the State Legislature is trying to destroy the newspapers by taking away some of their business. Telegrams were ordered sent to Prestdent Wilson and to the Kansas delegation in Congress, urging that immediate steps be taken to alleviate the paper shortage, after a speech by George Marble, of Fort Scott. Mr. Marble declared that while it costs but little more to manufacture paper now than it did before the war, they are forced to pay two to three times as much.

Legislation unfriendly to the newspapers of Kansas was condemned in most emphatic language by the Association. Particular reference was made to one bill requiring that all county printing be done by the State printing plant, on the ground that it was taking away from the plants of the counties printing that they were entitled to. Penny postage was declared to be a direct blow to newspapers, while the waste paper saving campaign was endorsed and the members were directed to aid it in every way possible. The National Editorial Association was invited to meet in Topeka in 1918.

Green trading stamps were condemned as a "scheme having the seduction and evil of lotteries," and members of the Association were urged to use the columns of their papers in getting rid of them. The Association also went on record as favoring the elimination of all cigarette advertising from the newspapers of Kansas.

NEWSPAPER WIEK PLANNED.

The Association will participate in what is to be known as "Newspaper Week," which is to be held at Lawrence. Kan., in connection with the School of Journalism of the University. The date for this will be set later.

George S. Wood, of the Eureka Herald, addressed the meeting on "How to
get subscribers to take kindly to a raise
in subscription rates," while E. W.
Hoch, of the Marion Record, told "What
a Country Newspaper Should Be." P.
R. Harton, of the Herington Sun, spoke
on "How to Get Advertising in a Small
Town." "What Is News and How to
Handle It." was the topic of Walter A.
Johnson, managing editor of the Topoka Daily Capital.

The election of officers for the ensuing year resulted in the selection of the following: Heriset Cavaness, Chanute, president; Glick Fockele, Leroy, vice-president; O. W. Little, Alma, secretars; Clark Conking, Lyons, recorder; C. H. Yust, Sylvia, treasurer. Executive committee C. H. Browne, Horton; L. N. Fint, Lawrence; W. G. Anderson, Winfield; A. A. Torrance, Lebo; Boy Basbey, Salina; W. L. Chambers, Senekton; H. P. McCulloch, Anthony, and J. L. Napler, Newton.

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DEPLORED ATTACK UPON FREEDOM OF THE PRESS

Managing Editor W. F. Wiley, of the Cinrinnati Enquirer, Thinks That Right-Are Being Impded to a Dangerous Degree, and That Governmental Interference Should He Cherked.

W. F. Wiley, managing editor of the

pri honocalde calling, il bas becomcrossing public matters editorally are broken budies upon the slightest proce-

SUPPLICATIONS THE PROPERTY. "It is incomplyable to my mind that effort to threship us to met in night. To

meter is added now the proposal of the

HARD TATE FOR THE PRODUCT. Mr. Wiley then dwell at bragth upon the letter sent recently by Third Av-



has escaped his studious attention. The purpose is that he has that broad grasp of affairs which few surn powers who concern thousandors with the

the following morning. He bester the day at the publication office, in the the business office. He reads papers quickly, but never minor anything. Lamon Assett once and of Theodore Hopewell that he was a trang-saded rean, that

sending an office boy out to buy salway tickers in quantities. He figures that

Leaving the publication office late in the afternoon, Mr. Merrill reads the the shall of the actual handling of the nowe. He is quick to across at a decision,

No matter few caciting the developments may be, he is never too teny, us

at of every detail in the leadness office, while emprise to their order the larger problems of the day, realers it possible for him to devote some part of handing of the news. This, will blee, results actual empy-rending and heading-

When the Golds has regulated the minimal hour and the offices in on the course, another with the new adaptions, consider as the new so way, with present and the new son, with present and the sound a

FEDERAL AUTHORITIES INCREASE CENSORSHIP

All Eventualities Covered so Far as Break with Germany is Concerned-Newspaper Men's Privilege Curtailed -Deastir Legislation is Proposed to

WASHINGTON, Principle 5 -- Persacations are being made here to cover all the departments proporting to realer their national defence, which may apply to oil parts of the country. Consorable of large of a military censor for some time. Major Stopping MucArthur has had charge of this work. There are further intimutions that meneral consoration The conservable was not up for neutrality purposes, but now serves as a military

Secretary Daniels torned over yester day to Licut. Charles Belknop, jr., of the yesterday. Licut, Selknap will ald the The State, Wor, and Navy Building on ets, and each presupeper man who has business there has been supplied with plication approved by the chairman or

SEA TO PERSON SPENDINGS.

Artley Chairman Overman, of the the Department of Justice. The Comeditive on Judiciary is giving it daily consideration, and hoose to report it to To define and punish esplanage," but is one of the most drastic measures over reported to Congress R would lina or instrument of the solional defence; the taking of photographs. thing commeted with the national defrom; obtaining or altremoting to obtain possession of signals or codes used The till is a vertible draguet, degree of the offence, from a fine of

or attempted for the purpose of deliverthe ponalty is imprisonment for Mrs.

life imprisonment in time of war for (Pentinglas are try \$1000)

INTERNATIONAL PAPER CO.'S NEW PLAN OF FINANCE ADDS TO INTEREST CHARGES

Offers a Proposition to Pay 26 Per Cent. of the 33 Per Cent. in Deferred Dividends by Issuing New Preferred and Common Stock, with 7½ Per Cent. in Cash—Refinancing Plan Will Make Interest Charges Approximately \$3,000,000 Yearly.

proposes to increase its stock issue to the full limit of \$45,000,000 authorized under its charter, in its plan of refinancing its affairs. This, it is proposed, will be accomplished in two ways. The first is to create a new first and sinking mortgage, bearing 5 per cent. interest. for \$20,000,000 to run for a term of thirty years. The second is to pay the deferred dividends on the cumulative preferred stock, amounting to 33% per cent., or \$7,506,214.50, by paying to the holders, should they agree to the plan, 7% per cent. in cash, 16 per cent, in new preferred 6 per cent. cumulative stock, now selling in the open market at \$100 a share, and 13 per cent. in common stock, now quoted at from \$42 to \$44 a share. The company has outstanding at the present time \$22,406,512 in preferred stock and \$17,442,800 in common. It is proposed by the new plan to issue \$2,593,200 in preferred and \$2,557,200 in common, making the total \$45,000,000, in place of the \$39,848,500 of both kinds now outstanding. This will increase the stock issue by \$5,151,500.

Adding to this the total bonded indebtedness will make the total capitalization and bonds \$59,512,000.

It is proposed to issue \$7,500,000 of the \$30,000,000 bond issue at the present time for the purpose of retiring existing bonds. An increase of 75,000 shares of new preferred stock is to be authorized, to be issued, if required for the conversion at par, of \$7,500,000 bonds to be issued under the new mortgage.

WILL INCREASE INTERSOT CHARGES.

The plan of refinancing the affairs of the company will increase the amount of interest it will be necessary for it to earn. The company will further issue, outside of the \$7,500,000 in mortgage bonds, a sum of \$727,000 for retiring two small issues of bonds maturing in 1919, and the sum of \$8,373,000 is to be reserved under restrictions to provide for extensions to the plant, new property, improvements and construction from time to time. It would appear from the plans of the company that its present interest charges, including that on preferred stock, and interest to be paid on the \$8,373,000 reserved for future use, will be approximately \$2,000,000 yearly.

It is said, by men conversant with the cost of paper manufacture, that the International Paper Company is capitalized on a basis of about \$50,000 per ton of production per day.

TARLEY BOARD'S FIGURES.

The Tariff Board, in its 1911 report, stated that the lowest actual bulanced mill examined, for necessary capital per ton per day production, was \$15,000. In general terms, the report stated that under normal conditions a 100-ton-aday plant should be capitalized on a twee of about \$17,000 per ton per day of production. If the cost of water stornge, or facilith a for extra grinding were included, the total might by increased to \$20,000 per ton per day of preduction. The Tariff Board found that from 50 to to cents per ton would cover interest charges, should working capital not be clossed to investment.

Mr leader maintains that the marlet price of paper was formerly teo low, and cited as evidence

that the old price of news print did not pay interest on the investment of the pay in the pay interest on the investment of the pay in the pay interest on the pay in the pay in the pay interest on the pay in the pay intere

t'nder the new financing plan, a holder of sufficient preferred stock, to be entitled to back dividends of \$33,500, would get \$7,500 in cash, \$14,000 in newly issued 6 por cent. cumulative preferred stock, now selling in the market at \$100 a share, and \$12,000 in common stock, now selling around \$42 to \$44 a share, but which, according to others of the International Paper Co., has never carned any dividends.

INPLUENCE ON SILLING PRICES.

The capitalization of the International Paper Co. may be compared with a manufacturer of nails, whose capital and outstanding indebtedness amounts to \$59,000, and who is competing with a concern capitalized at \$20,000 each turning out the same product, at the same cost. Manifestly, the man with the lower capitalization can sell for less than the other, and the man with the higher capitalization must get more for his product, if he would earn the same interest on his stock, dollar for dollar of capitalization. Failing to do that, his stock would earn less money per share. The International Paper Co. is capitalized for \$45,000,000, with \$14,512,000 in bonds, bringing its total capital and indebtedness up to \$59,512,000, or more than twice the amount a well-balanced mill should be organized for, on the basis of its capital stock, according to the Tariff Board, and almost three times as much, when the bouded indebtedness is added to the total authorized capital-

It is said by a man familiar with the facts, that the International Paper Co. has about four times the water power necessary, on which, of course, it places a value, and on which it is expected to earn dividends. In other words, it is only using about 25 per cent. of its water power.

COMPANY'S HOLDINGS.

The company owns in fee about 1, 200,000 acres in timber lands, and has license to cut timber from 2,800,000 acres of crown lands in Canada. The lands owned by the corporation are worth more in actual money than the leased lands, since they represent a larger outlay, while the licensed lands are obtained by the payment of a fee. On the other hand, there should be greater profit in cutting timber from licensed lands, since the initial investment is not nearly so large.

It is claimed that the company has about four times the amount of timber lands necessary to its present production, which amounts to semething like tongood tons yearly, the bulk of which is news print. Much of the timber land was obtained, it is claimed, on a speculative basis, as for as its future use is concerned.

It is obvious, of course, that the pol-

icy of the company in providing for the future, through securing great reserves of timber land and water power, is one of far-seeing wisdom, and intended to protect the industry and the interests of the company; but it has been pointed out that the great outlay in these directions should not be a charge upon the present price of paper. Publishers should not be required to pay now, in increased prices for news print, for the investments of the corporation which have been made with a view to easing manufacturing conditions twenty or thirty years from now.

The International Paper Co. operates sixteen mills in the United States, a number of which manufacture nows print and other grades of paper. In Canada it operates saw mills, which convert into lumber the timber of certain areas, the smaller wood being utilized in the production of wood pulp. The property owned in fee, or outright, by the corporation and its subsidiaries, comprises manufacturing plants and water power located in New York, New Hampshire, Massachusetts and Maine.

The following information is given by the Standard Statistics Co. in its report on this company, dated December 29. "On December 18, 1916, it was stated that not profits of this company for October were around \$550,000. This is the first month of the final quarter and during this period the company is expected to carn a balance of \$2,500,000, or within \$500,000 as much as it has been in a habit of earning in the past during an entire year's operations. This \$850,000 net for October is the largest for any month in the company's bistory. It follows profits of only \$400,000 per month no farther back than July. The prospect is that by December the rate of earnings will be between \$950,-000 and \$1,000,000 per month."

PAUL FELT PAPER SHORTAGE

Parchment was Scarce When the Apostle Wrote His Epistles.

Troubles of newspapers arising from print paper shortage are not the first troubles caused by scarcity of writing material, Judge Charles B. Seymour said in a talk before the Louisville Literary Club. Scarcity of material upon which to write or print was felt thousands of years ago, he said, and has affected the authonticity of different versions of the Bible.

Codex C, Judge Seymour said, a particularly valuable Bible version, is hard to decipher because a writer once erased many passages from the parchment upon which it was written and wrote something clas. He did this because of the scarcity of parchment and its high cost. Not only hewspaper editors, but the Apostle Paul had trouble on account of print paper shortage. Paul, in one of his episites requested the return of certain books, Judge Seymour said, but demanded the return of his parchments, because parchment paper was so high.

Judge Seymour spoke on "Books and the Hook Wesen." He said the word "book" formerly meant beech. When books were written on parchment they were bound with beech, or "book," as it was called then, to keep the leaves from curking, and gradually the word "book," which referred only to the binding, became the word generally used to signify the work itself.

The gospel of Efficiency is "Not how much can we make, but how much can we give?" Ford Times

PAPER MEN IN NEW YORK

Secret Sessions Attended by a Thousand Representatives of Industry.

The German U-boat blockade will at least keep the price of news print at its present level and may even force it higher" was the statement made by an official of the American Paper and Pulp Association, which has been in convention this week at the Waldorf-Astoria. The meetings of the organization have all been executive sessions, and very little of what passed has been allowed to leak out. A thousand representatives of the paper industry, from all parts of the United States and Canada have been in attendance. The session closed Thursday night with a banquet.

"It's the old story of supply and demand plus the labor situation," explained Frank L. Moore, vice-president of the American Paper and Pulp Association, when asked regarding the high cost of paper. "During the last year there has been a greater demand for paper than ever before, due, of course, to the war, with its attending high wages in many fields and with the increase in demand for practically every form of paper, whether it be for writing or wrapping or any of the many purposes to which paper is put."

NEWS PRINT REPORT READY

Federal Trade Commission May Send Its Findings to Congress on Monday.

According to a report received in New York, the Federal Trade Commission will send to Congress its report on the news print paper investigation next Monday. It was stated that it was the intention of the Commission to delay the report longer, but certain circumstances had arisen which made it possible to complete the report earlier than had been anticipated. The Commission, it is maid, had calculated on getting out an ad interim report. It is said that the Commission will make recommendations for legislation that will prevent a recurrence in the future of the crisis that has existed in the paper-making industry in the past year.

FAVORS DRASTIC LEGISLATION

Will Relieve News Print Situation Says Managing Editor Keating.

Edward B. Keating, of Colorado, who for twenty years has been a managing editor, says in regard to the news print paper situation:

"I think the Federal Trade Commission has made a very thorough investigation of the news print paper situation, and don't see how an investigation by Congress at this late day can help. What we need is drastic legislation to get relief. The limited time this Congress has to work makes it almost impossible to accomplish anything. The situation has something of a humorous side. Here we have the great editornal press of the country, which has advised the United States what to do on all of our great national problems, both domestic and foreign, absolutely flathergasted when it comes to a subject most vital to its own interests. Why don't some of the great editorial writers show us the way out of this dilemma? will, as far as I can, back up any of thom who makes a suggestion that will lead to relief. Where is the editorial genius that can show us the light?

A real man is nover beaten. Defeat, instead of being the end, is but a step in our education.



BIG FURNITURE AD CAMPAIGN Million May Be Expended as Rocale of

Speaker's Dream. paper advertising encapaign by the furniture interests of the country, was on Grand Stapids, Mich. recently. The actome took concrete form after an address by theoryp E. Helm, of Knowville. which be now viscous of beautiful furni-The our hundred furniture man present were but in a receptive mood at once and the suppretion to raise a fund rive edvertising was taken up. A. W. Wilson of Hallfes, Nova Scotis, endersed the suggestion, but thought that it was a motter that required careful working out before basiy action was It was the general opinion of

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trituding, or safe of goods, were hardles, etc., and provided further that such afception are in a not linguish and in set for the purpose of promoting or facilitating any transaction which is prohibited by the laws of the Baste in which π is to be occurrented."

AD MADE NAME FAMILIAR Result Is Consolidation of Three Bud-

assess list EL,000,000 Concern.

"That the second of each of the three leadersees, so well as the sollily is in effect the rapers of them into a \$25,000,000 colors of them into a \$25,000,000 colors of the colors of the colors of the colors of the result of the forest colors of the

The powerful effect of advertising has perhaps never been demonstrated as needing as in our case. We have found that the proposition of the properties of the properties of the properties with the name, "Certain-feed," but have feature a great many people who have never head of 'The General Manufacturies' Ce. This is due to the fact that we have advertised our product under the name of 'Certain-feed,' It is see well known that we have decided to name our new cer-

FREEMAN'S TALK IN ST. LOUIS Tells Merchants They Should Spend

\$20,000,000 More for Advertising.
William C. Prevenan, general mannare at the Advertising News of New York, collistly took to fasts. 13ts week, the St. Lank advertises for the ensult associal of advertising they did in the local mesospores. He was addressing the newbers of the Advertising Clob of 81, Lonis at the regular weekly lanchess. He deviced that St. Lenis bostoness men, should speed at Taisis

These are bittended again, years of a storelling in the United States. Freezan 883, "with an average of 8 an inhabitant 81. Leafs firms speed only \$6,000,000 of that amount, which when coppared with other cities of equal population, is far below the measure that aboud be speed. Your St. Leafs enerothing and enacount the thousand of themselves.

messori that aboud be spent. Your St. Louds merchants and manufacturers aboud he sakanned of theresives, for they do not spend cought in newspanishment of the sakanned of the sakanned of the sakanned would. You are fourth in spondation but not in advertising, resilven of the world. You are fourth in spondation but not in advertising, The public to-sky in actually being elements by advertising. Merchante who wish to claim their taskings should servising contribute control to the sakanned of the sakanned of

SERVED WITH REID AND HAY

Death of Edgar B. Breezen Recalls His Work as a Reposter. Bidgar B. Breezen, the writer and fravetier, who was a reporter on the New York Tribane-when Whitelaw Risid was colling and John Hay as colling and John Hay as

was copying and Jean and an overtice, died in New York Studies, and included the Supplexy Microsoft Section of the Copying Microsoft Section of the Copying Microsoft Section of the Copying Microsoft Section 12 and the Copying Microso

NAILA accesses with a control of the control of the

When III-health forced him to give a newspaper work be travelled reach the Far West, South America of the paugits of British Fact Africahad written many introvelled banks his adventurant Fig. Circulation Manager W. R. Haddock. of the Pittakurgh (Pa.) Franc. has formed a two-only-bayor called the Pittakurgh Praca Junior Baseball League. To the citis winning the League championality a handsome troopy cap will be awarded, while each of the players to the dub will be pensented with

good medals of special design. Official Ads to Urge Gardening The Outsele, Canada Government will speed a considerable stem of assets to

premoting a campaign to encourage backs and gardening this spring. It is proposed to use space in overy failly and weight necessary for the previace. The Mechanist R. Fergasson Agency, Toronto, and London, have the proposition in hand and will people and place the copy. The campaign shapes will be, "A Vegetable Garden for every house.

Advertising's Appeal to Women

The Women's Advertising Usin, on the Lee America, has knowled to exception to groun the laterest of women in and contribution of the owner magnetism and contribution of the owner magnetism and the laterest of the laterest of the laterest laterest

Ludies' Night at Sphinx Club

Next Toronky night will be beauen or holio-injuite or the channer of the Sphrax Chik, and the fair sex will be viry mean an existence, in a created today were proposalored. Journ artifacted than these would be many surprises on the concern (and Treatment R.F. E. I. Hostonium spires that by will be a mediumsiphic decision. There all the decision of high the decision. There all the decision of the proposal of the contract of the con-

HENRY WOOD BOOTH, AT AGE OF EIGHTY, WRITING NOTABLE BOOK ON DRINK PROBLEM

Father of Ralph, George and Edmund Booth, Michigan's Famous Newspaper Makers Has Mude Lifedong Study of the Regulation

of the Liquor Traffic, and Is to Give to the World the Results of His Researches-Has Had Varied Journalistic Career. T would be superfluous to tell the firm to overcome, so his armapaper one renders of True Euron and Punnament pended publication. He used to its T would be superfluous to tell the firm to overcome, so his arwayaper con-

pany, controlling such newspapers an News, the Bay City Times, the Musicson Chronicis, the Pitat Journal, and president of this correspon in Salah H.

a newspaper which, in the year 1916, led all American dalles in the volume the Evening News and Banday News-Tritune, published by the livening News Association, whose president is They know that in Grand Stepids is influence in public affairs; carries high forals late the conduct of its business Affairs and that its officer and pro-

lisher is Edward W. Booth. tore and publishers of newspapers all

STRONG MOVE MANY PERSONS HISTO.

The readers of You Norms and Printhe father of these three successful eightich Mrthday, and finds homeld just warming up to a task of sutter-At the termony eristration of his

"the liveliest of a party of sighteen, all For many years Henry Wood Bootle churches gutte unannounced often to the confesion and embarrament of the preacher, who would have chown a favorable occusion for the inspection Harn to the village of Cranbrook,

He was married at Turonto, May 15.



HEART Wise Scott.

small way he got upon the market o one coffee called "Knoky." Later, buy nadian plant, went to hartle tivech, and Destroy back to newspaper work by

On this occasion of his eightieth birthday there was issued, "For Formity great rease of intimate matter bearing upon his eventful life. Among the diin a delightfully quaint vein, and drawn with several photos of Mr. Hooth, and

By all the legte of life and of the Clara Gagner Booth have done. is the tribute of Dr. James Barkley, a The phrase cannot be improved. It is the summery of all else that might be

HONOR FOR EDITOR LYON

Yorseto Inscralint Chesen to Reversent Canadian Press at Front. At a mosting of the directors of the nation of the Dominton, held in Monest at the frunt in France, the name Teresto tibde, was unanimously se-

to response to the respect of the Carndina Press, Limited, for applicathere for the position thirty rewarance tern introded to make a selection of ox of three and send them on to the best man avuilable that they did not As the Government is assking the

tion in necessary to the appelatured

NEW HONORS FOR E. B. CHOWK Revises Manager of N. Y. American-H. Davis, Director of Advertising.

E. B. Crown, who was ferments our-

CONSUME LESS PAPER. PRINT MORE AD PAGES

New York Daily Newspapers Show Saying of News Print During Japuary, the Same Meath in 1916.- Greater

The morning and evening newspapers both groups of newspapers printed in-636 pages, while for the surse month in less for January, 1917, than for the name receth one year ago. Notwithof capen in furthering their policy of 361 pages more of advertising during they did one year ago. The figures for the number of pages are approximate. the gale for local display was 179,060

ary, compared with 4.791,128 a year ago. al advertising, compared with \$72,993 one year ago, a gain of 197.485 lines. think iras of advertising, but rather deplay advertidate for the month of Jarrency, 1917, totalfred 598,925, corepared with 441,449 one year ago, a gwin of 152,816 lines. Then last gain is due to the fact that one year are the advertisting for the auto show started to Depages less during Jonnary, 1917, than

ARRESTS IN THE EVENING PAPERS The evening group of Manhattan's with 4,231,445 flexy our year ago, A gain The evening repers gors of 164545 from The exeming pa-



Analyze the Market Possibilities of Boston

¶ Find and correct the weak spots in your Boston merchandising campaign. Analyze the obstacles to increased sales—study dealer and consumer conditions surrounding the sale of your product in this territory.

¶ The Merchandising Service Department of the Boston American will help you analyze this market—it will make trade investigations and place in front of you charts and figures which will reveal your sales possibilities.

¶This department will help you remove uncertainty from your salesmen's methods—it will provide Trade Maps which show the exact location of Boston grocers and druggists—arranged in order of call. These maps are for the use of salesmen while in Boston. The work we do for you will not obligate you in any way. Write for details recarding the work of this department.

BOSTON MAMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE

CHICAGO OFFICE

HODGES HAS HAD LONG has been done for the Nunery Interests.

TRAINING WITH MUNSEY New Advertising Manager of the Sun Takes Un New Daties After "Services in the Teruches" for Several Years -Chicago Friends Boost Him as a Man

and "a Producer." comert T Holers as already an-



GLARLY T. HECOM.

Although strictly belonging to the West Mr. Bodges has had resuch to do with advertising malvers in the East. to emicago, of which city he is a native

Di fore coming Past, Mr. Hodges was trearbest for the Munery organization. papers. Stare July 1, when Mr. Monber baught the Ban, Mr. Hodgen has He eraduated from the finteresty of

carn, for elebtern years. In addition

Physity, in 1905, when advertions Munwy commission. The stop to the

president of the farmous Agento Click in

Hodges to do before coming East was tern Advertising Gelfers' and as a director of the Oak Park Country Clats which he belowd counsign-Members of these clubs were serry to quite so scrry to less him as a policy. The Red itsensters of Chicago are great safgra of men and the hig things

tells the story of the Hun's new actor-

Thus alone really

Wants Standardized Ad Rate The Western Advertising Agents' Anfor ferrian and horal advertising ed by the Association at Chicago, in today sent to all muldishers: "Breulend advertising agents, newspaper cal dealers; and it is therefore recess. mended that prevenance and rational

New Members of A. N. A.

The Association of National Adverthere reports that the following com-La Porte Ind : Bertis Mills Company il Lord, problemt, Braton, Mana-E. Long, vice president, Jersey City, N.

How a Minister Adventure The New Babert H. White, of North Platte, Neb., has nearly doubled the

at his church within a your through transpaper advertising. The following The Rey Mr White contends that

Still After "Wes" Adv

Bankbord till is substance. The bank-WASHINGTON, February L-Streamous head bill has attendy passed the Senefforts are being reade to have legislation

bill is still product in the Strate. The view accorded incurable diseases.

Bill to Bur Fake Cure Ade bearing liquer advertisements. The upper house of the North three-Part Stands had hearings on the Bank. Hen Assembly has passed a tell probabil-

ment to the Post Office Appropriation of proprietary medicines purporting to INTERNATIONAL PAPER COMPANY 30 Broad Street

New York To the Holders of Bonds and Preferred and Common Stock:

The International Paper Company hereby gives rotice that it has presented and the last present of the last present of the last present of the last present last present last for one First and Relaxwing Five Per Cent. Stating Frost Mortgage Bonds, as set forth in a frenkir latter, dated January 31, 1907, addressed in the Company's boothsholter. The Directors of the Company have also ununinvasly voted to offer to Preferred Stockholders in full semigrant of all deferred

cent of the face value of their holdings of Preferred

Needs in easts.

14 per cent in Six Per Cent Currelative Preferred Souts.

12 per cent in Caseman Stark.

II for each in Common Biotic.

The control of the control of the control of Performance and Common Biotic Common Biotic Common Biotic Common Common Biotic C

Copies of letters and Deposit Agreement are being mailed to Speckhelders of Record and to Boudhelders whose names are known

Dated Saxony 31, 1917. PHILIP T. DODGE, President.

To Holders of Certificates for Shares of Preferred Stock of the International Paper Company:

At the request of the International Paper Company and of Indica-of a substantial amount of its preferred stock, who have already approved of and asserted six the plan for the payment said refunding of the bounded debt of the Company, and the adjustment of the deferred distinction in preferred stock referred to an the Congraing soften.

We recommend the proposed plan and the accentance of the offer made by the Company to adjust the said disabends, and trust that

groung cooperation of the swelchelders will be received.

Holders of governed stack yet reaged to immediately deposit
their certificates, duly enforted for transfer in these or account
gamel by regory enstreament of transfer, with the Barkers TransCompany, Depository, 16 Wall Street, New York City, South
Ferrier and the gard of the stackholders depositions, will constitute their assert to and reproved of the financial plan and the
propaced adjustment of the deferred edicition, or all the termin

Negotiable certificates of deposit will be issued by the deposiregunsite retrincates at organit will be issued by the deposi-tary, and application will be made to have such certificates listed upon the New York Stock Exchange. the New YOR SIOCE EXCHANGE.

Unders the Committee and the Company shall berealts the time, no deposits will be received after March 1, 1917. The Secretary of the Committee will be ulad to arower any inquiries or give any further information desired by any stock-holders in regard to the foregoing.

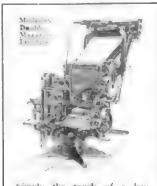
F. N. B. CLOSE. Chairman. GATES W. McGARRAH. SAMUEL McROBERTS. OODEN MILLS. RUDOLP FAGENSTECHER. E. V. R. THAYER. WIGGIN, ALBERT H

• TRADE LINOTYPE MARK •

THE MACHINE THAT LASTS

Ten Multiple Linotypes for The Buffalo Times

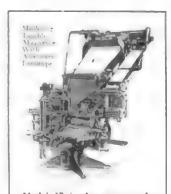
A T the beginning of the New Year the men behind the Buffalo Times made a composing-room decision that marks a new era in the history of this Western New York daily. They purchased ten Multiple-Magazine Linotypes—seven Model 16 and three Model 17. Their Linotype battery will now number eighteen machines, among which are a Model 8 (three magazines), a Model 9 (four magazines) and a Linotype Lead and Rule Caster.



Simply the touch of a key brings either magazine into operative position. Key is easier to operate than shift key on a typewriter. Norman E. Mack, T. F. Clark, M. D. Condon, J. C. Dale and P. E. Nugent decide on the mechanical equipment for the Buffalo Times. You can benefit by what they have learned from experience—that Multiple Linotypes Multiply Profits.

Send To-day for "VISIBLE PROOF"

A Circular that Convinces



Model 17 is the same as the Model 10 with the addition of an Auxiliary Magazine for display type, advertising figures, special characters, etc.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 So. Wabash Avenue SAN FRANCISCO
646 Sacramento Street
TORONTO: Canadian Linotype, Limited, 35 Lombard Street

NEW ORLEANS 349 Baronne Street

JOURNALISTIC SCHOOLS HELP THE PROFESSION

They Lighten the Burden of Editors by Turning Out Partly Trained Men, with Much Practical Knowledge and Many High Ideals, Declares Prof. Joseph S. Meyers.

Telling the Ohio City Editors' Association "How Editors Are Developed Through a Journalistic School," Joseph 8 Meyers, of the school of journalism in Ohio State University, said, after showing the value of a college education to a nowspaper man:

"First: It must give what technical education it can, and it can do much when offered in connection with practical work on a college-owned daily newspaper such as we have at the Ohio State University. This training can lighten perceptibly the burden imposed upon the city editor in breaking in the cub reporter. It must give the student an acquaintance with the rudiments of news collecting and news writing, but it will not make a slik purse out of a now's ear.

"Becond: It must teach the student something of the art of valuing news, editing copy, and writing heads, and we feet that we are doing considerable in this direction.

"Third: It must give some information of typography, the mechanical processes of the printshop, and of makingup.

"Fourth: The education must include a training of the powers of observation and an understanding of human nature, a training which, as we all know, is of the utmost importance to the editor.

"Fifth: It must contribute to the cultural side of the student, by which is meant that general education and refinement so admirable wherever found

"And, lastly, education in ethics and morals on which I have already touched in a very inadequate discussion of the principles of journalism.

STILL IN STATE OF PLUX.

"The work in the schools of journalism over the country is new and largely unstandardized. It is in a state of flux and happily so perhaps, as that state indicates the desire for progress and improvement. Those charged with responsibility at Ohio State seek nothing more than the opportunity to be of service to the newspapers of Ohio. If we can help your city editors, if we can turn into your practical hands men and women who can get, write, and handle news, if we can emphasize your ideals, we shall not have labored in vain. But we want your sympathy, your cooperation, your criticism, your advice

"That you are striving for the advancement of journalism is shown by the existence of this organization, proving that you are seeking and finding a way to add to your own education, and to increase your own fitness for the honorable and responsible positions you occupy. You are to be envied your opfeatunity for the fulness, and along with opportunity goes unmeasured obligation and duty, for you come pretty close to making or breaking your papers Your classes are large, receptive, Impremionable, hut do pot and with them, and do not fool play Unfold to them, to the extent of your ability, the principles of Truth Knowledge, Character, and Service Make to shine for them what on another occasion I have called the seven lamps of journalism: Truth, honor, independence, uplift, edication, kerdness, humor'

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

DIRECTORY OF TEACHERS OF JOURNALISM

(Continued from last seeck.)

LEE, JAMES MELVIN. Director of the department of journalism, New York University, Washington Square East, New York.

LEWIS, RIMA E. Professor of English, Penn College, Oskalousa, Ia.

MacAlanney, Robert E. Associate in journalism, Columbia University, New York.

Maiin (Miss) HELEN ORDEN, Instructor in English, Goucher College, Baltimore, Md

MARTIN, FRANK L. Professor of theory and practice of journalism, University of Missouri, Columbia, Mo. Address: Stewart Read and Edgewood Avenue, Columbia, Mo.

Mantin, Harrt E. Professor of English, Mount Union College, Alliance, O. Address: Mount Union Station, Alliance, O.

MATTHEWS, PRANKLIN. Associate professor of journalism, Columbia University, New York.

MAYER WILL, H. Chairman and professor of journalism, the University of Texas, Austin, Tex.

McA: stand, Rosser G. Professor of advertising, University of Oregon, Eugene, Ore.

MILLER, J. R.—Instructor in journalism, University of Southern California, Los Angeles, Cal.

MINARD, A. E.—Professor of English, North Dakota Agricultural College, Agricultural College, N. D.

MOORE, C. A.—Professor of English. Trinity College, Durham, N. C.

NEWMYSS, ASTRUM G.—Lecturer in charge of the instruction in advertising, Tulane University, New Orleans, La.

Melntyre, E. R.—Assistant in agricultural journalism, the University of Wisconsin, Madison, Wis. Address, 118 Agricultural Hall, Madison, Wis.

McLatonian, Manuscurk.—Instructor in journalism, State University of Kentucky, Lexington, Ky.

Mysic Joseph S. Professor of journalism, the Ohio State University, Columbus, O.

O'Brien, Harit, R.—Assistant professor of journalism, lowa State College, Ames. lowa.

Off, E. Stanler.—Assistant in journalism, Louisiana State University, Baton Rouge, La.

PARKER, W. W.—Assistant professor of English, State Normal College, Warrensburg, Mo Address, 115 Clark Street, Warrensburg, Mo.

Pagents, Mark Holmes—Professor of English, University of Oregon, Engene, Ore (Gives course in "Criticism.")

PIERCY, JOSEPH W.—Professor of journalism, Indiana University, Bloomington, Ind.

PITKIN, WALTER B. Associate professor of philosophy, Columbia University of New York Powers, John Henjamin—Instructor in advertising, University of Missouri, Columbia, Mo. Address, 1312 University Avenue, Columbia, Mo.

QUEARY, CHARLES H.—Amistant in Journalism, University of Denver, University Park, Col.

RAINE, WILLIAM M.—Lecturer in journalism, University of Colorado, Houlder, Col. Address, 1439 Cherokee Street, Denver, Col.

RATHBUN (Miss.) LAURA F.—Professor of English, Emmanuel Missionary College, Berrien Springs, Mich.

REVNOLDS, CONGER-Assistant professor of English, the State University of Iowa, Iowa City, Ia. Address, 106 Old Capitol.

(To be continued.)

PERSONALS

Max Sommer, a graduate of the School of Journalism of the University of Oregon, is now assistant financial editor of the Oregon Journal at Portland.

Phillip O'Neil, a graduate of the department of journalism of the University of Washington, has left the Ellensburg (Wash.) Record to join the staff of the Neattle Post-Intelligencer as assistant city editor.

Oscal C. Zalisch, a graduate of the course in journalism at the University of Wisconsin, has resigned his position with the Watertown (Wis.) Leader to accept a place on the staff of the Merchants Trades Journal, Des Moines, Ia

Arrangements have been made whereby senior journalism students in the Massachusetts Agricultural College will each spend a few days with the New Bedford Standard, gathering news for stories of local agricultural interests.

Students Honor Instructor

Lee A. White, retiring head of the department of journalism of the University of Washington, was the guest of honor at a number of functions on the eve of his departure for Detroit, where he went to accept a position as editorial secretary to George Booth, editor of the Detroit News. Theta Sigma Phi. national journalism sorority, gave a luncheon in his honor; Sigma Delta Chi national journalism fraternity, and Theta Sigma 1th united in tendering him a forewell hanquet, and the Faculty Club of the University of Washington entertained him at dinner. The students of the department of journalism presented Mr. White with a leather portfolio, and the Washington State Press Association remembered him with a cigaretteholder and case. As a final expression of their esteem thirty-five students of the department were at the station when, with his family, he left for California.

Students Edit Feature Page

The Bay State Ruralist, which for several years has been supplied to the Springfield Sunday Union as a feature page by the students in the descriment of rural journalism of the Messachusetts Agricultural College, is now extraed the by the New Bodford Sunday Studdard

JOURNALISM TEACHERS WILL HOLD CONFERENCE

Executive Committee of American Association of Teachers of Journalism Sets April 5, 6, and 7 as the Dates for the Seventh Annual Conference of the Organization.

The seventh annual meeting of the American Association of Teachers of Journalism will be held in Chicago April 5, 6, and 7. The executive committee of the Association recently decided to make the Hotel La Salle the convention headquarters. The different sessions of the convention will be held at the La Salle and on the campus of the University of Chicago.

The first session will be held Thursday evening. April 5, when the annual report of the secretary will be read and when reorganization plans will be discussed. James Melvin Lee, director of the department of journalism at New York University and president of the Association, will deliver the president's annual address on progress made during the-year in the teaching of journalism.

Friday and Saturday mornings and afternoons will be given over to four sessions, at which men and women engaged in the various phases of newspaper work will address the teachers itound-table discussions by the teachers will follow. One of the features of the programme this year will be the absence of names of teachers from the programme.

During the convention the teachers will be given an opportunity to visit the larger newspaper plants in Chicago.

This year, for the first time, men interested in college publicity, that is, men engaged in furthering the interests of colleges through mediums of publicity, will attend. These men will form a subsultary organization.

The teacher of the general subject of journalism, the teacher of advertising, the teacher of trade, industrial, or agricultural journalism, will find the conference helpful in many different ways.

HOLD ANNUAL INSTITUTE

More Than 200 Newspaper Men Attend Washington Meeting.

More than 200 newspaper men attended the fifth annual newspaper institute, held under the suspices of the Washington State Press Association and the University of Washington on the University campus, January 11-13. Ninety of these visitors were from outside Scattle, as against 55 at the last institute. The total registration at the preceding institute was 133.

The three days of the institute, which were given over to papers and discussion on phases of newspaper work and its allied interests, were marked by a note of optimism and by the general feeling that the better times demanded a tetter quality of newspaper editing. The non-partisan press was denounced generally in the discussion.

The three days were marked by a number of ascial events, including a smoker in honor of the editors, given at the Scattle Press Club (heatre by the Scattle Press and Ad-Clubs, a dinner at which only Washington-made products were served by the Manufacturers' Association in the University commons, and a personally conducted trip through the new Scattle Times plant.

The poorhouse is just over the lall from the squared is:

Digitized by Google

"BY UNITED PRESS"

The line that looms up in emergencies and carries confidence day by day.

UNITED PRESS ASSOCIATIONS

General Offices

New York City

KEEPING TABS ON WILSON

How Washington Correspondents Get Together Onickly to Meet President.

Womingron, February 7 - News and newspaper men travel rapidly in Washington these days. This was strongly emphasized last week when President Wilson appeared at the Capitol to confer about the foreign situation with Senator Stone, of Missouri, chairman of the Committee on Foreign Relations. As the President was about to leave the White House for the Capitol, Secretary Tumulty announced his destination. Very few seconds elapsed before the representatives of the press associations on duty at the White House confided over private telephones to their respective associates at the Capitol that the President was on his way there. As each man received the "tip" he quietly left for a position in the neighborhood of the Senator's room. Correspondents In passing from one end of the Capatol to the other, seeing the small group. naturally inferred "there was something doing" and joined in, and by the time the President made his appearance about fifteen newspaper men were there ahead of him.

An hour later, at the conclusion of the conference, the President emerged to find right on the job fifty-three ex-Dectant Washington correspondents. representing newspapers in all sections of the United States. These men had been reached in various parts of the city, in some cases several miles from the Capitol. To the outsider the rapidity with which they gathered seemed temarkable, but any one who has been n member of the press galleries of Congress understands how very easy it is for the members to keep in touch with the happenings of the day.

CORRESPONDENTS IN BERLIN

Most American Reporters Hope to Leave with Ambassador Gerard.

A number of newspaper men were reported on Thursday night as being in the American colony in Berlin.

They include Oscar King Davis, of Hochester, N. Y., with his family, who will go to Switzerland. James O'Donnell Hennett, correspondent of the t'hicago Tribune, and his wife, who will remain; Cyril Brown, of the New York World; William Bayard Hale and Clutdo Enders, of the New York American; Carl W Ackerman, the United Press correspondent, Arthur G. Albrecht, of New York, correspondent of the New York Staats-Zeitung; William C Dreheyer 8 B. Conger, Philip M. Powers and Bouton, of the Associated Press, and Otto Schuette, of Chicago. All but the first two named here applied to leave on Ambansador Gerard's train

Oakland Daily Post Launched

The Cakland (Calif.) Daily Post made its init al appearance on the streets of that city on January 29. It consisted of four pages and contained a complete account of the news of the day, both telegraphic and boal F. W Kellogg. publisher of the San Francisco Call, is one of the principal shareholders in the new afternoon paper. Edward A. Vandeventer is managing editor and Charles H Woolley is business manager. The Huly Post wells for two cents and leaves the press at ten o'clock in the morning, there to competitue in time and in price with the other afternoon papers published on both sides of the buy. The new paid stong plant, located at 200 Twelfth Street, Oakland, is small but complete in every detail.

By the Side of the Road By Thomas Dreier

"To walk stancially by the best light one has to be strict and sincere with one's soil, but he of the number of those who say and do not, to be in exceed. this is the discipline by which alone from is embled to resuse his life from thrablom to the passing moment, to enable it and make it eterms." Matthew Arashi.

IT IS WELL FOR US to remember that we are either raising or lowering the standards of those with whom we associate. Every thought, every word, every act of ours either adds to or substracts from the strength of our companions.

1 WOULD RATHER BE a word in the song of a child than a sentence in the curse of a king.

I HAVE JUST RECEIVED from Dean Walter Williams, of the School of Journalism of the University of Missouri, an invitation to deliver an address during journalism week, May 7-11.

The invitation, I regret to say, I cannot accept, because of other work. I did accept one of his invitations once before, and I had a glorious time.

It's a pity some of the Eastern schools don't have journalism week. The Lord knows we need them in the East just as much as they do in the

Dean Williams was also kind enough to add this paragraph to his invita-

"May I not also add my cordial thanks for the inspiring messages that you print from week to week in THE EDITOR AND PUBLISHED. They help to a more abundant life."

IT IS WELL, OF COURSE, TO TELL of the Big Things that have given us inspiration, but we must not forget the Little Things. I know that in driving about the country I can get along quite well without the great rivers. the lakes, and the sea, but the little roadside streams are of first importance. They give me water to drink.

CLARENCE L. VANDERBURG, A YOUNG FRIEND of mine with the Pacific fleet, asks me if I can find any significance in a few lines from Thoreau. You may find comfort in them. so I'll pass them on After telling of his simple life at Walden (which is only a few miles from where I am writing these lines), devoid of burdening peoplexities. Thoreau says: "When I have met an immigrant tottering under a bundle which contain ed his all, I have plited him, not because it was his all, but because he had all that to carry.

NO CHARACTER IN FICTION has influenced my life more than Ernest, the gentle, useful, "Story of the Great Stone Face." My ambition, if I may express it in a sentence, is to be in my own community what Ernest was in his Just what this means you will understand when you rend the

NOT LONG AGO, a thousand or more unfortunate students of Dartmouth College were compelled to listen to one of my lectures on business. After the set pieces had been fired off and the dead and wounded hauled away, some of the braver survivors insisted that a more intimate session be held before the fireplace in one of the comfortable lounging-rooms.

The question heard oftenest was: "How can I find out what work I should do when I leave college?"

Curious, isn't it, that these young men should find it necessary to ask such a question? Efficiency engineers tell us that we must first have a definite idea. We must know exactly what we want to do. Before buying a railway ticket we must know our destination. Hefore going to a theatre we must know what play we wish to

But young men are sent to college to prepare themselves for-what? They do not know. Their parents do not know. The college officials do not know. Here we find the blind leading the blind. Here and there are a few men who know definitely what they want to do when they are graduated. But they are the hopeful min-

To the question: "What shall be my work?" there is but one true answer. And that answer is the answer to another question: "What work do you love most?" The work that gives you the greatest joy, into which you can pour most of yourself is the work you should do. Only work vitalized by a great love is successful. Do work. that you hate and the hatred will poison your soul and place you on the greased incline that leads to Failure.

THE TIME WILL COME when labor unions will be dealt with by the State in the way public corporations are now. Only in this way can they be taken out of the hands of irresponsible walking delegates.

THE HERO OF ONE of Charles Kingsley's books was a great and most interesting character because he missessed these virtues love of adventure, the habit of keeping himself in and simplicity of faith. bodily training, directness of purpose,

"WHY DO YOU LIKE HIM?" "I like him because he makes me feel friendlier towards the world. He likes the world so much that he makes me like it by his very presence." It is good to have a reputation like that, isn't

THERE IS NO PLACE IN THE WORLD inhabited by reformers for the moderate man. Only he who gives all, who expects to receive all he demands, and who never temporizes, can write his name large on the pages of the history of the world

BOYS HAIL HIM AS FRIEND

Arthur M. Taylor Is Big-Brother Movement All by Himself.

By JOH A. JACKSON.

Arthur M. Taylor, who covers the New York Supreme Court for the City News Association, is a Big Brother movement all by himself. Some of the people who see the boys trooping into "Major" Taylor's office in the Court House wonder if he is a modern Pied Piper. Only a few know that they are youngsters the hig hearted reporter is brothering.

Mr. Taylor always has from fifteen to twenty lads he is looking after. He sees that the boys are in proper homes, that they get enough to eat, that they don't get into mischief, and that they support themselves honestly.

For fifteen years he has done this, and so unostentatiously that this is the first time anything has ever appeared in print about him. Every summer throughout this time he has taken "his" hoys on a camping trip at a nominal cost. He has had an high as 130 on these journeys to the woods.

The newspaper man, who is fat and good-humored, carries on a correspondence with more than 400 of his "alum-His former protégés write to him about all manner of subjects. Some want to tell of their success, others need advice, and some others are just hard up.

Hoys now in college write to say that they have made the football team or that they have received "A's" in their courses. Some of the Major's wards are now successful business and professional men. Hut he never mentions any

After his years of experience with the youthful male, Mr. Taylor has drawn up some conclusions about boy culture. They are:

"More boys are started wrong by too much severity than most people have any idea of It is well for a hoy to have some one in authority over him, but not some one who deals with him in

"The typical street boy does not exist except in story books and in the fond imaginations of the 'better classes.

"Many boys and older people, too, go wrong because they cannot afford food of the sort, or in sufficient quantities, to build them up mentally and physically. Newspaper men can be of great service to the cause of childhood, and of manhood and womanhood, too, by making it plain that semi-starvation is an enemy of good health, physically, mentally, and morally."

Such is the work of Arthur M. Taylor, a fat, jolly reporter, a Hig Brother movement in himself.

Claimed Circulation —IS ONE THING

Proved Circulation

IS QUITE ANOTHER

MERIDEN, CONNECTICUT.

"THE RECORD"

Gives advertisers guarantee of

A. B. C.

No other Meriden paper does so, or has much more than HALF the circulation of THE RECORD.

New England's Great Newspapers

NEW ENGLAND'S NEWSPAPERS are productive Advertising Mediums. They are as much a part of New England's well-kept homes as a window is a part of a house.

They are indispensable.

They are likewise *indispensable to advertisers* desiring profitable business relations with the New England people, blessed with a super-abundance of wealth.

In 1915, the assets of the local Building and Loan Associations of New England were

\$107,404,509.00

In 1916, the assets had increased to \$119,-334,163.00, exhibiting a gain in *One Year* of

\$11,929,654.00!

This is But One of the many tangible evidences of the phenomenal prosperity which has attended New England during the past several years.

In all of her pursuits, New England is forging ahead at a tremendous rate.

New England's wealth is not confined to her cities and towns. It is apparent everywhere. Even in the agricultural districts, farmers received during 1916 for their hay crop alone

\$85,169,000.00

For their tobacco crop, they received

\$6,000,000.00

Advertising expands, energizes, arouses dormant capabilities and takes the shortest route to success

MA		HUSETTS. Net Paid trentation		10,000 Hues	Springfield (Net Paid Sirculation		10,000 lines	V	ERMONT. Not Paid Circulation		10,000 linea
Boston America:	(E)	350,281	.40	.40	Republican (8)	17,542	****	.04	Burlington Free	M) 9.802	.025	.0178
Boston Globe (MES)	341,025	.35	-38	Springfield Union (Mgs)	30,444	.07	.06	Population, 381,	205.		
	(5)	296,523	.30	.30	Worcester				CON	NECTICUT.		
Boston Herald-	ME)	196,794	.04	-25	Gasette (B)	25,963	.06	.045				
Boston Journal	(M)	58.921	.16	.125	Mass. totals.	2,589,672	2 2204	th sautha	Bridgeport Post- Telegram (M	E) 83.019	.078	.055
Beston Post	(38)	1843,573	.45	. 15	Population, 3,603.		15.40-107 4	15. SAME		E) 6,000	.0118	
Boston Record	(E)	35.133	.18	.13	внор	E ISLAND			Courant (30	8) 18,976	.00	40.4
Beston Transcrip	pt (M)	30,977	.18	.18	Pawtacket Times (E)	22.265	.06	.0325	Hartford Times (H) 25,601	.00	.05
Fail River Herald	(10)	7,585	.02	.03	Providence Bulletin (E)		.00	.00	Meriden Journal (.025	.0148
Fitchburg Sentinel	(E)		.03	-0157	Providence	********			Lender (1	(f) †15, 20 6	.04	.03
Lynn Item	180	1:1,227	.004	48357	Journal (M°5) 25,759	.07*08	.07*08	New London Day (ES h . In Frida	.0200	MAR 9 8
lynn Telegram	(30)	7,837 †6,218	.02	.02	Providence Tribune (E)	21,654	.06	.05		3() 8,750 M) 9,265	.0086	.0071
Lowell Conrier- Citiaen (ME)	17,048	.035	.035	Woonsocket Cull- Reporter (E	11,542	.0438	.0295	Connecticut totals	2,876,383	3.9678	3.462010
New Bedford Sta & Mercury (mda:	H HOUTTA	.04	.04	Rhode Island totals,		.8098	.2710	Population, 1,11	4,756.		
Pittsfield Engle Salom Nova	(E)	12,422 18,783	.0207	.0157	Population, 501,21				New England tota	in, 2,863,136	3.9138	8,0011
Springfield News	15,21	5 34,632	.00	NO.	Portland Express (E. Population, 763.7)		.0535	.0375	*Publishers state	rment.		

The Editor and Publisher will supply advertisers who want further information on marketing conditions and selling facilities in New England and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York,

"As Many As Any THI

A N anonymous advertisement printed in these pages on December 2, 1916, by Newspaper Feature Service, stated that "The colored comics of one syndicate are used by more newspapers than use the colored comics of any TWO* other syndicates combined."

Upon reading this advertisement a certain publisher took occasion to address to Newspaper

Feature Service the following question:
"We know; but is it good advertising to all so many different cities." Won't some prosp. comic section that is less common?"

AN EDITORIAL VIEWPOINT

Dear Mr.-

If popularity isn't the supreme test of a newspaper feature, what is?

If the comics of Newspaper Feature Service are taken by more newspapers than take the comics of any two other syndicates combined, doesn't that mean to you that more editors—trained newspaper men from all sections, with varying tastes, ideas and inclinations—have recorded their verdict for our comics than have recorded their verdict for any others?

That verdict must have been the product of one of two reasons, or of both. Either, after personally appraising the various comics on the market, trained newspaper men recognized the superiority of Newspaper Feature Service Comics; or else they were willing to accept the judgment of an overwhelming majority of other editors who had found, by actual experience, that our service was the best.

An editor should rate a feature as any other commodity is rated — by the results it accomplishes. One result might not constitute for him convincing proof. But vastly multiplied results become overwhelming proof of cause and effect that he is bound to recognize.

When he sees certain features not only helping circulation, but enhancing the eagerness and CONSTANCY of readers, and sees them doing this OVER AND OVER AGAIN in a vast chain of different communities, wouldn't it require ingenuity on his part to imagine those features not being able to do the same thing for him?

As a matter of fact, publishers have been convinced that the comic section used by the most newspapers and sought by the most newspapers, must be the one that gives the best results. They therefore take our service, and add the weight of their testimony and the evidence of their growing circulation in further proof of the overwhelming superiority of our features.

Multiplied success means multiplied confidence — AND MULTIPLIED RESOURCES WITH WHICH TO FORTIFY QUALITY. The more newspapers using one service, the better features that service should be enabled to furnish.

Isn't this good reason why we should advertise the DIMENSIONS of our success?

And is it not quite reasonable to suppose that an editor would be influenced in the choice of a feature, not only by the number of newspapers already using that feature, but by the STANDING, the LOCAL AND NATIONAL IMPORTANCE OF THE GREAT LIST OF NEWSPAPERS USING THAT FEATURE?

Is not the final answer to your question to be found in the splendidly representative character of the newspapers that make up the unexampled list to which our advertisement alludes?

NEWSPAPER FEATURE SERVICE,

Presenting Sterrett's "Polly and Her Pals," Outcault's "Buster," "That Son-in-Law of Pa's" by

The original ade elicited the ques stated that "the one syndicate" newspapers tha comics of any cates combined.

Since the publicative ment two many further expansion paper Feature its colored command used by as as use the color THREE other systems.

—A fact which creased significa printed on this

REE Others Combined"

tise the fact that your comic is duplicated in the buyer conclude that it is better to buy a

To this question Newspaper Feature Service has taken the liberty of sending two answers, one from an editorial viewpoint, the other from a merchandising or selling viewpoint. Because these two answers touch upon matters of vital interest to all publishers, we believe they should have a wider reading, and we print them on these pages in the spirit of this conviction.

A SELLING VIEWPOINT

Dear Mr.—

It seems to us the very essence of good advertising to show that a product is so widely acceptable and successful. The producer's opinion can never rate so highly as the consumer's opinion. When a car is bought in increasing numbers year after year it is not because the maker has a good opinion of himself but because actual users have a good opinion of the car.

You ask, "Won't some prospective buyers conclude that it is better to buy a comic section that is less common?" Yes, some buyers may, but not if they are shrewd buyers. A department store owner who refused a staple that was being sold in more department stores than any two other rival staples, might acquire a reputation for being original, but he would not be likely to acquire a reputation for extraordinary sales.

The reader is the retail buyer. We have him steadfastly in mind, without asking where he may be. The publisher has him in mind because he is in his territory.

Can either we or the publisher believe that the reader will object to "Polly" or "Dimples" or "Buster" or "Just Boy," for example, because the reader in the next city is chuckling over them?

Fancy a man refusing to go to see "The Music Master" at his town theatre because it was being played or had been played somewhere else? Fancy a man refusing to buy a particular type of automobile because he knew people in Peoria or Pittsburgh who had one?

Fancy a retailer refusing to sell anything for which there was a furore of appreciation - and refusing BECAUSE of that furore!

If you can fancy these things, you can fancy a reader, a family of readers, including youngsters, who like what they like, and are at the same time immensely influenced by a chorus of approval, turning from "Polly" or any of her compatriots to something less popular.

Only one other theory seems to us fully on a par with the theory which your question suggests. This is the theory that the thing that makes a colored comic a great factor is its color, and that any comic is good that has color enough on it. This is simply declaring that any show is a good show in which the actors wear bright clothes.

And yet this theory has prevailed in certain quarters and has cost the holders thereof -or their backers—hundreds of thousands of dollars. But it has not checked the steady expansion in popularity of those worth-while comics with the cleverness AND color, with the strong, refreshing, downright circulation-pulling fun AND color that have made them a "common" joy in millions of homes from the Atlantic to the Pacific.

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M. KOENIGSBERG

7 West 39th Street, New York City lington, Grace Drayton's "Dimples," Fera's "Just Boy," and Billy Liverpool's "Asthma Simpson"

THE EDITOR & PUBLISHER

Entered as second-class mail matter in the New York Post Office.

New York, February 10, 1917.

When the fight begins within himself A man's worth something,

Browning.

The contents of each tasse of Tim Edition and Publishing are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

FISHER, creator of "Mutt and Jeff," has completed legal title to his property. These to the askes of the controversy—and long life to the grotesque pair of care-killers.

44T HE Moving Finger Writes"—and the same moving finger of Fate sometimes crases, too. During the past week it has crased the lines of SECTIONALISM and PARTISANSHIP from the map of the U. S. A.

GOV. JAMES M. COX, of Ohio, says that reporters are the real newapaper makers and should have more liberal compensation. Owning two daily newspapers, and employing a great many reporters, (fov. Cox should speak with authority. Will be not enlighten other publishers as to what he would consider proper compensation for resorters.

THE Philadelphia publishers, in going to the two-cent price, have simplified the problems of secret of publishers of small-city dailies located within the Philadelphia circulation zone. While these small-city publishers had to contend-with competition on the penny basis from the big Philadelphia dailies they were forced to hold to the losing price.

Miss. ZELL HART DEMING, editor Mand publisher of the Warren (E) Tribune, a prosperous small-city daily, made a long-term contract for news print at the beginning of the European war, and is now paying \$2.15 per hundred pounds at the mill. Bome other thino publishers are paying as high as \$7.50. Probably some of them still contend, however, that women are not fitted to have the franchise.

A RIFT IN THE CLOUD

THE publisher or a row, THE publisher of a daily newspafamiliar with the news print situation in every detail, predicts, in a letter the editor of THE EDITOR AND Publisher, that in less than sixty 1917 price for news days the print paper, as fixed by various mills, will "go turntding." He has information that some of the manufacturers, if not all of them will be offering to revine existing contracts and make long time confracts at not exceeding \$250 at the gull. HE ADVISES THAT, IN SUCH EVENT. NO SUCH CON-TRACTS SHOULD BE SIGNED; that, tis July next, paper may be had at \$2.50 a the mill without entering into any er, those contracts.

THE ATTACK THAT FAILED

THE Chiengo conference between manufacturers and publishers in still the chief topic of discussion in both industries. Interest centres, not so much upon what was accomplished there in the way of an adjustment of differences—for in that respect the results were not large—but in the well-planned, but quickly repudiated, attack made upon the paper committee of the American Newspaper Publishers Association.

Alexander Smith, representing manufacturers, made it offensively clear that the personnel of the paper committee was not satisfactory to the news print makers. He made it clear that in future conferences, looking toward cooperation, the manufacturers would prefer to meet a different committee -- one to be composed, as he intimated, of men less inclined to insist upon the rights of publishers and more inclined to extend aymingthy to the greatly abused and long-suffering manufacturers; of men who, in short, would accept, without question, the viewpoint of the nows print men and acquiesce in whatever programme of cooperation these men might propose. Mr. Smith did not put it that way, but that is the logic and substance of his objections to the present paper committee, and of his insistence that they be repudiated by the publishers.

If the attendance of publishers at the Chicago conference had been limited to the group of men at whose seeking the meeting was called-a small group of publishers of the Middle West, some of whom have been so harassed by the outlook that it had probably seemed to them that only complete acquiescence in the terms and plans of the manufacturers could assure to them any sort of supply of news print at any sort of price—the result of the meeting might have been far different. It might have meant that these nublishers would have consented to the naming of a committee whose personnel would meet with the approval of the manufacturers. It might have bred real factionalism in the ranks of the publishers of the country.

But the attendance of publishers at the conference was not limited to the small group mentioned. Several memhers of the paper committee were on hand, and many representative members of the A. N. P. A. When Mr. Smith's attack was launched it was promptly countered.

Frank P. Glam, vice-president-and, in the temporary absence of Mr. Rogers, acting president of the A. N. P. A., and chairman of its paper committee, properly acted as the spokesman for all American publishers. In temperate language, in phrases carefully measured and impossible to misinterpret, Mr Glass shattered the attack on the paper committee, and dissipated any hope that the news print men may have held of creating a division in the ranks of the publishers. He was ably seconded by Elbert H. Buker and Col Robert Ewing. both men enjoying the highest confidence of all publishers and eminently ally: qualified to speak for them.

The attempt to create a complacent committee, with which to carry on the proposed future conferences, was abandoned by the manufacturers, the attempt to divide the publishers and to belittle their principal organization, through discrediting its paper committee, failed.

In these future conferences the manfacturers will meet, not a committee of the International their own chosens, but the resularly then quoted the econstituted paper committee of the A. ferred to, as as N.P. A. the membership of which is as "These remarks a follows: Frank P Glass chairman; E H. est justification"

Baker, Emil M. Scholz (these three constituting the executive committee of the paper committee): J. F. Mackay, V. S. McClatchy, W. S. Jones, R. W. Knott, A. F. Seested, Robert Ewing, B. H. Anthony, and Louis Wiley.

These men, acting with Lincoln B. Palmer, manager of the A. N. P. A., and A. G. McIntyre, representative of the paper committee, have carried for many months the burden of the fight of the American publishers for a square deal with the manufacturers. They are fitted to carry it further. They have worked in harmony with the committees of the National Editorial Association and of the various State organizations of the publishers. They have recognized that, while the membership of the A. N. P. A. included a majority of the larger publishers, the interests of these publishers and the interests of the smuller publishers were identical. They have not overlooked the fact that the menace of excessive prices and uncertain supplies threatened the very existence of many small dailies and weeklics; and that these smaller publishers were at the mercy of jobbers who were fixing confiscatory prices for news print, The paper committee has sought to find remedies for conditions which should correct the abuses under which all publishers have been suffering-and have thus acted for all publishers, big and little, and will continue to so act. When changes are made-if any should be made-in the personnel of this committee, they will be made by the American Newspaper Publishers Association, and not by, or through the insistence of the news print manufacturers. Now that this fact is clear to the news print men. the conferences may proceed with some prospect of real results.

The committee of the manufacturers which will meet the paper committee of the A. N. P. A. at future conferences will consist of the executive committee of the News Print Manufacturers' Association, the personnel of which is as follows: George H. Mead, chairman; P. T. Dodge, E. W. Backus, J. H. A. Acer, and G. H. P. Gould. In the absence of Mr. Acer, who is engaged in military service, George C. Cahoon, jr, will act for him.

"A FORM OF BUSINESS INSANITY"

A LEXANDER SMITH, banker and news print manufacturer, in his address to the Chicago conference of publishers and paper-makers, said:

"It requires no argument to prove that the interests of manufacturer and consumer are mutual to a very large degree, and the present relations between them are neither more nor less than a form of business insanity."

On December 30, in referring to a statement by Philip T. Dodge, made to a representative of THE EDITOR AND PUBLISHING at one of the Washington hearings, to the effect that the International was turning back to news print machines which had been used for other grades, this newspaper said, editorially:

"Perhaps this marks a turn of the tide—and a return of the manufacturers to a policy of sanity and fairness to their real customers."

Under date of January 11 Mr. Dodge wrote to THE EDITOR AND PUBLISHER:

"I am at a loss to understand why you insist upon publishing in your editorial columns from time to time sneering remarks about and reflections on the international Paper Company." He then quoted the editorial paragraph referred to, as an example, and said: "These remarks are without the slightest justification."

THE EDITOR AND PUBLISHER, In its issue of January 20, discussed Mr. Dodge's letter, which had been printed conspicuously in the previous issue. In that editorial we stated that we were not convinced, through Mr. Dodge's protest, that the statement was extreme.

In the light of Mr. Smith's statement that the present relations of manufacturers and publishers "are neither more nor less than a form of business insanity." it would now appear that our offending characterization did not seem, to this news print manufacturer, to be especially intemperate. Mr. Smith, obviously, would not confine his charge of business insanity" to one side or the other, but would have it appear that it affects publishers as well as manufacturers. As the "present relations" of publishers and manufacturers, however, are not due to the publishers - and as they are the chief sufferers from these relations and from present conditions the full force of Mr. Smith's charge must fall upon the men engaged in the news print industry. It is for these men to reëstablish sane policies and cooperative relations between themselves and the publishers.

THE SERVICE OF THE PRESS

THE German note was made public on Wednesday of last week. On Saturday the President responded to united public opinion by announcing to the Congress the severance of diplomatic relations with Germany.

In the intervening days the newspapers of the country had voiced the popular sentiment with unerring accuracy. They had interpreted the will and the temper of Americana. A sorely tried Chief Executive need have sought no further than the editorial pages of the newspapers for evidence of the full approval of the American people of the momentous step taken last Saturday.

The editors of the country, in demanding an immediate severance of diplomatic relations between the United Mates and Germany, spoke from no motives of personal bias or prejudice. They merely voiced the grim decision of a people whose patience and forbearance had been tried beyond the uttermost limit.

In such a crisis of our national life as this we are reminded of the wisdom of the fathers in providing for a press which should be untrammelled in its expression of public opinion. We are reminded that we have neither a government without newspapers, nor newspapers without government—BUT A GOVERNMENT WITH NEWSPAPERS. And in no other period of our history have the newspapers so well served the common good as in this crisis for they have recorded the national will for the guidance of the national rulers.

TATISTICS show that New York Snewspapers printed an enormous volume of national advertising in the year 1916, making wonderful gains in these lines, while department-store advertising shows a slight falling off for the year. This year should bring still go ater game in national advertising. not merely for the New York newspapera but for all good newspapers everywhere. It has been demonstrated that it pays to "advertise advertising"; and these newspapers which have shown the greatest enterprise in this direction have won not only immediate revenues, but besting prestige -making this year's campulans for more lusiness sure resalt getters

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PERSONALS

Smile Awhile and as You Smile Another Smiles and Soon There's Miles and Miles of Smiles and Life's Worth While Because You Smile.

NEW YORK-Charles Grant Miler, though assumes heavier editorial responsibilities on the Christian Herald, continues his daily editorial service with undiminished vigor.

S. J. Donleavy, formerly connected with the New Y rk World's reportorial force, is now field secretary of the Eastern Division of the Universal Military Training League, New York city.

Italph Taylor, who has covered Surrogates' Court for city news for some time, is now doing the Federal Building for the Bun, both morning and evening.

Elliott McEldowney, former assistant city editor of the Detroit Journal, and for the last year engaged in advertising work in New York, has joined the reporterial staff of the Washington Times. Mr. McEldowney is a Detroit man, and was on the staffs of both the Free Press and News before taking the Journal desk.

Reginald M. Cleveland, formerly of the New York Times, has joined the editorial staff of Vanity Fair, and will have charge of the motor and sports department. Mr. Cleveland was formerly on the Evening Post.

Miss Eleanor Wolf, formerly Sunday editor of the South Bend (Ind.) News-Times, is now secretary of publicity of the National Housing Association with Headquarters in New York.

James Schermerhorn, manager of the Detroit Times, and Herbert Bayard Swope, city editor of the World, spoke before John D. Rockefeller, jr.'s, Bible class Monday night.

Albert Tibbets, of Hastings, Neb., has joined the World's reportorial staff.

R. H. Lyman, chairman of the World's annual dinner committee, has announced that the banquet will be held at Healy's on March 31.

Will Irwin gave a résumé of his experience in the war zone, and in connection with the Belgian Relief enterprise, last Sunday before the members of the Pen and Brush Club, at their clubhouse, 132 East 19th Street.

Oswald Garrison Villard, editor of the New York Evening Post, will be one of the speakers in the assembly hall of Public School \$4, Brooklyn, Sunday evening. His subject will be: "Is Universal Military Training a Menace to Democ-tacy?" The meeting is to be held under the auspices of the Brooklyn Civic

OTHER CITIES. -Arthur P. Dyer, who has been a reporter on the staff of the Dallas (Tex.) Morning News for three years, has resigned to terome manager of the Dallas Automolide Chub.

Hubert M. Harrison, of the editorial staff of the Dullas (Tex.) Evening Journal, has resigned to enter another line of business in Dallas.

Dr. Henry Itobinson Palmer, one of the editors of the Providence (R. L.) Journal, and James H. Potts, editor of the Troy (N. Y.) Times, addressed the Men's Brotherhood of the Presbyterian Church in Albany, N. Y., this week, urging support of President Wilson.

Elgar Foster has returned to his deak as business manager of the Nashville (Tess.) Banner. About two months ago Mr Foster was injured by being run over by an automobile

cester (Mass.) Evening Post, and formerly a President of the United States Chamber of Commerce, was elected one of the honorary vice-presidents at the annual session of the Chamber, held in Washington, D. C., last week.

Newell F. Ritchie, formerly of the Lowell (Mass.) Sun, is now with the Meriden (Conn.) Morning Record.

Stuart Morris, manager of the art department of the Scattle (Wash.) Post-Intelligencer, recently won the \$1,990 prize offered by the Western Union Life Insurance Company, of Spokane, for a design for a new trade mark.

Johnstone Vance, managing editor of the New Britain (Conn.) Evening Herald and secretary of the Herald Pubhabing Company, is passing the month of February in Cuba and Porto Rico.

Louis R. Barker, formerly of the New Britain (Conn.) Evening Herold city staff, is now city editor of the Catskill (N. Y.) Evening Mail.

Timothy F. Barry, managing editor of the Waterbury (Conn.) Morning stepublican, has been elected permanent cretary of the Chamber of Commerce in that city.

ETROIT-P. J. Snider, former Cin-Definati newspaper man, who enlistea for Mexican duty in a Michigan regiment last June, has returned to Detroit, and is now on the general staff of the Free Press. While at the border Shider was staff correspondent for the Detroit Times.

Charles D. Kelly, supply captain in Thirty-first Michigan National Guard, has resumed his position as news editor of the Detroit Journal after being absent for several months on Mexican border duty.

Caryll McGill, former police reporter of the Free Press, who left recently to go with the Cleveland Leader, is back in Detroit. He is now superintending the make-up of the Journal.

Frederick H. Britton, former editor of the Detroit Free Press, was in Detroit last week in connection with the sale of the Detroit Journal, of which he was a stockholder. Mr. Britton is now chief editorial writer of the St. Louis Post-Dispatch.

Charles Kent, of the telegraph room of the Free Press, bas returned from a three weeks' trip to Bermuda and

MICAGO Walter C. Howey, who Chas the unofficial title of consulting editor of the Hearst newspapers in Chicago, made a flying trip to New York. leaving last Friday and returning Sun-It is understood he went to confer with Mr. Hearst.

Grover Sexton, automobile editor of the Chicago Herald, has recently returned to more militant subjects. Under the by-line of "Captain Grover Sexton" he has been writing about the preparedness of the Illinois National Guard. Mr. Sexton won his captaincy during service at the Mexican border.

Two Chicago newspaper artists are planning to enter the New York field. One is Quin Hall, creator of "Punkin" Head Pete," who has already left Chl-The other is Herbert Stoops, of rago. the Chicago Tribune staff.

"Dick" Fairchild and Luke Grant, oldtime Chicago newspaper men, have identified themselves with local movements to bring about a league to enpeace. Mr. Grant was recently identified with the Federal Industrial Relations Commission.

E. S. Beck, managing editor of the Tribune, who has been on a vacation in Cuba, is expected to return to the States

John H. Fahey, publisher of the Wor- in the near future on account of the war crisis. George Wheeler Hinman, jr., a Tribune correspondent, who has been investigating trade conditions in the West indies, will probably remain there for a time to cover any angle of the war that may develop in that vicin-

Henry Lucius Davidson, formerly City Hall reporter for the Chicago Daily News and other newspapers, and now secretary of the Chicago Board of Supervising Engineers, has been confined to his home with eye trouble that de-veloped as a result of "water blindness" contracted during a trip in the Canadian wilds two years ago.

BOSTON.—Frank Sibley, a Globe reporter, and Wallace Goldsmith, a Globe cartoonist, are writing and illustrating a series of humorous stories for the Sunday Globe, dealing with their experiences in various forms of aport Last Sunday's story told of a fox hunt in which they got a fine fox. already been riding and ski-ing and will next try their luck at golf.

Michael Hennessy, for many years just brought out a book entitled "Twenty-five Years of Massachusetts Politica." The foreword is written by Senator Henry Cabot Lodge. Most of the Boxton newspapers have given long reviews.

George B C. Rugg, assistant city editor of the Post, is teaching the growing class in journatism at the Boston Young Men's Christian Association, Mr. Rugg is using the most practical methods possible to give his students instruction in news-gathering and writing. I'nlike some of the schools of journalism he has reporters as well as editors address the classes.

James O'Donnell, publisher of the Holyoke Telegram, was a recent visitor in Boston. Mr. O'Donnell was here to purchase new presses for a big job plant that he is installing.

PITTSBURGH, Pa-David T. Jonas. of the Pittsburgh Leader, presided at a large public meeting held in the Crafton, Pa., School by the Woman's Club of that borough. Mr. Jonas is president of the School Board.

W. H. French, Pittsburgh manager of the Associated Press, Robert Garland, president of the Pittsburgh Chamber of

Commerce: David O. Holbrook, a former president of the Pittsburgh Press Club; W. T. Mossman, and John P. Cowan made a trip to Washington, D. C to present to Almaro Sato, Imperial Ambassador from Japan, an invitation to be the guest of the Pittsburgh Press Club on March 15. Ambassador Sato

accepted the invitation.

Col. O. S. Hershman will preside at the Press Club banquet March 15, and Senator George T. Oliver will act as toasimaster. The managing editors and publishers of the various Pittsburgh isipers will serve as a reception committee.

MILWAUKEE, Wist - Harry Billings, former Milwaukee newspaper man, and for the last four years press agent for the Majestic Theatre, has been made manager of the new \$600,000 Palace vaudeville theatre.

Harry Croy, recently returned from Texas, where he spent several months covering the doings of the Wisconsin troops for the Milwaukee Free Press. is now on the commercial run for that newspaper.

Stanley Cochems and Roman Brehens. political writer on the Globe, has telegraph and State editor, respectively, of the Evening Wisconsin, had charge of the model newspaper published at the Advertisers' Show by the Wisconsin. Cochems acted an editor and Brehens as reporter. They got out several editions daily, filled with news of the Ad Show and Ad Show work-ers. The paper was published in the Evening Wisconsin booth at the show.

Herman Ewald, formerly assistant rity editor of the Milwaukee Free Press, has been made city editor.

Cad Brand, sr., for years cartoonist the Milwaukee Sentinel, is looking to his laurels these days. Cad, Jr., aged thirteen, is blossoming out as an His cartoons of his classmates were used in the class prophecy in one of the public schools recently.

VISITORS TO NEW YORK

J. R. Woodward, advertising manager of the Chicago Daily News.

E. A O'Hara, business manager of the Syracuse Herald.

E. A. Westfall, business manager of the Boston American.

E. C. Mason, publisher of the Rochester Herald

Frey Woodson, Owenshoro Messenger



The Haskin Letter gets more magazine articles every month than any monthly magazine and gets them first.

PERSONALS

(Continued.)

W ABHINGTON, D. C. C. S. N. Gladwin, of the International News Service, has left Washington for Panama, to become editor of the Panama Herald.

4: J Archibuld, of the Montreal Star, who was stationed in Washington in 1911, during the Canadian reciprosity period, has returned here to represent his paper.

Tarleton Collier, of the Chleago American, who has been in Washington since the opening of the present seasion, has left for Atlanta, where he will be connected with the Georgian of that city.

R. V. Oulahan, chief of the New York Times Bursau, and chairman of the Standing Committee of Correspondents, is actively engaged in making preparations for the accommodations of the newspaper men who will report the proceedings of the inauguration. Seats will be secured on the inaugural platform and other describle places.

Tracy H. Lewis has just arrived in Washington as the correspondent for the New York Morning Delegraph.

ST LOUIS Casper S. Yest, editor of editorial page of the St Louis Globe-bemorat, served this week as one of the judges in essay-on-lineoin contest, field under the auspices of the Society to Celebrate Lincoln's Birthday in St.

Bernard Genenstein, church editor of the St Louis Republic, has accepted invitations to deliver addresses at two Missouri colleges. He will speak on February 15 at Lindenwood College for Women, St Charles, on "Swatting the Lie in Journalism," and on May 8 will speak at the University of Missouri at Columbia, during Journalism Week, on "The News of Religion and How It's Westlern".

H (' Booth, who left St. Louis a year ago, after working several years on the reporternal staffs of the Globe-Democrat and Republic, to edit the Times at Bellflower, Mo., has moved his plant to Montennery City, Mo., the county weat of Montenery County.

Fred H. Britton, editorial writer on the Post-Dispetch, has just returned from betroit, Mich., where he was called in connection with the sale of the betroit Journal, of which he had been part owner for seventeen years. At one time, Britton was city editor of the Journal, and later cellior of the Free Press. During his residence in St Louis he has been editoral writer, also, on the Republic having he in with the Post-Dispatch for the past seven years.

col Will J. Thornton, railroad editor of the Globs-Dernoe at and veteran newspaper man, is in the Denounces Hospital here with a fracture of the left know suffered, with other tembers, when he was knowled down by an automobile while crossing a street one day this work. Cel Thornton is sayly years old.

CANADA Paul BBKs, resident conceptioned at Obawa of the Totorilo Mail and Engine and previously was senial composer of of the Toronto Teltion, is now an outerial writer on the Month of Cazetts.

1 of J. Associated was sent by the Most of Social to Washington to cover of the first of the Social Social

As the Holland to consider the result that The tracks with the New York man when what the overall for many order to the William German, once order and the will have the women expedient from the property of the same of the

W. A William, one of the editors of the Toronto News, left for Washington last week, and is supplying his paper with special copy on the present situation at the Capitol.

SAN FRANCISCO—Genevieve Yould Parkhurst, of the San Francisco call, is writing up the side-lights of the California Legislature, now in session in Sacramento, from the woman's standpoint, in a very entertaining and instructive manner.

George F. Dobson, managing editor of the Brooklyn Eagle, and John Huber, with their wives and families, recently sailed from San Francisco on the liner Manoa for Honolulu. They will tour the Hawaiian Islands.

Leigh H. Irvine, who formerly held prominent positions on San Francisco dailles, and of late has been in the advertising field, has been passing a few days here.

SAN FRANCISCO—M. Stephane Lauzanne, of Paris, France, editor of the Le Matin, who is here on a visit, delivered an address on "Fighting France" before San Francisco Centre at the St. Francis Hotel, on February 5, at the noon luncheon. He is accompanied by his wife, who was formerly Miss Camille Gros, of San Francisco.

George A. Van Smith, who has just been elected to the position of assistant cushier of the Anglo & London Paris Bank, of San Francisco, is a fine example of the newspaper man who makes good in big business. He has won his recognition after only ten months' experience in the banking line. He was connected with the old morning Call.

Robert Gray, who has been connected with the editorial department of Allen's Press Bureau, in this city, for some years past, has gone to Sentile to accept the position of editor of the Pacific Fisherman, a prominent trade journal.

Hugh D. McKay, of the Examiner's editorial staff, is news editor of the new magnaine issued by the Advertising Club, called Ad Age.

WEDDING BELLS

Henry Hurwitz, editor of the Menorah Journal, and Miss Ruth Sapinsky, of New York, were married at noon, Fubruary 6, at 600 Madison Avenue. Prof. M. M. Kaplan officiated.

Mrs. Harriet Dunn Bentley, pioneer newspaper woman of Oklahoma, was murried at E2 Reno, Okla., on January 31, to Robert F. Irby, well-known cotton man of Oklahoma City. Mr. and Mrs. Irby will reside in Galveston.

Miss Naomi Robertson, editor and proprietor of the Blum (Tex.) Bulletin, was married on January 20 to Hugh Wyatt Graves, of Blum. Mr. and Mrs. Graves will continue to reside in Blum.

Elmer Jesus, a member of the staff of the Times, was married Monday in the rectory of the Prospect Park Ikaptisi Church, Brooklyn, to Miss Florence MacMillan, a daughter of Mrs. William D. MacMillan, a Mount Vernon, whose late historial was New England manager for the Standard Oil Company, Mrs. Prof. Hortlander attended her sister, and Edward Klauber, a newspaper man, was Mr. Psycrischest man.

lances Robert Passey former business on the of the Conseque (Tex.) Daily Liber and Moss Kathe Welly, of Ellines Okla, were married at the home of the try's parents in El-Rebo, on Jan-

of p.W. Holmes, a Less Angeles (Co.) concertsory man, and Mess Mattle, Co. were married Jenning 21 at the parts may of the Rev. David P. Monne.

John Knott, St. Louis newspaper artist, and his former wife, who divorced him hast July, took out a marriage license in New York Monday. Mr. Knott gave his age as thirty-two and his wife said she was twenty-nine years old.

WOULD AMEND LIBEL LAWS

Texas Press Association Fathers Four Bills in State Senate.

R. M. Johnston, editor of the Houston (Tex.) Post and State Senator from that district, has introduced in the Senate four bills prepared under direction of a special committee of the Texas Press Association, designed to amend the Texas Libel law, so as to afford greater libcritics to the press of the State.

The first would restore to the Libel act of 1991 the concluding clause, which declared that nothing in the act should be held to take away any existing defence to civil actions for libel. This clause was inadvertently omitted by the codifiers of 1911.

The second bill revises the sub-section of the same law which makes privileged reports of legislative proceedings, so as to make it clear that it shall apply to reports of the proceedings of legislative committees, Commissioners' Court, city councils, and the like.

The third bill would limit the venue in civil actions for slander and likel to the county of the plaintiff's residence, or the county of defendant's residence. The present law permits such suits to be brought in any county in the State in which the alleged littel circulated.

The fourth bill provides that no civil action for libel may be brought unless notice of the allegel libel has been given within ninety-five days after the accrual of the cause of action.

Macnab Leaves Mail and News

Brenton A. Macnab has withdrawn from the editorship of the Montreal Daily Mail and its evening edition, the Daily News. He was vice-president of the Mail Publishing Company. It will be recalled that the Mail came within an acc of suspending publication on January 4, when support was withdrawn by Sir William Reid, who had been financing the paper. It now appears that a second suspension was recently threatened. Mr. Macnab offered the money to produce the paper, along with an editorial protesting against the conditions under which the publication was forced to live, but the editorial was refused insertion. Mr. Macnah thereupon resigned.

To Organize Special Edition Men

A movement is on foot to organize all special edition employers into a protective association. Ralph C: Clyde, of Portland, Ore., who is taking the initiative to form the new organization, "I have been engaged in the special edition work for a number of years, and have felt keenly the need of an organization similar to that of newspaper publishers, circulation managers, and others engaged in the print. ing and advertising business. I have taken the matter up with a number of others, and have received favorable responses. I feel assured that the organization will bring about more satisfactory relations with publishers when they realize that the Association stands for strict business integrity, and that they can repose confidence when dealing with our members."

New World's Record For Automobile Advertising

A new World's Record of 404 columns of automobile display advertising in one regular issue of a newspaper was established by the



on Sunday, January 28, 1917, the figures being:

Chicago Examiner. .113,144 lines
Second Sunday Paper... 107,387 lines
Third Sunday Paper... 87,849 lines 288.03 columns

(The previous world's record was held by the Cleveland)
Plain Dealer, which published 338 columns on December 31, 1916)

These figures once again emphatically prove that the Automobile Industry has chosen the big Sunday Newspaper as its FIRST medium of publicity and that in the great Central West its foremost Sunday newspaper is the



NEWSPAPER ADVERTISING RATES ARE TOO LOW

Analysis Covering Every Section of the United States, Showing Prices Charged in Groups of Cities Ranging in Population from 10,000 and Upward. the Average for the Country Being .0019 2-3 Cents a Line, or .0247 2-3 Cents on Inch Per 1,000 of Circulation.

By FRANK J. ARKINS, Festure Editor,

admitted. That they are ridges. lously low, is not generally known. An impartial examination of newspaper dis. play advertising rates in 180 cities of the United States, covering every section, from coast to coast, and from the Canadian line to the Mexican frontier, develops a series of surprises. Such an investigation takes in every State in the Union The information is general. and not special. It has been gathered first hand, from publishers' statements. and may be considered authentic. The result of the investigation, covering the number of towns mentioned, takes in 361 newspapers, in cities that range down from 200,000 population and more, to a number of less than 10,000 people. The average rute, per 1,800 of circulation, for all of the newspapers is only .0019 2-3 cents per agate line, or .0247 2-3 cents per inch per 1,000 of circulation.

In arriving at these results, the field was grouped, first by towns, and, secondly, by the dailtes published in them. An increase of 10 per cent, would only advance the agate line rate per 1,000 of circulation of these 361 newspapers to .01298, and the inch rate to 18546 cents. It is estimated, from the best figures that may be obtained that newspaper advertising-i. c., all newspapers in the United States - amounts to between \$200,000,000 and \$325,000,000 rearir The latter figure is probably high, while the former is doubtless a bit conservative. Accepting the lesser amount, an advance of 10 per cent. In advertising rates on the part of all would mean an Increase. in revenue of \$30,000,000, bringing the total to \$330,000,000 yearly for newspaper advertising rates.

WHAT TO PER CENT, INCHESES WOLLD MEAN

PUBLISHEDS HAVE NOT ADVANCED RATES.

There have been circulation increases in the past two years running from 10 to 20 per cent, with practically no increase in advertising rates. Publishers are the only class who have not demanded more money for greater output, and in this respect they have adopted a policy directly contrary to that followed by every other line, which has been compelled to charge the consumer for additional delivery of products of manufacture. A newspaper is a manufactured product, the same as billets of steel, brick, news print, food served in a café, etc. Regardless of increasing cost, newspaper publishers have given advertisers a constantly increasing delivery of newspapers at practically no advance in cost. The increases that have been made in the past few years have been on the part of only a few hewspapers, in widely separated tions, and have been so small that they will hardly affect the general rates by the altering of a decimal.

Some advertisers, scenting an increase to meet advanced costs, have raised a question as to whether or not rates should be as high as they areat the same time endeavoring to get under cover by signing up long-term contracts at the present prices to protect themselves. All of this by way of illustration.

In order to present the matter in a way that will be readily comprehended. the 361 newspapers, from which rates were gathered, and the towns in which they are printed, were divided into five

with its more than 5,006,000; Chicago, population.

The result, by groups, is summarized in tabular form, as follows:

HAT newspaper advertising rates groups, throup No. 1, comprising cities are entirely too low, is generally of more than 200,000 population includes such communities as New York. Boston, Philadelphia, Pittsburgh, Los-Angeles, San Francisco, and other cities of equal geographical importance and

REWSPAPER ADVECTIONS CONTR.

umber represented. Average rate per in the averages—thousand of circulation lin s. Newsympers.—Per line h.—Per line Number represented Oth & Newmanners. 200,000... 400 m 3 7 0015 50 000-100,000. 31 11015 .0024 (400)................ 31 0028 31 Under 10,000...... VI 361 Average price .0247 2.3 0019 2-3

A study of the table presents some interesting facts. It would appear that rates are lower in towns of between 100,tion and 200,000 population, per 1,000 circulation, than in others. It would also seem to be the fact that newspapers in cities of this size are more evenly balanced, and that the conditions under which they are published are more ideal, Costs are lower, proportionately, than in cities of larger size.

WHERE RATES ARE LOWIST.

On the other hand, rates are higher, per 1,666 of circulation, in towns of less than 10,000 population, where conditions are not so favorable as in cities of between 100,000 and 200,000. Supplies are not purchased as cheaply, because obtained in smaller amounts, and here the question of initial or fixed expense, or both, becomes more prominent in estimating or calculating advertising Overhead expenses are proportionately higher, and interest on investment greater, compared with total revenue. As the business increases, the rate becomes automatically lower, due to the magner of distribution of fixed and overhead expenses, compared with total in-CORRE

The next lowest rate may be found in cities that range in population between 50,000 and 100,000, where the agate-line price averages 0016 and the inch rate .0235 cents. The proportion that labor outlay bears to general resenue is greater, when figured on the basis of percentage, in these towns, than in the cities that comprise group No. 1, for example.

That advertising rates are too low is evidenced by the fact that within the past two years some newspapers-they have fortunately been few have been discontinued, while others have consolidated, and in nearly all cases when the books have been opened, it has been discovered that they have seldom paid expenses. There was not sufficient advertising income to justify their continuance in business, though they were, admittedly, necessary to the community in which they were published.

LOWER PROPERTY IN LABOR CITIES.

In the larger cities, profits are relatively lower than in the smaller places. calculated on total income, which may be found in the case of those newspapers that sell for I cent a copy in the constantly widening deflect shown in the news-print account. There is such a thing as having too much circulation -of increasing it to a point where, regardless of the reasonable advertising rate that might be charged, that the loss austained by the purchase of white paper will more than equal the total income from advertising and circulation. This is a fact admitted by statisticians who have made an analytical study of the newspaper business. Where the rate charged for the newspaper is 2 cents a copy, this problem is eliminated, for the simple reason that the sales price of the newspaper more than equals the cost of news print.

This does not alter the fact, however, that an increase of 20 per cent. in circulation does not carry with it an increase of the same amount in adver-

timng rates, whereas the merchant who advertises invariably charges 20 per cent more, based on his selling costs, for articles sold above usual prices, when he pays 20 per cent, more for each 20 per cent, he adds to his salesotherwise he would go out of business.

in the case of proprietary articles, for example, the statement is made that there has been no increase at all to the public, or in such isolated instances as hardly to affect the total. the truth of the statement, it must be remembered that each package purchased pays a profit to the manufacturer, usually taken when the goods are sold to the wholesalers, or the jobber, the profit in each case being large, compared with the amount obtained in other lines as witness the fortunes that have been made in these articles. The same is true of all lines of industry and in all business. That there have been failures in all lines must be taken as incidental, one business to another. In the main, however, the profits in the newspaper business are smaller, compared with the total revenue; and it is, so far as may be figured, the only line in which a product constantly increasing in cost is delivered without a corresponding percentage of increase in prace

FIGURENCE PROME NEWS-PRINT COST.

This may be figured, approximately, in another manner. There were consumed by the newspapers of the country for 1916 about 1,850,000 tons of news print, costing at the lowest possible estimate \$74,000,000, which includes the payment of the freight, storage, and cartage. The same amount of paper will cost in 1917 \$114.780,000 at the mill, an increase of \$10,000,000, the cost of freight, storage, and cartage to be paid by the newspapers in addition. An increase of to per cent, in advertising rates will not cover the advance in the price of white paper, to say nothing of the cost of freight, cartage, and warehousing. These figures will doubtless be greater, for only newspapers that terreliane large tonnage have or will get wich a favorable price. Smaller newspapers will pay more

Confronted with the same conditions. any advertiser would do the obviously necessary thing raise his rates. deed, he has already done so, for, with the possible exception of proprietary articles, costs have advanced all along the line, for the dollar, in terms of commodities, is cheaper to-day than it ever has been, while, vice versa, commodities, in terms of the dollar, are higher new, generally speaking, than at any other time in history,

All of which goes to show that newspaper advertising rates are not only low, but far too low. They are less than newspaper publishers themselves generally appreciated.

Based on returns per dollar of investment, on the one hand, and the cost of production on the other, newspaper advertising space is about the cheapest thing sold in the world to-day, with the single execution of the cost of newspapers per copy.

A. P. AMENDS COMPLAINT

Court's Decision in Injunction Suit Against I. N. S. Engerly Awaited.

In order that their complaint against the International News Service might cover the alleged lifting of local news as well as foreign, the Associated Press secured permission from Justice A. N. Hand on Tuesday to amend its complaint. The amendment as offered, and as permitted by Judge Hand, will sive the Court jurisdiction over the alegations covering the local news, as for instance in the case of early editions and bulletin boards, wherein the Λ P alleged that the I. N. S. lifted news from such editions in Eastern cities, and because of the difference in time, were alde to get such stories over to Western papers as soon as and in some cases before the A. P. itself. The amendment also widens the suit so as to restrain not only the L. N. S., if the injunction is granted, but also to restrain all of the employees and agents of the defendant. The decision in this case is easierly awaited by the newspaper fraternity, and is expected daily.



16

"JIMMY COON" **STORIES**

Here is a new series of children's stories with a new idea. The new idea is action and plenty of it.

Dr. Warren G. Partridge who writes these stories says he believes that children like action. Even girls like stories in which something happens. When kiddies hear these new, wholesome Partridge stories they will jump up and down and ask "What did he do next?" and "Then what hap-pened?"

Is your present series of children's stories getting old and slow-going? Then why not send for a sample week of "Jimmy Coon" and see if you don't want to substitute?

Do you know all that you should about this big, all-around, sensible syndicate and its large line of excellent features?

THE GEORGE MATTHEW ADAMS SERVICE

B.W. 40th ST., NEW YORK

NEWS PRINT PRICE CONCESSION TALKED

Manufacturers May Make an Offer, Based on a Five-Year Contract, at Conference to Be Held in Washington, Following the Report of the Federal Tessle Com- consumption of increased production. mission.

News print manufacturers are preparing to offer concessions in the price of news print, in the opinion of a numher of publishers. They would not be surprised, and some of them expect, to have made to them a proposition for a supply covering a period of five years or more. It is expected that this offer will be made at one of the conferences that will follow the report of the Federal Trade Commission to Congress. Those who have been close to the situation are of the opinion that, if publishers will agree to a contract covering at least five years, manufacturers will voluntarily abrogate the present contracts, making the new contracts date from January 1, 1917 These men do not agree with some publishers, who are of the opinion that the 1917 price. having been set, has passed into history, and, hence, cannot be overcome. They are of the opinion that the news print makers, to protect the business of their mills, are as anxious to effect a pettlement of the differences that exist with publishers as are the newspaper men themselves.

PAPER BURPLUS IN SIGHT.

This desire on the part of the manufacturers, it is said, is brought about by reason of the fact that publishers are keeping well within their contract limits at the present time. This, coupled with the new tonnage coming on the market during the present year, is likely to bring about a condition where the supply will be in excess of demand, with consequent low prices, where exnetly the reverse condition was ex-

i ntil the Federal Trade Commission makes its report to Congress, however, nothing can be done. That body has made a most exhaustive investigation into the matter of manufacturing costs. With these figures in hand, the publishers will be in a better position to understand conditions as they exist at the present time in the news print manufacturing industry.

it in the general belief that the Federal Trade Commission will make a recommendation to Congress with reference to remedial legislation for the relist of consumers. Whether it will take the form of Government regulation of price is not known. Such a plan is opposed by manufacturers.

Speaking on the subject, A. G. Me-Intyre, representative of the Paper Commotee of the American Newspaper Pulslishers Association, said.

OFFICER PRICE REST LATION.

"Inthishers are not advocating or sugg-sting government regulation of juger nulls. As a matter of fact, the suggestion first emanated from the Chicago conference, where it was brought up by Mr. Mead, chairman of the manufacturmolecimino englist A commission con handling pulp and paper mills would be a very ameatisfactory solution

I hearthly agree with Mr. Hodge, of the International Paper Company, that government regulation of paper mills is most undesignable. Publishers are objesting to restrictions imposed on their ean business at Washington I do not is our any of them advisate auch tostruction or regulation of paper manu-

inconsistent.

"It is very doubtful if paper will ever return to its former levels, on account of changes in the labor market and pulp-wood supply. Present prices are, of course, fictitious, and conditions will rapidly adjust themselves on a leaser

"I hope that at the conference which will follow the report of the Pederal Trade Commission between manufacturers and publishers, a real disposition towards cooperation will be established and a better feeling of mitisfaction arranged on both sides.

"Publishers have been very much abused by the manufacturers-unfairly so. They also feel that present prices are a result of combination and arrangement which, in their opinion, is not only unfair, but illegal.

"Let us hope that at the coming conference some real good may result and some permanent basis of solution be arrived at."

OPEN MARKET PRICES SOFTEN.

There is still a noticeable softening in the price of paper for sale in the open market, the rigid economies publishers are practicing being given as the cause. A larger percentage of advertising is carried by newspapers generally, the text matter being pared down to the bone in order that a less number of pages may be printed. The result is a falling off in the demand for news print. This condition is expected to continue throughout the year. Publishers generally have adopted the policy of cutting off exchanges, eliminating the free list. giving soiled copies to advertisers, and raising subscription rates. Among many of the larger publishers the difference between the 1916 contract price and the amount paid this year has been partially equalized in this way. Economies in the editorial department, in the matter of space accorded to news. has resulted in crowding a larger numher of articles into the newspapers, so that the net result is a better product with reduced paper consumption. On the other hand, tonnage coming on the market is having its effect in advance. so far as the open-market prices are concerned.

NEW YORK WORLD BUYE ANOTHER MILL.

The New York World has purchased the High Falls paper mill, of thirty tons daily capacity. The plant is located at Chateaugay, N. Y., and includes a dam 100 feet in height. The company has been reorganized, the new officers being as follows: James A Outterson, Jackson, vice-presipresident; J. G. dent; Lynn E. Wolfe, secretary; N. H. Botsford, treasurer, W. T. Libby, manager; and Bert W. Wood, assistant manager. The directors are as follows: James A. Outterson, W. T. Libby, J. G. Jackson, Lynn E. Wolfe, and N. H. Hotsford The old officers of the company were J. F. O'Brien, president: J. S. von Vechten, vice-president and general manager; L B von Vechten, treasurer, and B. W. Wood, secretary and assistant manager. The production of the De Grasse mill, recently bought by the World, is being increased.

The new 100-ton mill of the St. Maurice paper mill at Three Rivers, Canada, is practically complete, and should he in operation in a few days. The entice plant, which will comprise a statyton sulphite mill and a fifty-ton sulphate mill, supplementing the 100-ton ground-wood plant now operating. should be completed by March.

News written without verification usually come lack to haunt the writer.

facture. If they do, they are grossly WIRELESS MESSAGES TO GERMANY

Friends of James O'Donnell Bennett Send Greetings at 56 Cents a Word.

It costs the Chicago Tribune 12 cents a word toll on the wireless messages it receives from James O'Donnell Bennett, the Tribune war correspondent in Germany. The regular commercial rate the other way via Tuckerton, N. J., and Berlin, by wireless, is 56 cents a word, as friends of Mr. Hennett had occasion to learn a few days ago.

Mr. Bennett started for Europe in 1914 in company of a group of Chicago city officials who were bound for London. Berlin, and other European cities to study railway terminals. Then the war broke out and they fled for home. Mr. Bennett remained as the Tribune's correspondent with the German armies.

Last week the Chicago officials gave a hanquet at which all the original party were present with the exception of Mr. Bennett. Consequently they decided to send him a message of greetings, and the cost was \$7.28. In view of the approach of hostilities they are wondering whether the measure got through.

ILLINOIS EDITORS CONFERRED

Important Meeting Addressed by State Officials at East St. Louis

meeting of the Southern lilinois Republican Editorial Association was held yesterday in East St. Louis, Ill., for the purpose of naming a buying agent for all members of the Association, and to discuss the print paper situation.

Attorney-General E. J. Brundage advised the editors on action that may be taken by publishers to prevent a price-regulating combination. Andatant Attorney-General W. E. Trautmann, Senator Adam C. Cliffe, president protem of the Illinois Senate, and L. E. Miner, editor of the Springfield (III.) State Journal, also addressed the Association.

All the speakers urged cooperation among the publishers for mutual protection against alleged exorbitant prices of news print. President A. T. Spivey, East St. Louis, presided at the meeting

STATE SECRETARY NOW CENSOR

Will Pass Upon All Foreign Newspapers Entering Canada.

TORONTO, February 7,-A consolidation of the orders in council respecting the censorship has recently been issued at Ottawn. The chief change to be noted in the operation of the censorship is the transference from the Postmaster-General to the Secretary of State of the authority to declare whether any publication shall be excluded from Canada Hitherto the former Minister has made the decision, but as the censor works under the authority of the Secretary of State, it was deemed advisable to have the same department Judge the desirability or the undesirability of having foreign publications enter the country.

The term "objectional matter" is clearly and comprehensively defined in the consolidated orders, thereby obviating the necessity of comparing the various definitions previously given.

The publication of "objectionable matter" is, of course, strictly prohibited. Further than that the censorship will now be applied to cinematograph films.

When It Comes to St. Louis

Begin Your Order With

The Republic

The Buying-Guide to the Great Southwest for Over a Century!

NEVER YOUNGER NEVER STRONGER **NEVER SO NECESSARY**

The average net paid circulation of the Daily and Sunday Republic during January 1917 was 3082 copies greater than during the same month of 1916. This gain was made in spite of the fact that the selling price was increased from one cent to two cents.

Foreign Representatives CONE, LORENZEN & WOODMAN 225 Fifth Ave., NEW YORK Advertising Bldg., CHICAGO

VIRGINIA EDITORS TO MEET AT UNIVERSITY

Virginia Newspaper Conference to Be Held Under the Ampices of the School of Journalism of the University of Virginia Attracto Attention of Newspaper Men of South.

Clarence Poe, of Raleigh, N. C., editor of the Progressive Farmer, Folger McKinsey, "The Benztown Bard," of the Baltimore Bun; Stuart Oliver, of the Raltimore News, and Miss Cally Ryland, of the Richmond News-Leader, were among the speakers at the Virginia Newspaper Conference held on Thursday and Friday, February 8 and 9, at the University of Virginia, under the auspices of the School of Journalism.

The first annual meeting of the Virginia Press Association was held at the same time. Representatives of Virginia dailles attended the business meeting Friday to organize a Virginia Daily Association.

Print paper problems were discussed by experts from New York, North Carolina, and Virginia. H. B. Varner, of the Lexington, N. C. Dispatch, who

presented a brief to the Attorney-General against the paper manufacturers, was expected to speak at this sympo-

sium. A reception for the guests was held

Thursday night at the Colonnade Club. On Friday a luncheon was given by the University at the University Commons the Charlottenville Chamber of Commerce gave a banquet in the name

of the city that night.

The Press Institute News was gotten out by the students of the School of Journalism. The Mergenthaler Com-

pany installed one of its latest model electric driven and heated linotype machines with an operator, who set the students' copy. The News was be issued as a supplement to the Charlottesville Daily Progress.

President E. A. Alderman, of the University, delivered the address of wel-

Round-table discussions of the problemn of both daily and weekly papers were features of the Friday sessions

PROGRAMME

THURSDAY, PEBRUARY 5, 1917.

10 to 12 - Tour of University.

13 noon-Opining session The Newspaper and Progress:

- 1. Invocation, Dr. W. M. Forrest, University 2. Address of welcome President Edwin A. Abbernan, University.
- The Newspaper Conference," President G Minesley of the Virginia Press Association, Dunyalle.
- 'Editorials for Progressive Virginia,' Walter E Addison, the News, Lynchburg Troblems of Small City Insilites,' W. S. Copeland, the Press, Newport News
- 3 20 P. M. Newspaper Problems.
- "Receding the Woman Resider," Miss Cally Ry and the News Lettler, Richmond.
- "The Profession of Journalism " Brod Level Whitple School of Journalism, University.
- The Work's and Community Service," R. A. Amieron, the News, Marion
- 4 J. H. Gwathmey, the Central Virginian
- "The Country Editor's New Opportunity." tlarence Por, the Progressive Farmer, Rainigh, N. C.
- 6 "Cosp Systems for Weeklies" Will M. Hund-ley, the Journal, Alta Vista.
- 7 30 P. M Public celebration, Cabell Hall;
- 1 Mucie, I niversity time Club Quartet.
- 2. Address, national speaker Recoglish, the Collounde Conh for Guesta and faculty

PRIDAY, PEBRUARY 2, 1917.

- 9 30 A M The Newspaper Business:
- "Making the Weekly Pay," John T. Daniel, the Northhampton Times, Cape Charles.

- mecretary, American Newspaper Publishers Association New York, W. W. Wester, the Sun, Durham, N. C.; Prank P. Glass, the News, Birm against Ad. "Scientific Advectising," Stuart Ollvier, the News, Baltimore.
- 4. "Advertising and Agencies," Walter H Sa-
- 1 to 2 P. M. Luncheon, University Commons, the University of Virginia
- 3 P. M Open forum
- Business meeting, (a) Virginia Press Association, (b) "An Association of Pallies" J. L. Horne, the Telegram, Bocky Mount, N. C. estion Bos and talks.
- 7 30 P M Hanquer by Charlottewille Cham-ber of Commerce:
- "New Virgain and the Press," De John Stew-art Bryan, the News-Leader, Richmond "Hemospun Verses," the Benziown Bard (Polger-McKinsey), the Sunpaper, Baltimore,

IOWA PRESS ASSOCIATION

Two Days' Convention Was Closed Last Night at Des Moines.

The second annual convention of the lows Press Association was held this week in Des Moines, starting Thursday and ending last night. About 500 editors and managers of daily and weekly newspapers in lown were present. The programme opened Thursday with President Paul S Junkin presiding. After the usual welcome speeches and music. there was a talk on "Foreign Advertising from the Agency Standpoint," by Paul E. Faust, of the Mallary, Mitchell and Faust Agency, of Chicago. Newspaper Short Course" was the subject of the address delivered by Prof. F. W. Beckman, of the department of journalism of the Iowa State College. "Mutual Insurance for Printers" and "Commissions to Advertisers and Agencies" were the subjects assigned to K. Neutson, of Mason City, and Senator F. M. Smith.

At the annual banquet on Thursday

evening the speakers were George Ade. H. C. Hetaling, of the National Editorial Association; Verne Marshall, and oth-

Friday morning subjects for discussion were "System in the Front Office" and "Collegration with the Merchant." The speakers were H. M. Harwood, of the Rockwell City Advocate, and H G Larimer, of Chariton. Several roundtable discussions of clubs and county organizations were held. Friday afternoon the delegates heard addresses on "Free Stuff," by C. M. Marvin, of the Shenandoah Sentinel; "Reminiscences of a Printer-Editor," by A. W. Peterson, of the Waterloo Courier: "The National Editorial Association," by Vice-President H. C. Hotaling, of Mapleton, Minn., and "The Print Paper Situation." by E. J. Fenting, of the New Hampton Tribune, and W. G. Ray, of the Grinnell Herald.

The ladies who accompanied the delegates were on Thursday afternoon entertained at a matinée performance at a local theatre, as guests of the Chamher of Commerce. On Friday afternoon they were received by Gov. and Mrs. W. L. Harding at the State Capitol.

Last evening the convention was brought to a close with a reception and musicale at Drake University.

Newspaper Men to Train

The Newspaper Men's Military Training Corps will be revived next week, Capt. Mathews, of Fort Totten, will be in charge and the men will be trained on the roof of a downtown building.

The man who tells you why he was discharged doesn't make nearly as good an impression as the one who speaks well of a former employer.

THE ROCHESTER HERALD

Carried 18,970 lines More Automobile Advertising

THAN ALL OTHER ROCHESTER PAPERS COMBINED

DURING THE 1917 AUTOMOBILE SHOW

THE ROCHESTER	H	ER	AL	D				6	7,606	Lines
Post Express						٠	٠		27,524	Lines
Democrat & Chronicle									16,688	Lines
Union and Advertiser									3,430	Lines
The Times							٠		994	Lines

(Each paper is credited with seven publication days)

THE HERALD was the only paper to show a gain over last year -all other papers showed a material loss

MORE CIRCULATION MANAGERS TELL HOW THEY HAVE EFFECTED NOTABLE ECONOMIES

Conservation Methods Have Varied According to Circumstances but Close Watch on Press and Mail Rooms, Saving of Waste Paper and Elimination of Complimentaries Are Some of the Schemes to Reduce Consumption of News Print to a Minimum.

Continuing the series of letters from newspaper circulation managers, in which they tell how they have effected economics in paper, another batch of interesting and helpful communications follows. That the 19ht on waste is underpread these letters show. The aggregate surings must run into huge tionrea, both as to conservation in tons and in money. Also the pay-in-advance system is being enlarged and a new and firmer basis for circulation business is being established all around. In these respects, the evil of high-price news print is bringing partially commensurate good.

WATCHIS PRING AND MAIL BUILDING.

t, C. Jenkins, Cir. Manager. Birmingham (Ala.)

"First, we have made a saving of about to per cent by cutting off complumentary and exchange copies and reducing our returns to a minimum. We do have a few hundred returns from the newsboys each day. These are used as advertisers' comes and mailed out the morning following publication, All free copies going to public offices, s hools, libraries, etc., have been eliminated. We have kept close watch on our mailing and press room, baling and disposing at I cent per pound all sweepings and refuse papers, not that we wish to reduce legitimate consumption, but we are endouvering to account for all white paper and get pay for all papers printed."

CUT OUT FREE LIST.

S. J. Armstrong, Cir. Mgr. Boy City (Mich.). Haily Times:

"It has been customary in this loality to exchange with the weekly papers in northeastern Michigan, but in the last few weeks we have cut off practically all exchanges and also discontinged sending free jusper to all rural entriers and postmasters outside of our home county. Our miscellaneous list of paid subscriptions is whittled each month. We are now arranging to out into effect within the next week or so. the sending of papers to advertisers on the day that they have their ad in, thereby eliminating them from our regufar mail list so that they do not receive papers that are of no benefit to them Each day our press room receives a notification of the number of papers needed by the circulation department of each of the three editions we run. This is figured very close so that we general. ly run very few papers more than actually needed."

THE MOST RIGID ECONOMY.

r. A. Arlain Cyr. Mar Grand Hapida (Mach.).

"The News early last summer took dips to enforce the most rigid economy in printing and distribution. The retorn provider was withdrawn. A check ans put in the waste in press and mailing room. All complimentation and pae is furnished correspondents were cut off ex hances descontinued except such as were absolutely required and the consent of free papers furnished adverticers reduced 50 per cent. Four out of sax read men were laid off, and a conducting campaign started to offset the less in the disction. So far there has been a decided warn in collections ent new mitoscriptions, while the exare has been lower. We have raised or rates on mail salescriptions from st par year to \$1 per year and an Inrecessing city rates with fellow. Judgethe is comits the on's thing we have to pro-the that we did not do it be-

THE THE PROPERTY MESON THESE

I H C for M . I the Francista

sense thing in conserving our paper supply. We have cut out everything that we could possibly get along without. That includes a great number of exchanges and complimentary copies. We have also reduced our advertising list by about one-third. We do this by putting our advertisers in a separate list, and sending them a paper only on the days required. We have also limited the size as nearly as possible to ten and twelve pages. It is my personal opinion that some of the features that are now being used in various papers, including our own, could be dispensed with without loss. This seems to me is about as far as one can go without injuring the value of the paper as a newspaper."

DOWNOMY ON ALL PEDSON.

fierald R. Herrides, Cir. Mgr., Harriaburg (III.) Daily Register.

"We have already cut off a good many complimentary copies, and we are holding our press run to a very narrow margin. The press-room waste has been cut considerably, which was to a certain extent unnecessary. We are using old twine for use in mailing where it is at all suitable thereby saving a good deal there. Twine and paper that we can't use for mailing is all baled, turning it back into cash. Publishers can't carry subscribers with the paper cost so high at present, and we expect to very soon eliminate this system "

ECONOMY A MATTER OF BUSINESS.

R. D Legaure, Fir Mgr. of the Hamilton (Can.) Speciator .

The Spectator seems to be one of the very few newspapers that have given deserved attention to waste of news print as a matter of business without waiting till forced to do so by the present paper famine. For the past two years we have not allowed any -return privilege to city or county agents or dealers, and for about the same time we have been discontinuing all mail subscriptions at expiration, and have made monthly revision and tabulation of exchange, complimentary, service, and correspondents' coples."

MAKING PROGRESSION.

Rubert J. Bulger, Cir. Mgr. Buffelo Courses Inquires

"Replying to your letter, will say that we have out down our consumption by eliminating all waste as far as We have cut off all complimentary copies and exchanges, and pay cash for whatever papers we need. We have also cut down our returns to a point where it cannot harm our sales. We have tried in every way to watch the returns closely We have done creditably so far, and are doing better exity week, and have been buying considerably less waste?"

PEWER PAGENT ASSESSMENT ARISESTED (1842) this I History to Mar. Ottomas the

"We have attempted to meet the bicrease in cost of white paper in your our ways all with a slow of cutting We have emply done the common- down on the consumption of white pa-

VALUES READERS PLACE **UPON PAPER'S FEATURES**

Interesting Revelations Through Circulation Survey Made by the Tacoma (Wash.) News Editorials Read by Seventy Per Cent. of Patrons -Thorough Canvass by Solicitors.

By HERBERT HUNT.

The Tacoma (Wash.) Daily News recently completed an interesting survey of its circulation to ascertain the values which its readers placed upon its various features. The survey was undertaken after an argument among members of its editorial and business offlee staff as to whether a certain feature which long had been in use reality in demand among anything like a considerable proportion of its readers. or whether the demand came from a comparative few to whom it particularly appealed for, perhaps, semi-superstitions reasons. Several attempts had been made to eliminate this feature; after each attempt a good many complaints were made, and the conclusion that it was widely read was accepted for many months. We shall call this feature "A", for future reference.

Six solicitors of above average ability and who were well acquainted with the News and its features, were chosen to cover various parts of the city. each was given a definite district. Each had blanks to be filled out as he questioned the subscriber. These men were instructed to interrogate carefully, take their time, and get the best possible resuits. The districts were widely separated and covered every section of the city and all classes of readers. Included were school teachers, bankers, mechanics, ministers, housewives, physiclans, clerks, working women, laborers, retired persons, sailors, street car employees-in fact, representatives of almost every imaxinable line of effort.

RUBELLETH OF CARRETUL CANVAIR.

In computing the totals it was found that only .0057 per cent, of the readors regarded feature "A" as a first choice feature; 26 per cent, did not read fea-ture "A" at all: 34 per cent, read it with some regularity.

The figures indicated that 50 per cent

per lieturns were entirely cut off, files, advertisers, exchanges, and all copies not included in paid circulation cut to the minimum. The make-up was arranged so as to use less paper. This was done by brevity in heads, news stories, etc., crowding everything to save an inch of white space. That our efforts have brought results in shown by the fact that for the first eighteen days of November the Courter has run one hundred and fifty-five (155) inches more of local advertising and twenty-eight less pages than it did during the same period of last year."

NO RETURNS IN RECENT TEARS

Concensed I sales 14: Min Pe at 1771 1 Alde

"The Peoria Star Company has practically descontinued its exclusive list and has substribed for such papers in our immediate vicinity, as the editorial department feel they need mean the excharge table. The protonings lists both in the city and in the country have been confully therked over and numer note from content of minuted. Extremely personation for his cost and post office with is have been materially reduced no well as have our net retrest toras a The Star base had for we ope allowed noturn proceeds a consequently we were tradile to make any saving on that potat."

read society news; while a per cent, never read it.

In the vote on first choice features, 43.6 per cent, declared for general news, telegraph and city, 108 per cent, partieularly mentioned the value of clated Press disputches. Eight per cent, regarded the editorials as the best feature, and 70.8 per cent, said they were reading the editorials regularly. while 9.7 per cent, said they never read them

As first choice features "funny" pictures won a vote of .022 per cent.; short stories, .011 per cent., and continued stories the same. Of the total, 65 per cent, said they did not read continued stories and 137 said they never read "daily stories." In the affirmative returns, it was shown that the "daily story" is a little more popular than the serial, each winning close to a 40 per cent, vote.

Feature "A" was lowest in the vote, though, as said before, it is read by 34 per cent. The next lowest was "Twenty five years ago"—an epitome of Tacoma events of a quarter century ago-with a reading strength of 37 per cent.

An amusing side of this canvass was that in a number of cases the News was accused both by subscribers and non-subscribers of saving and doing things with which it never had the slightest connection. It was asked to omit certain features-which it never had printed; it was asked to change editorial policies it never had followed; it was lambasted for acts committed by other papers. Now a curious thing is that some of these criticisms came from persons who for years have never taken any other paper, and their criticisms therefore must have been based wholly upon neighborhood goasip or imagina-

FEW READERS ANALYZE PAPERS

Another and more pleasurable phase of the inquiry was found in the numher of readers who replied, when asked what their first-choice features were. Why, we like every line of the paper. It's all good."

The returns indicate that only a few readers, something like 2 per cent., ever make anything like an analysis of the paper they take. The News found that 1.7 per cent, mentioned general make-up and arrangement as the reason why they liked the paper. Most of those interrogated appeared never to have consulted with themselves concerning the augstions that were asked, but they seemed to enjoy the novelty of attempting to analyze, when the matter was placed before them

As a result of the inquiry the News expects to try out a number of experiments, with the aim of eliminating matter, and making a more direct appeal,

The most surprising phase of the inquiry was the number of parsons who and the editorals. Seven out of ten readers declared they read them resularly. In this not an unusually high proportion. These it not prove to be without lovely the contract of our of severe newspaper men that the cliterial rease should be abolished? Or is Throma an exceptional any invitedually?

Staff Competes for Bonnses

Members of the Chhore Examiner "staff are enabled in a keen competiton for tomes as a result of the recent announcement that prizes of \$15, \$10 ul \$5 x do le awarded for the lest excludes shows each week.

The man hard who desait give his enighteen a grown at the fit hardy to do much better by his customers.



THE ST. PAUL DAILY NEWS GIRLS' MARCHING CLUB

ing this was one of the most plicative features of the St. Paul 1917 Outgoor Sports Cartlent. The this was first Mass Leader Harper is capitals of the tasks that, which was post through regular military drills for the big varnival parades. The continuous are whitecoats framed with red, and small white hats with white far hands. The girls made a striking picture in all the carnital events

Chicago Tribune Sets New Records The Overson Tribune approximed on ber of any single edition of the Tritons eave sold and the greatest number of any single edition of any Chicago nownpaper ever published. The edition was \$2,000 copies awater than any previous edition of the paper. It required 425 tone of paper, according to the onnouncement. To supply this paper, about 25 green of growing timber were

four days to make the output. Other end to end, sheet teaching sheet, would

> Ottawa Papers Raise Price The evening papers of Ostawa, Ont. have decaded to raise their price to two

Land for Subscribers Only The Philadelphia Press has acquired of lokes at Brown's Mills, to New Jorerry to on a paved State road, within mer resert and a week-rad retreat for

dents. The peoperty can only be ac-

Tarentum Papers Raise Price The Tarentum (Pa.) Exceing Telerum and the Valley Bully Nows of the property around the lakes is being

one to two cents, the westy rate to be formerly, and the annual superription Starcess travels fast. It is overtaken







The A B C of Simplicity and Efficiency

NEW YORK, N. Y.

INTERTYPE =CORPORATION=

CHICAGO, ILL. Old Colony Building

NEW ORLEANS, LA. 539 Carondolat Street

Terminal Building, Brooklyn, N. Y.

SAN FRANCISCO, CAL

TIPS FOR THE AD MANAGER

Kellogg's Toasted Corn Plakes Com-Battle Creek, Mich., announces that its 1917 schedule has been made up and will be placed through the George L. Dyer Agency, 42 Broadway, New York

The Dauchy Company, 11 Murray Street, New York, is placing yearly contracts for E. S. Wells, "Rough-on-Rats," Jorsey City.

J. Walter Thompson, 44 East Twenty-third Street, New York, is placing orders for Park and Pollard, "Lay-or-Bust", Boston, Mass., dailies and week-

Street & Finney, Inc., 171 Madoson Avenue, New York city, are handling the account of the Nichols or Typewriter Exchange, of Baltimore Md distributers of the Edison Dictating Machine in Baltimore

The Chambers Agency, New Orleans. is placing advertising with Louistona, Mississappi, Alabaran, Georgia and Texas dailles and monthles for thescent City Stock Yards & Slaughter There Co. of New Orleans

Con-Cola is making up its list and n line out contracts through the D'An 5 Agency, of St. Louis.

The Bichardson Silk Co., of Chleago. is making contracts through the Erwin A. Willey Agency, of that city

The Dolleamayer Advertising Agency. Lincoln Rending, Minneapolis, Minn., is making 10,000 line one-year contracts with some Middle West newspapers for the Pilisbury Flour Mills Co., "Pilisbury's Flour," 201 Metropolitan Life Building, Minneapolis, Minn.

The Blackman-Ross Co., 95 Madison Avenue. New York, is sending out orders for the Walter Lowney Co., "Lowney's Cocoa," Boston, Mass.

The Cowen Company, 50 Union Septicie, New York, is placing copy for the Lordland Tolucco Co., "Helmar," nes ones. N. J.

The Johnson Advertising Corporat et 20 East Jackson Roulevard, Chicon is handling the advertising of H & H. Cleaner Co., Des Moines, la

The Russel M. Seeds Co., 339 Univer ty Square, Indianapolis, Ind., is recking 5,600-line one-year contracts a, h some Mobile West newspapers for tt. Promer Motor Co., Indianapolis.

In Prick Prestry Co. 456 Fourth Avenue New York, in sending out orof the R & G Corset Cu., was I shan, New York

7 W. le Advertising Co., 110 West to a Street, New York, is sending out east for the Michelin Tire Co., Mill-Lon V J

T | 1 H C c c Co, 214 South 12th ways proposed that the rest to the merion. and white a standard property. See the Compact Hard to Oth Mondathing in the first car Street, New York

The Samera Hallander and Hallock M. Tree the state of the s Visit of the editor of the simple constant advertising. The effice of the Association is in Oshkosh, Wie

The Power, Alexander & Jenkins Co., advertising agents, Journal Building, Detroit, have made extensive contracts for the Paige-Detroit Motor Car Co., for the first six months of 1917.

The Power Alexander & Jenkins Co. Detroit, is placing the advertising of the General Engineering Co., Detroit, 'Doble Steam Car."

The J. W. Barber Advertising Agency, 338 Washington Street, Boston, Mass., is placing orders for A. J. Tower Co., "Tower Brand Slickers," 18 Simmons Street, Buston, Mass.

The Dooley-Brennan Co., Harris Trust Bullding, Chicago, is handling the .eccount of meat and provision department of the Cudahy Packing Co., Chicago, III.

The S. M. Randall Co., advertising agency, Ford Building. Detroit, has secured the account of the Star Rubber Co. Akron, O, and is now sending orders to motor papers and preparing a newspaper campaign. This agency also handles the accounts of the Hay City Tire Supply Co., Bay City, Mich., and the Detroit Aut. Products Co., Detroit, manufacturers of automobile bodies

The A. E. Greenleaf Company is placing La Tourgine coffee publicity for the S. Quimby Co in New England newspapers. This copy is 1,000 inches

The New England Universal Exchange is using a list of New England newspapers in a 14,000-line campaign. John Morrill, the J. Walter Thompson Co., and the Spafford Advertising Agency are placing the business.

The Boston News Bureau is placing a large amount of copy for the United States Rubber Company in New England papers.

The Hotel Thorndike is placing some conv. through the E. D. Kollock Agency. This firm is also looking after the Lamron and Hubbard hat advertising.

The P. F. O'Keefe Agency is handling the new advertising for the Colt Firearms Co., of Hartford, Conn.

Frank Kiernan & Co. 159 Broadway, New York elty, are placing orders with newspaper in New York cay and ylcinity for the Ford Motor Car Co., Detroit. Mich.

W. H. H. Hull & Co., Temple Bullding New York city are handling the advertising of Bost & Co., Whilleen's Clothiaz" Eifth Avenue and 35th Street, New York of C

The Figure & W. s.y. Co., 58 East World, ton Street, Ohr and Illa ist send a cuit orders to heavilupers who bed need not for the American Tree Eggs a Co. Compar Co. in the " 111 Pifth Assume and of the Street, New York outs.

The Nam Cleve Co., 1 99 Breselvay. Now York city, expect to his interior ansother reasons contact for the Mixa H Motte Cart in as, 'Maxw H Aghenry 1 to Diet out. Mr. 'a.

tion, held in Milwanker recently, to is making 3,000-line one-year contenets spend \$20,000 a year for five years in, with a few newspapers, in selected sections, for the Chicago Tribune, Chicago, III., and making 5,000-line contracts with some Middle West newspapers for the Mutual Film Corporation, 71 West 23d Street, New York city.

> Chas. D. Levin, Inc., 1269 Broadway, New York city, is placing orders with a few newspapers in selected sections for the Mutual Life Insurance Co., 32 Nassau Street, New York city.

Street & Finney, 171 Madison Avenue, New York city, are sending out orders to newspapers in selected sections for the Edison Company, Edison Dictating Machines, Orange, N. J.

Frank Seaman, 461 Eighth Avenue, New York city, is placing orders with newspapers generally for the Liggett & Myon. Tobaco Co., "Chesterfield Cigarctics" Jersey City, N. J.

Wood, Putnam & Wood, 111 Devonshire Street, Boston, Mars. making 2,000-line one-year contracts with a selected list of newspapers, for the Royal Worcester Cornet Co., Ton Corsets," Worcester, Mass.

The Carl M. Greem Co., Free Press Building, Detroit, Mich., is handling the advertising of Frederick F. Ingram Co., "Milk Weed Tollet Cream," Detroit.

The Federal Advertising Agency, 6 East 39th Street, New York city, is making 10,000-line one-year contracts with a selected list of newspapers for the Weingarten Brothers, "Reduse Corsets," Sixth Avenue and 34th Street, New York city.

Henry King Hannah, 277 Broadway, New York city, is again placing orders with newspapers in selected sections for the Travelers' Insurance Co., Hartford, Conn., and 26 William Street, New York city.

The Triangle Advertising Agency is sending out orders to newspapers in selected sections for the Gibson Mon-Anto Co., 156 Broadway, New York city,

The Turner Advertising Co., 608 South Dearborn Street, Chicago, Ill., is making 2,300-line one-year contracts with some Western newspapers for the Atlas Auto Supply Co., Chicago, Ill.

Van Patten, Inc., 50 East 42d Street, New York city, is figuring on another newspaper campaign for the Chalmers Motor Car Co., Jefferson Avenue and New Belt Line, Detroit, Mich.

Williams & Carroll, 1 Madison Avenue, New York city, are making 3,000to \$,000-line contracts with some Southern newspapers for the Chieftain Manufacturing Co., "Pollshes."

The Cravenette Co., New York city, is preparing a compount through Profip-Kolme Co., 212 Fifth Avenue, New York

The John Leddy Agency will handle the "Perfection" extincion chieconii-SHIRLDETTS.

James A. Tedford, of New York, its is increasing space used by Charles 8 Charle for "Hen Option" ex-

Williams & Camora, and III F. Dr. The Louist Killing Adoption 2. Co., Avenue, New York city, will the de-19 South La Sale Short Cleare, Bl. Bl, an making Juliu on contracts with newspapers for the American Tobacen Co., "Lucky Strike Cigarettes," 111 Fifth Avenue, New York city, and are placing the advertising of the "Five Bros. Plug Tobacco" brand, 111 Fifth Avenue, New York city, for this com-

The Ferry-Hanley Advertising Co. Commerce Building, Kansas City, Mo. handles the accounts of the C. S. Morey Mercantile Co., Denver, Col.; the Odelsa Manufacturing Co., Oklahoma City, Okla.: H. D. Lee Mercantile Co., Kanms City: J. W. Jenkins Sons Music Co., Kansas City: Long-Bell Farm Land Corporation, and the Southern Pine Association.

Editorial "Puff" Condemned

"The editorial 'puff,' whether it appeurs in a magazine, a trade paper, or a newspaper is a harmful practice, and something to be avoided by advertisers." R. Marshall, Detroit, treasurer of the Concrete-Cement Age Publishing Company, told the Milwaukee Advertisers' Club at a luncheon in the Blatz Hotel, Milwaukee, on February 6. "The 'puff' is recognized and discounted before It is read, and it belittles the advertiser, as well as the newstaper that published There are 1,100 trade papers in the United States, but only sixty of them can be called "first-class." Mr. Marshall

New Orleans States

Member Audit Burese of Circulations, orn Net Paid Circulation for 8 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the ingret white home delivered evening circulation in the trade territors of New Gricana. territors of New Grienas.

To reach a large majority of the tradeprespects in the local territory the States in the local territory the States in the lugical and secondaric medium.

Circulation data sent on request.

The S. C. SECKWITH SPECIAL

AGENCY

Sole Foreign Representatives

New York Chienge 54. Locale

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York, Tel. Beekman 3636

PAYNE, G. LOGAN, CO., 747-748 Marquette Bidg., Chicago, Ill.; 200 Fitch Ave., New York, N. Y.; & Winter St., Boston, Mass.; Kresge Bldg., Detroit, Mich.

AD FIELD PERSONALS

L. G. Muller, formerly with the E. H. Clarke Advertising Agency of Chicago, has joined E. L. Virden in the S. W. Strauss organization, Chicago.

John Tenney, publishers' representative, who is secretary of the Advertising Association of Chicago, has been appointed director of the Shepherds' Journal.

W. R. Emery, former president of the Advertising Association of Chicago, is recovering from an illness which threatened to impair his heating.

J. P. Wilson, formerly of the Schiele Advertising Company of St. Louis, has Joined the B F. Kirkland Advertising Agency of Chicago, Mr. Wilson was for three years editor of the International edition of System.

Thomas Stanley Curtis. editor of Everyday Engineering, and Philip Wagner, publisher of the Ripsew and an officer of the St. Louis Ad Club, were recent guests of the Advertising Association of Chicago.

Harry F. Gay is now advertising manager of the William H. Britigan Real Estate Company of Chicago.

John C. McClure, well-known Chicago solverthang man, was in Washington, D. C. Tursday to protest before a Senate committee against the abolition of the pneumatic tube system for handling mail.

Gov. Frank O. Lowden, of Illinois, has appointed Glenn Muffly, of the Chicago Ad Club, as delegate to the Pan-American Aeronautic Exposition now being held in New York.

Wyn B. Morris, assistant general passenger agent of the Pittsburgh & Lake Erie Itailroad, will retire from the railroad business on March 1 to become treasurer of the advertising firm of Barker, Duff & Co. of Pittsburgh, Mr. Morris is an old-time newspaper writer and has always been interested in the science of advertising.

Robert McCormick, formerly connected with William Diehl, publishers' representative, Chicago, has joined Robert E. Ward's Chicago office.

W. L. Dotts, vice-president and space buyer of the George L. Dyer Agency, 42 Broadway, New York, returned this week from an extended trip through the West.

H. M. Railsback has been appointed director of publicity of Decre & Co., Moline, Ill., manufacturers of agricultural implements, to succeed the late Frank D. Blake. Mr. Railsback, who is thirty-one years of age, became identified with the firm in 1911. Shortly after his graduation from the University of Illinois, he decided he should have a job with heere & Co. He was introduced to Mr. Blake, who at first refused to give him a job. By persistence, however, he induced Mr. Blake to give him an insignificant position. In six months he was promoted, and now, in less than wx years he occupies the position held by Mr. Blake.

President R. E. Weeks, of the International Correspondence Schools, Scranton, Pa., gave a dinner on February 1 to G. Lynn Sumner, advertising manager, and the division heads of the advertising department.

C. L. Thompson, of New York, advertising manager for the Western Electric Co., in an address to the members of the Jovian League of Electrical Interests, at St Louis, told of the splendid results his company had obtained from advertising and said that newspaper and magazine advertising were most effectual in the electrical business. C. L. Brittain, advertising manager

of Scruggs-Vandervoort & Barney Dry Goods Co.; J. H Hobelman, advertising manager of B. Nugent & Brother; Max Koenigsberg, advertising manager of Famous-Barr Co., and D. E. Levy, advertising manager of the Lindell store, all hig department catablishments, were the recent judges in the St. Louis Republic's hig automobile contest, which has recently closed.

John K. Broderick, sales manager of the Broderick & Basco Rope Co., has been elected chairman of the Sales Managers' Bureau, of the St. Louis Chamher of Commerce. John C. Estes, advertising manager of the Mermod, Jacgard & King Jowelry Co., was chosen an vice-chairman, and Robert E. Lee, editor of the Auto Review, secretary.

William McStay, formerly on the editorial staff of the San Francisco Examiner, and who is now advertising director for the Desmond interests, operating the hotel and tent city in Yosemite National Park, has returned from a winter trip to the Yosemite Val-

Carlyle N. Montanye, who has been on the selling staff of To-day's Housewife, is now publicity manager.

William E. Hall, formerly treasurer and general manager of the Shaw Stocking Company, of Lowell, is now assuclated with the firm of Wood, Putnam & Wood, Boston.

Walter Murray, formerly with the Fort Worth (Tex.) Star-Telegram, bas been appointed advertising manager of the Fort Worth American.

Frank L. Nelson, until recently pictorial editor of the New York Sun, has joined the publicity force of the Willlam Fox Films.

R W. Mathews has joined the staff of Joseph Richards Advertising Agency, New York city. He has been assistant manager of the copy and service department of the Railway Age Ga-

William Armintead, formerly director of advertising for the R. J. Reynolds Tobacco Co., has joined N. W. Ayer & Son.

Circula tions

R. S. Bernhard is the new advertising manager of the Free Sewing Muchine Commany.

Serunton Republican Changes Size

Commencing with the Issue of February 5, the Scranton (Pa) Republican has been changed over from a seven-column paper of 13 ems width per column to an eight-column paper of 12% ems width. The paper expects to continue on the new basis permanently.

An Invaluable Reference Book in every newspaper office

The Eagle Almanac

New York City's Red Book

Facts! Facts!! Facts!!!

About New York City State and Nation

Bound in Cloth

Published by The Brooklyn Daily Eagle

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THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

MONTANA **ALABAMA** NBW3Birmingham MINER Butte Avurage circulation for December, Daily 41,675; Average dully 11,965. mdny, 20,189, for 3 Sunday, 42,687, Printed 2,191,112 lines more months ending March 20, 1916, advertising than its nearest competitor in 1916. CALIFORNIA NEW JERSEY BXAMINERLes Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Deliv-COURSER-NEWS PiataBeld Post Office Statement 11,434. Member of A. S.C. NEW YORK GEORGIA JOURNAL (Cir. -67,631)Atlanta IL PROGRESSO ITALO-AMERICAN. . New York CHRONICLEAugusta DAY The National Jewish Daily that no general advertiser should everlook. ILLINOIS HRRALD-NEWS (Circulation 13,190) Joliet NEBRASKA IOWA TRIBURM Circulation A. B. C. report, 7,100. Full leased wire report United Press. REGISTER & LEADER Des Motoes MVENING TRIBUNE . NING TRIBUNEDen Molnes and vicinity. SUCCESSFUL FARMING Des Moi OHIO More than 700,000 circulation guaranteed and proven or no pay. Member Audit Burnhe of PENNSYLVANIA KENTUCKY TIME Brie MANONIC HOME JOUENAL... Louisville, My-ctemit-Momenly, 32 to 64 pages, 1 Generations increat circulation of any Massache publication in the world. In access of 40,000 capies mouthly. DARLY DEMOCRAT......Johnstown TIMES-LHADERWilker-Barro LOUISIANA TENNESSER MICHIGAN PATRIOT (No Monday Serse) Jacks Last Gor. Statement—Daily, 11,403; Sunday, 12,508. Member A. R. C. and A. N. P. A. Flat Rates—One time adm. 80 cents inch; yearly TEXAS CHRONICLS ... Houston The threatch guaraneers a circulation of BB,000 daily and 45,000 funday. contracts, 35 cents lach; position 20% extra-MINNESOTA UTAH TRIBUNE, Morning and Brening ... Misnespolis HERALD-REPUBLICAN Sait Lake City MISSOURI VIRGINIA Dully Evening and Sunday Morning. is the only newspaper in its territory with the beautiful Rotogravure Picture Section, DAILY NEWS RECORD Harrienplurg In the famous Valley of Va. only paper in the richest Agricultural County in United States. The POST-DISPATCH sells more papers in

ROLL OF HONOR

The following publishers guarantee circu and willingly great any advertiser the privilege of a careful and exhaustive investigation.

fit. Louis every day in the year than there are homes in the city.

Circulation entire year, 1916:

ILLINOIS

EKANDINAYEN

NEBRASKA

WASHINGTON

POST-INTELLIGENCER Sentile

NEW YORK

BOWLLSTINO DELLA SERA Now 1

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TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

New York.—The H. L. Woehler & Co., Inc.; capital, \$30,000; engravers, printers, and publishers; directors, Hans L. Woehler and M. M. Woehler, of New York, and P. H. Weiler, of Buffalo,

FI LTON, N. Y. - The Merton-Orth Press, Inc.; capital, \$10,000; printing, publishing, and handling paper goods and specialties; directors, William A. Merton, H. G. Orth, and F. S. Spangle, all of Fulton.

New York .-- Bieveling World Corporation; capital, \$5,000; newspaper, journal, or margaine proprietors and general publishers; directors, J. Leo Sauer and H. N. Condict, of New Fork, and William D Callender, of Chicago.

MANUASSICT, N. Y .- Long Island Press. Inc.; capital, \$5,000; printing, bookbinding, and general advertising business; directors, J. H. Dennelly, of Manhamet, and D. J. Wagner and C. M. O'Farrell, of New York.

New York.-United States Publicity Company, Inc.; capital, \$50,000; advertuding agents and brokers, publishers and printers; directors, Wm. H. Owen. Alfred Levy, and S. V. Gardiner, all of New York.

New YORK .- T. W. Cole Paper Company, Inc.; capital, \$25,000; act as agent and otherwise in the sale of paper; directors, Thomas W. Cole, Sadie M. Cole, and D. E. Longbottom, all of New York.

LICKPURT, N. Y .- The Journal Publishing Company of Lockport filed dissolution papers with Secretary of State Hugo in Albany this week.

NEWARK, N. J.-The National Cooperative Association to gather and distribute news and information; capital. \$50,000; directors, Samuel and H. D. Cohen, of New York, and Louis Handler, 153 Avon Avenue, Newark, N. J.

CLINKLAND, O .- The Goldsmith Publication Company; capital, \$20,000; directors, M. W. Kastriner, Ben Feniger, A. Eisner, M. Eckstein, and Joseph W. Shiffman.

HAVERHILL, Mass. - Telegram, Press Inc.; capital, \$2,000; directors, Hubert C. Thompson, president; Edward S. Seavey, treasurer; Brad D. Harvey, clerk.

PEKKSKILL, N. Y. - The Peakskill Time's Publishing Company, Inc.; cap-Ital, \$10,000; print and publish a daily and weekly newspaper; directors, Eli-R. Russell, S. M. Russell, and S. M. Varian, all of Peekskill.

NEW YORK-Foreign Language Newspaper-Delivery and Circulation Company, Inc.; capital, \$25,000; delivering daily newspapers, periodicals, publications, and promote circulation of same; directors, Mark Katzman, John A. Burns, and Daniel Getz, all of New York city.

New York-Carl Millegram Publishing Co., Inc.; capital, \$20,000; printing and musical and dramatic publication; directors, Henry S. Haskins and C. W. Whittierry, of New York city, and 'harles Miller of Mount Vernon.

NORTH TARRETOWN-Van Tassel and thirli, Inc.; capital, \$25,680; general advertising business; directors, George F Van Tassel, of North Tarrytown, and Wallace Odell and Emily H. Odell, of Tarrytown.

Buseckeys Hometke and Reube, Inc.; "Itertising business, capital \$12,000; trestors, Albert Roemike, of Hoboken; west thusbe, of Jersey city, and Anna "I connell, of New York,

New York .- Judson-Lansill Inc.; advertising; capital, \$10,000; director B. G. Curts, J. S. Lansing, J. B. Judson, ir., 565 West 118th Street.

AKRON, O .- Summit News Company; capital stock, \$15,000; directors, Meyer Silverman and others.

OKLAHOMA CITY, Okla.-Retail Merchants' Publishing Company; capital, \$5,000; incorporators, Rex Harlow, and O. J. Meek.

CHANGES IN INTEREST

Union, Neb -A. B. and Glen A. Rutledge, publishers of the Nehawka, Neh., News have purchased the Ledger of this place, and will operate both plants. The two towns are but a few miles apart.

WATHENA, Kan .-- C. W. Ryan, editor and owner of the Times, has purchased the plant and good will of the Republican. The .we papers will be consuli-

NEW AUBURN, Wis. - The New Auburn Times has been purchased by L. M. Buggbee, of Shell Lake, Whs. George Denel, formerly of the Cornell (Wis) Courier, will manage the paper for Mr. Buggbee. .

CHARLESTON, W. Va.-The Evening Post has suspended publication and has been succeeded by the Morning Leader. The new paper will be independent in politics. The same ownership is in

BUCHANAN, Ga.-The Tribune, which has been published for about eighteen years by A. R. and G. F. Dodson, has been sold to the Harnlson Publishing Company.

Dyensum. Tenn-W. W. Glass, editor of the Tennesseean, has retired after thirty-two years in the saddle, and has turned the paper over to his two sous. Quintard and Leon.

LANSFORD, Pa. - David G. Watkins, who is connected with the Philadelphia Custom House, has bought the Lansford Record, a Democratic weekly. He was Republican organization leader in The first Lansford for twenty years. The first number of the paper under Mr. Watkins's management will appear on April

> All Philadelphia Records Broken All American Records Broken

by The Evening Telegraph, Philadelphia, in percentage of paid advertising gains, during 1916. The monthly gains made by Till.

TELE	GRAPH	1:			
Jan.		14%	July		88%
Feb.		5.46	Aug		119%
Mar.		67.5%	Rept.		12616
Apr.		16.76	Oct.		143%
May		11176	Nov.		90%
June		91%	Duc.		66.2
0.0344.00	429	Adolpur B	100	dt. Wennede	married Base



Every Morning Daily and Sunday Owned by those who read it

This means that those who OWN

this means that those who OWN it, BUY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

NEW ENTERPRISES

Ouve, Cal. - The Enterprise is the newest paper in Orange County. It is a four-page five-column paper, and is edited by Wiley Magruder, formerly city editor on the Daily Star.

KENDSAW, Neb. J. A. Gardner, formerly editor and proprietor of the Kenesaw Kaleidoscope, has arranged to start another weekly newspaper here as soon as a building is available.

NEWSPAPER ACTIVITIES

The efficiency of the St. Louis Globe-Democrat as an advertising medium is being much exploited in its news columns just now on account of the results from two of its want ads. The heir to a fortune of \$100,000, Harry Clarke, of St. Louis, was found by means of one ad., and Mrs. Elizabeth Winkel recovered \$37,500 worth of valuable papers left on a street car through another.

For the fifth time, in its history of 116 years, the New York Evening Post on February 4, issued extras on Sunday. There were two editions published, the first at one o'clock and the other an hour later. The papers carried Washington dispatches and other news bearing upon the critical situation arising from the severance of diplomatic relations with Germany.

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitea Tower, N. Y. John Glass, Peoples Gas Bldg. Chicago Foreign Advertising Representatives

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public person-ages and the leading Banks, Trust Com-panies and Corporations.

Romeike Clippings are an indiapensoble adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIRE, INC., 106-110 Seventh Ave New York City

FUNSTON ONCE AN EDITOR

But Has Been Better Soldier Than Ho Was Newspaper Man.

That Major-General Frederick Funsion, commander of the troops at the Mexican border, was once a newspaper oditor, is not very well known to the fraternity. The fact was disclosed recently by the General himself, during the course of a meeting at the border.

General Punston finally confided to those near him that he came from Arkansas, and that he was once the editor of the Fort Smith Tribune. He said that he held the job down just six months, and was then discharged, Speaking of the man who discharged him, Frank Eberle, owner of the paper, General Funston said: "I could hardly blame him, for I believe that I was the most worthless young man at that time that ever lived."

WAR Current History Magazine of The New York Times

Only American Magazine exclusively narrating the Authentic History of the Great War.
All Essential Diplomatic Papers, sively

tory o Official Utterances and Records; likewise the Richest Literature by the most Eminent Authors, Annalists and Publicists of all the Nations of the World. 200 pages each issue. Copiously illustrated. \$3.00 per year. Issued first of each month. February edition 56,000.

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN

World Duilding.

O. GEORGE KEOGNES.

Marquetto Hailding. NEW TORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURREI

60-62 Warren St., New York City Established a Quarter of a Century

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN PRANCISCO

BUYS SPACE IN NEARLY ALL AMERICA'S PAPERS

William A. Baker, Space Buyer for Frank Presbrey, Inc., a Man Who Never Tires, and Who Believes That the Flat Rate Is Best for All Newspapers - Agency Friends Say His Recreation Is Work.

William A. Baker, space buyer for Frank Presbrey, Inc., purchases advertising in nearly every newspaper in the United States. There are mighty few with which he does not deal, and the chances are that at different times he has dealt with every one in America. Some idea of the volume of business he transacts may be gained from the statement that he places approximately 30,-



WM. A. BAKER.

000 orders a year. One order may call for a single insertion of copy, and, on the other hand, it may be a schedule covering a year of time and 265 insertions. Mr. Baker is a tall, frank-faced man, looks you straight in the eye, and comes direct to the point. If he ever gets tired, he is a master at the art of concealing it, for he deals with the last man who talks to him at the end of a busy day just as he does the first one, and he transacts every day's business In the same orderly and methodical manner. He will interview, ordinarily, from 25 to 30 people daily- sometimes as many as 40, and in between times he will answer the telephone calls from 50 to 60 times.

There is nothing spectacular about Mr. Baker. He buys space for its worth, and he selects the mediums he uses on the basis of experience in the use of the same advertising columns in the past. He draws a line between mediums, for while a certain newspaper may have the largest circulation in a town, it may be that it is not suited for this or that kind of a campaign. He may require a small, restricted circulation, in a very select field, or he may

Only Paper in the United States

that Owns its Own Telegraph Wire 122 Miles Long, Oshkosh to Mil-waukee, over which it Gets the Leased Wire Service of the United Press, Also on the St. Paul and Minneapolis Leased Wire of the Associated Press. Both News Services.

DAILY NORTHWESTERN

OSHKOSH, WIS.

product for which he is buying the space determines him in the selection of newspapers.

LIKES THE NEWSPAPERS.

He uses newspapers to a greater extent every year, because they give immediate action, though at times he would appreciate more information about the field the paper occupies, and the class of people it serves. He would rather have more information about reader-confidence, the influence of the newspaper, its standing, the work it has accomplished, and the kind of work it is doing, than a constant repetition of statements as to gain in advertising lines or number of copies printed. The more information he gets about a newspaper the better he is pleased; for then he understands and gets closer to the field

Mr. Haker believes that newspapers would be patronized to a still greater extent if they gave more information. if they cooperated to a greater degree. and if they all gave to the advertiser the same service that a few of them are rendering, so profitably to themselves and the companies that buy their advertising.

BELIEVES IN THE FLAT RATE.

Mr. Baker believes in the flat rate. He thinks it is more just than the sliding scale, with the constant annoyances and disagreements brought about by short-rating, where, for some reason or other, it is found impossible, impracticable, or unprofitable to continue an advertising campaign. If an advertiser stops after six months of publicity and is short-raied, he finds that he must make a redistribution of his advertising charges. He has already made his charges for the goods that have been sold, based on the price of advertising from month to month. If the contract is short-rated, then he must either change his books or go to great trouble and be put to considerable annoyance to readjust the charges to-apply to the higher rate. On the other hand, if the man is not short-rated, then the publisher is, in effect, making a cut

He believes that the flat rate, to anply to all alike, regardless of time or space, would be better; that newspapers would lose no business by it, and that advertisers would be better satis-

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Bufale newspaper that om-tors its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-

MEMBER A. B. C.

reign Advertising Representatives KELLY-SMITH COMPANY NEW YORK Lytton Building

13,067,600

times of advertising carried in 1916. This is an increase of 3,165,282 lines, or 32,009% seer 1915.

Advertisers know why.

The Detroit free Press "Michigan's Growlest Newspaper."

VERREE Foreign | New York Chicago | Chicago | Detroit

Largest two cent morning strendstion in America.

wish to reach the general public. The fled, for then they would feel that there would be no possibility of any one getting the better of another through failure to enforce the short-rate clause of a contract. He thinks that he flat rate is fairer to the smaller advertiser, who, in his opinion, is pensitzed by a higher rate, and therefore discouraged at the outset, when he should be encouraged, and placed on the same basis as the man who ships freight.

Mr. Baker passes on all contracts made for the Frank Presbrey Company in the Philadelphia, Syracuse, and Hartford offices. His recreation in tennis, he sava, but his friends in the agency, with which he has been connected for the past thirteen years, say that his recreation is work, and lots of it. He is always the same even-tempered, open-minded, unprejudiced buyer of space, who reduces all of his transactions to a husiness basis, and who has made hosts of friends by his methods.

FEDERAL AUTHORITIES INCREASE CENSORSHIP

(Continued from page 7)

any information with respect to the movement, numbers, description, condition, or disposition of any of the armed forces, ships, aeroplanes, or war material of the United States or with respect to any works or measures undertaken for or connected with or intended for the fortification or defence of any place, intended to be communicated to the enemy or of such a nature as is calculated to be or might be directly or indirectly useful to the enemy.

Section 3 of the bill reads:

"That whoever, in time of war, shall, verbally or in writing, or in any printed publication, or by means of any telephonic, telegraphic, or wireless message, or by means of any light or signal, spread or make false reports or state-



"From Press to Home Within the Hour"

It a exclusive carrier service anables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from prese to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

Food Medium New Jersey Trenton Times A. B. C.

-12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue NRW YORK

Lytton Building CHICAGO

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement) Sunday 68,942 Daily 55,365

ments, or reports or statements likely or intended to cause disaffection in or to interfere with the success of, the military or naval forces of the United States, shall be imprisoned for life."

The Army War College has issued a pamphlet entitled, "The Proper Relationship Between the Army and the Press in War." They have prepared a bill in respect to censorship.

The tentative draft of this measure confers upon the President power to restrict the publication of certain information inconsistent with the defence of the country. This bill fixes a fine of not more than \$10,000 or three years' imprisonment, or both, for a violation of the President's orders.

In this draft details of means for effeetive enforcement are purposely omitted, as they should be the subject of regulation authorized.

CONGRATULATIONS FOR TARRYTOWN DAILY NEWS

New York, Feb. 6, 1917.

Mr. Wallace Odell, Bully News, Tarrytown, N. Y

Iwar Mr. Odell:

Congratulations up tour califion of last Saturday containing the news of the break with Germany. In the opinion of this offic-you had the liveliest front page of any newspaper we have seen, not begging the meteopolitan papers. How did it affect your circulation?

Sincerely yours,

INTERNATIONAL NEWS SERVICE. By H C. Respolds.

Get acquainted Mr. National Advertiser

Colorado Springs and

THE TELEGRAPH An A. B. C. Paper J. P. McKINNEY & SON

New York Detroit Chicago

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kanssa City, Chicas

Emergency Pages

If you have occasion to use Special EMERGENCY PAGES, don't insult the intelligence of your readers by giving them the oft repeated office ad. We furnish a series of Special ad. We turnen a series in the best Emergency Pages, containing the best fiction and illustrated pictures obtainable. All pages made up with a home-like flavor, free from the New York style. Subjett matter more timely and interesting. 20 inches or 21 inches.

Send for proofs and our special low

World Color Printing Company R. S. GRABLE, Mgr.

Established 1900

ST. LOUIS, MO.

WAR

Your readers want best information from the biggest men in this would crisis.

Write or wire for raise. National Editorial Service, Inc., 225 Pifth Ave., New York.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

FLAGS-MAPS-ATLASES

Patriotic, Educational, Historic Write today for Samples and Quantity Prices ACT PROMPTLY DELIVERY GUARANTEED

BLAKE WILLSDEN Prenium and Advertising Specialities.

Weekly House Plans

An attractive center around which to frame up a profitable building

One service, by Chas. S. Sedgwick, has been giving satisfaction for ten vears

The International Syndicate

Fratures for Newspapers Reltimore, Md.

Established 1880

UNITED PRESS

Afternoon Papers

Conoral Offices, World Bidg., New York

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our col-ored counce, daily and Sunday pages in black and colors.

Newspaper Feature Service M KOENIGSBERG, Manager at WEST BUTH ST., NEW YORK

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



"OLD MAN" DISCOVERS A "SLEEPING" IN THE STAFF CORRESPON-DENT'S EXPENSE ACCOUNT FROM A SMALL-TOWN ASSIGNMENT.

New Jersey Publishers Meet

The mid-winter meeting of the New Jersey Press Association was held at Trenton, N. J., on Monday last, starting at eleven o'clock. At one o'clock a luncheon was served, at which the guest of honor was Gov. Waiter E. Edge, who owns newspapers in Atlantic City. United States Senator-elect Joseph B. Frelinghuysen, and Secretary of State Thomas F. Martin, of the Hudson Dispatch, were also guests. Methods of economizing and the print paper situation were the principal topics of discussion.

Fighting a So-Called "Grab"

One of the most persistent fights against what it terms a violation of the people's rights, that has ever been undertaken by any newspaper, is that being waged by the New York American against the so-called "Riverside Park grah" in New York city. The American has opposed the plans of the city authorities in the matter from the very start, and is still putting up a tremendous fight, in each issue of the paper.

Ironmonger Agency Moves

On Thursday of next week the C. Ironmonger Advertising Agency will move from its old quarters in the Evening Post Building, 20 Vesey Street, to larger and more centrally located quarters at 93 Madison Avenue, corner 29th Street. This move was found necessary after more than twenty years in the downtown section, because of the growth of the business.

Fire Visits Newcastle Times

The tailding occupied by the Newcasthe (Ind.) Turne, a daily newspaper, war entirely destroyed by fire Tuesday. The

fire started in a cleaning establishment. The Democrat, a weekly, was also published in the rame building, both papers being owned by Senator Walter S. Cham-The loss is estimated at \$100,000 on building and contents.

To Regulate Political Advertising

Assemblyman Carl Hansen, of Manitowoc, Wis., has introduced the most radical bill offered at the present session of the Wisconsin Legislature in Madison. Mr. Hansen proposes to regulate and limit during a political campaign the advertising rates of the newspapers of that State.

Big Automobile Show Number

During the recent automobile show in Chicago the Sunday American issued a special automobile show number of 116 pages. Included in the paper were four sections of twelve pages each, practically filled with automobile advertising The issue was one of the largest ever brought out under such circumstances.

New York Times Men to Dine

The New York Times Association and Alumni will hold the annual dinner at the Hotel Aster on Sunday, February 25, at 6:30 P. M. This Association is composed of the employees of the edltorial and reportorial forces of the pa-

Banquet for Entire Staff

The Das Moines (Ia.) Register-Tribone, will give a banquet on the evening of February 26, for all of the emphysics of the paper. Details have not vet been released.

You can look for a source deal ou;) from a square dealer

"Today's Housewife"

Newspapers over 52,000 towns where only 18% of the dailies circulate.

> 1,100,000 every issue. 95% net paid.

GEORGE A. McCLELLAN General Manager

The McClure Method

Our features are sold on initividual merit. Any service may be ordered stugiy. THUS MEANS:

The greatest possible variety from which

The greatest possible variety from when to choose.

The solumitating of each feature to your own eithering judgment.

The organizable to order a langue ronmitting only of what you want A satisful reduction from halvidual prices on budgets.

budgets.
Write no for samples of our Bundey Col-ored comica, dully denice, tenserie fu-fures, bedfime startes, fletion, ste.

The McClure Hewspaper Syndicate 120 West 32nd Street, New York City

The True News -FIRST-

Always-Accurately

International News Service 238 William St., New York City

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 80 per cent, of the navapulars and publications of CANADA.

We cover every fout of Canada and Now-foundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of mervice, regular press eligolity rates—asseris! rates and discounts to Trade and Newspapers.

FOR SALE

Gont High-Speed Straightline Five Roll Double-Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour.

> Walter Scott & Co. Plainfield, N. J.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

EDITORIAL WAR IN CHICAGO

German Paper's Utterances Cause Retaliation by Other Dailies.

The appointment of the severance of diplomatic relations with Germany was immediately followed by an outterak of editorial warfare in Chicago. Horace L. Brand, editor and publisher of the Illinois Staats-Zeitung, started the fray with an editorial declaring that hostilities with Germany would result In a "war of the races" unless the causes were "so shocking, aggravated, and often repeated that all peaceful proreduce became futus."

Several newspapers responded with bitter denunciations of Mr. Brand's attitude Perhaps the strongest editorial teproof was that of the Chicago Herald, of which James Keeley is editor, under the caption, "Squelch This Firebrand,

The Chicago Abend Post has exhibit-· I an attitude of regret that the crisis should have arisen, but its editors say German-American citizens must loyalty uphold the Government no matter what happens. Other newspapers pubinhed in foreign languages in Chicago. of which there are nearly a dozen, have strongly endorsed President Wilson's action.

All the newspapers are liberally decorated with reproductions of the flag. particularly the Chicago Herald

WORLD UNDER MORGAN BAN

Financier Excludes That Newspaper's Representative from Daily Conferences.

On Wednesday of this week, when reporters called for the usual daily conference with the heads of the banking house of J. P. Morgan, they were met by Mr. Morgan himself, instead of by a representative. He turned at once to the representative of the New York World and said:

"I regret very much that I cannot talk to a World man, or in the presence of a World man. I know you have been coming here for a number of years, and I mean this to have no personal reflection or bearing. My meaning is directed toward the paper you represent."

One of the great achievements of the World under Joseph Pulitzer was to disrupt in the Presidential Administration of Grover Cleveland plans for the issue to a syndicate headed by the late J. Pierpent Morgan of \$62,300,000 of Government bonds at a price which would have meant a tremendous profit to the syndicate. As a result the bonds were taken up at popular subscription.

The feeling engendered by this action was heightened during the recent exposure of the methods of financial administration of the New Haven, in which the World played the leading part.

ROUNTREE AND GREGORY CONFER

Attorney-General Hears of News Print Troubles in Texas.

Lee J. Rountree, editor of the Georgetown (Tex.) Commercial, and past president of the National Editorial Association, is in Washington as chairman of a special committee from the National Association to confer with Attorney. General Gregory and other Administration officials in regard to the price of print paper. Mr. Rountree maintains that as against the price of 3 cents a pound charged several months ago, publishers now are required to pay 714 cents to 10 cents a pound.

"It looks like the jobbers in certain localities are making the price so high that many small newspapers will

forced to go out of business," Mr. Rountree said. "This is no idle talk for a number of small newspapers in Texas, and other parts of the South and Southwest have already had to quit on account of the price of print paper."

"Afternoon" Edition Stopped

The Milwaukee Journal has discontinued its "afternoon" edition, heretof. to on the street at 10:15 in the morn-Instead the Journal will get out its first edition just in time to catch the noon-day crowds, and will give them an entirely new paper. For several years the Milwaukee newspapers have "made over" their first and second pages for the "afternoon" edition around ten o'clock. The Milwaukee Sentinel was the first to break away, several months ago installing a lobster shift and making over the paper before press-time at 10 A. M. The Journal will send out a "flyer" should the news warrant it before noon.

Boston American's Vice Probe

The Boston American has been devoting much space recently in its daily and Sunday editions to attacks on vicious conditions said to be prevailing in Worcester, Mass., various parts of New Hampshire, and different Rhode Island towns and cities. Willard Davis, of the American staff, has been writing specal stories under a Worcester date line. in regard to alleged immoral conditions prevailing in that city, and a woman writer for the American has been working on the New Hampshire situation. Other members of the staff, including George Decker and Elias McQuaide, have been busy with the Rhode Island

Toronto Press Club Election

The recently revived Toronto Press tlub, at its annual election, those the fellowing officers: President, G. H. K. Mitford, editor the Sunday World; vicepersident, T. H. Costain, editor Maclean's Mugazine, secretary, Hew Trill, the World; treasurer, William Logan, the News, Auditors-H. W. Anderson, the Globe; John K. Munro, the Telegram Grand Council- Mark Mathews, the News, Leo M. Devaney, the Star, A. H. Clambers, the Telegram; J. Pritchard. the Globe; W. A. Wallis, the Mail and Empire, Harry Johnston, the World. H. H. Black, Dry Goods Review; G. D. Davis. Hardware and Metal, Joe Hay, C. N. E. Annual Official Bouncer, William Houston, the Globe.

Canadian Press Association

Tononto, February 6 .- Arrangements are being completed for the holding of the annual meetings of the four Western divisions of the Canadian Press Association during March. John M. Imrie. manager, will leave on February 6 to be present at the meetings. The Manitobe Division will meet at Winnipeg on March 2, and the British Columbia and Yukon Division at Victoria, on March 12 and 13. The dates for the meetings of the Alberta and Saskatchewan Divisions have not yet been settled.

To Plan S. N. P. A. Convention

A meeting of the executive committee of the Southern Newspaper Pullishers' Association has been called for Monday at Chattanooga, Tenn, by President Robert & Jones of the Ashville (N. C.) Caixen. The mosting has been called to make arrangements for the fifteenth annual ceramition of the Association, and to consider several other matters relating to the welfare of the organization.

BUSINESS OPPORTUNITIES

the estimate under this elizationstion, facula-five ecolo per the, each insection. Count our winds to the last

PARTIES interested in evening duity. Must be by greating the Will take controlling in their. Address Progressive, oury Editor and

MISCELLANEOUS

Afterthewents under this classification, Afternation per time cach insertion. Count of warely to the line

Pl Pl.18111R of a prosperses newspaper in a flourishing city in the Einst desires to sell only stantial teleprosperses for each to a main notice to while is capably experienced in newspaper men twices. The publisher subject to to cover a perminent working partner to relieve him of one managering duffice. Ample posteritin will be quantizated such admently later-st. Address the capable and Pintelsher.

ITHLISHFIES.—We have the right names for our sarvisse copy that a Classified for every kind f redditioning. Text list of 400 hours free, interest list to each publisher. Write at too-e, love's Expert Service, New Engret, N. J.

WANTED to buy or rest a large electric hand-tedl score teard to be used by a newspaper. Board must be in god order. Address E. B., No. 10, care Editor and Publisher.

HELP WANTED

Aireston into under this elementication, ffrienzia nee line, each incretion. Count rints per line,

AIMERITISING AND CIRCULATION MAN-GERS on two weekly. One not offend to bestle Eastern town, 27,000, pred proposition. Address O. 3207, care Editor and Publisher.

SITUATIONS WANTED

Advertisements under this elastification, tea costs per line, carb insertion. Count at words to the line. For those unemployed, not to exceed th words, two insertions PREE.

MANAGING EDITOR -- Managing editorship servance we restricted to harring editorship in some three town in northwest or menthwest by thoroughly capable man. Fight ware experience in all new departments editorials, research make up the editor, etc. Understands real compression was up the editor, etc. Understands real compression was up the editor, etc. Understands real compression was up the editor. Con plan and supervise special other week Age 30. Address P. 3280, one Editor and Publisher.

NEWSPAPER PRESSMAN, experienced press NEW STATEM PRESSS (5), experienced priva-cian forman theroignly competent, who has made a special starty of pressroom conditions, the taskillay of paper cost and waste seeks on phosinant, 15 years a foregoin. Have executive ability and com produce results. Highest re-ported everyteined color trans. Address (1, 3205, cost) Editor and Publisher.

MR PI ISTITE Are fou nathfield with the resent results in ever presences. If not I can study you have been presenced. If not I can study you have been presenced in required during fiftien searce and executive shiften acquired during fiftien searce searce in presence in the control of the presence is the control of the presence is the control of the presence of the control of the presence of the control of the presence of the control of t

PINANCIAL AND REAL PREATE THOR the sale NEWSEA PIME MAN 32 years' measured that extensively good prosense and address that character and halifest emergency with additive action of the sale of t

FOR SALE

Oder training a major this closeffication, Effects of site par line carb interface, Count air cole to the four

TINOTYPE Model No 3 Serial No. 10100 to course assertment of matrices. Fort With a tenting to. Fort Warne, Ind.

TINGTIPE Model No. 5, Serial No. 1424 1 Tautiles, and moter, Cantwell Printing Minimon, Wis.

TINGPYPE, Model No. 1, Serial No. 8910, c. 1 Mebi No. 1, Serial No. 8911, with I maga to , dury, elector blades fout of matrices for each machinet. Tribine Printing Co., Sarbedon, W. Va.

LINEPYPE, Model No. 4 Serial No. 11680, 1277-98 marries speciately finers and lades. Winston Printing Co., Worden Sulem.

An Error Corrected

Through an error The Euros Proposion stated last week that Paul Block was one of the lowers of the Tolasto Blance. Meases Thulbelmer and Wright are the lessees of that newspaper. Mr. Hock having no interest in it whatever.

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition 0. 0.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Aubrer Harmell

House R. Connon

WHY A BROKER?

In mostly every altuation where newspaper consolidation in designible, intelligent media-tion is mecowary to an'experient results. Let us have the privilege of taking with you in absolute confoliable before the con-ditions have been scade more difficult by some temperatured uncollator. In recur yours we have been seasonable for many lightly successful consolidations. It is the "easy way out" in over-crowded fields.

Relate

HARWELL & CANNON

Newspaper and Magazine Properties Times Bldg., New York

BUSINESS MANAGER

With percentul experience in charge of middie western daily of not less than 10,000 elevalation. State age, education, positions circulation. held and time in each economics effected and increases in circulation and advertising Information produced, also makery expected. will be held confidential. This is a spira-No. 600 We have two sitellar positions now open in the eastern Seld.

FERNALD'S EXCHANGE, Inc. Third National Bank Bidg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher minimizes an efficient corps of paid correspondents at the following inspirate trade extress. Beauty finds produced to the following inspirate trade extress. Attenda, Very Orlean, Pullan, Josian and Marian. We order to the following the first beauty of the following the first beauty of the following the following the following the first beauty of the following the first background th

Risonh office San Francisco, 742 Mariet St., J. Bidwell, manager, 'phone hearney 2121 The Editor and Publisher pass contain 672 state lines, 15% on four Collings are 17 672 agate lines, 16% on four fi-pleas while and twelets inches deep,

Advertising Rate in 25r an acute line, \$1.00 a page, \$75 a half page and \$42 a quarter page Position, extra. Time, space and cash discussia are allowed on contracts.

Small advertisements under peoper classifica-tion will be through as follows: Fog Sale and Help Wanded, fifteen centre a line. Rustness of pertundty and Misrellanesses, twenty, five event a line, and Kitation Wanded, for centre 2 line, count six words to the line. For those moon placed at 645 word or eight line advertisement will be published two times l'REE.

Renders are neged to have the paper to beme address. This will insure a

The Editor and Publisher wils regularly The a court \$2.00 per rear in the United lates and Cebuilal Fessessieras \$2.50 in Cap ha and \$3.00 forelan and 'a on sale each week the following news stands:

at the following news stands:

New York Westle Building, Tribune Building:
Park Bow Building, 140 Vassan Street, Manulag's topposite the World Building, 23 Park
Bow; The We beauth Building, TheyBuilding,
Perty secund Street and Broadway, at Leasenced
chirance to Subway; Breutyne's Bond Store,
Twenty-sixth Street and Fifth Avenue cod
Mach's Mary's corner, at Thirty fourth Si en

Practice.

Baltimore B. R. Edwards, American Bull Inc. Pidindelpite I. G Ray, 7th and Ch atterts, Win, Sobel, Rulletin Bullling No

ston- Parker House News Stand

Pittsburgh- Flavia Rook Shop, 410 300 d

Street Washington D C Bert F Tree's, 1915 (C) fernik Street, N. W., Blaze Billy Now Say of Chicago Pomero's Book Sure S1 N exact Street, Usef Other Sew Che, Morros S S exact Chen Jery Gree C C N e 16th Nove Constant Schroeder's Nova and Street, reporter bound of the Nova and Street, reporter based on the Nova and Street, see the Street Street, reporter based on the Street St

Betroft Bosonios None Co. 120 Janio d. 84 33 San Pinnetoco. H. J. Bidmail Co., 740 Min. P. Digitized by Google

ARTHUR E. WRIGHT DEAD

Popular News Print Man Passes Away Suddenly at Asheville, N. C.

Arthur E. Wright, who was one of . the best known men in the paper industry, died Wednesday morning at Asheville, N. C. where he had gone for his health. Mr. Wright was taken ill about a month ago, but it was not until within a week of his death that his physicans diagnosed his trouble as tuberculosis. He was born and brought up in New York City. His first venture in the business world was with the New York World, where he spent six years in the business office. From there he went with the International Paper Company, as salesman, working his way up by ability and hard work to the position of general salesmanager and vice president. He was with that company for eighteen years and is generally credited with having built up and made the sales department of the International.

On October 1st 1916, Mr. Wright resigned from the International and took up new connections with the Perkins-Goodwin Company, as Secretary He also became vice president of the North American Pulp and Paper Company. and undertook the development of the resources of that company The North American controls several companies. In connection with these, one of Mr. Wright's big ideas was the establishment of a tide water mill in or near New York, to have a capacity of 200 tons of news print a day. The plan had been temporarilly shelved.

Md Wright was 45 years of age at the time of his death. He is survived by his widow.

DEATH OF E. S. DRONE

Former Editor of New York Herald and Authority on Legal Subjects.

Eaton Bylvester Prone, formerly editor of the New York Herald for many years, died at his home, in Zanesville, (), Friday, February 2, of pneumonia. He became ill at the St. Denis Hotel, New York city, a few weeks ago, and Instated on returning to his home.

Born in Zanesville, January 25, 1842. Mr. Drone when a young man worked his way through Harvard University and was graduated from the Law School In 1866. While young in law he wrote several magazine articles on legal subjects, which attracted wide attention. He was the author of the article on copyright in early editions of the Encyclopordia Britannica.

Mr. Drone became a writer on legal subjects for the New York Herald in 1880. In 1895 he was sent by the Herald on a special mission to Madrid. Spain, where he made an investigation of exersthing bearing upon Cuba and the relations of the United States with Spain About twelve years ago Mr. Imone suffered a nervous breakdown and retired. Since that time he had lived in Zanesville, but made frequent trips. to New York. He was a lover of music and possessed one of the finest collections of waits muse in the world. In recent years he began collecting phonear 4th to only only had gathered more than the thousand which, it is said. term the larger individual collection in to world the many occasions in Rase popular converts for charity in Zams-\$ 1 | 3er

Mr. Tirone leaves his wife. He was the last of his family

Murnane Died in Harness

Timothy Marnane, tamball writer for the B. ston Globe, dropped dead Wed-

neaday evening while attending a performance in the Schubert Theatre in Boston with his wife. He was formerly president of the New England and Eastern Baseball League and was vicepresident of the National Board of Professional Baseball Clubs. He joined the Globe staff thirty years ago, after fifteen years playing professional hall, and was one of the most widely known baseball writers in the country. He had finished his daily article for the Globe only a half-hour before his death.

DEATH OF E. M. McGONIGAL.

Was Financial Editor of the Morning and Evening Editions of the New York Sun.

E. M. McGonigal, financial editor of the New York Sun, died of pneumonia last Saturday morning at his home in Brooklyn.

Mr. McGonigal would have been forty-five years of age February 19. On his graduation from Cornell University law, but never actively engaged in it. He bought the Lyons Courant, changed the name to the Wayne County Reporter, and ran that until he came to New York to the Sun. For a short time he "covered" the news of the Federal Building and did some general work. but was soon transferred to the Wall Street bureau of the Sun.

For several years thereafter, or until 1912, Mr. McGonigal devoted his talents solely to writing the day's financial news in a clean-cut, forceful manner. interspersing his longer financial articles with pithy news notes and gossip of "the Street."

Mr. McGonigal was associated for a time in 1912 with the Wall Street Journal and for a short time subsequently with the financial departments of the World and the Times, Last fall, however, he returned to the Sun and was thereupon made financial editor of both morning and evening editions.

Mr. McGonigal was born at Butler, N. Y., February 19, 1872, but Lyons was "home" to him because he had spent so many of his formative years there. He was buried at Lyons on Tuesday afternoon, the Masonic Lodge, of which he was a member, conducting the funeral acrylees.

OBITUARY NOTES

JAMES H. TAYLOR, of the Portland (Me) Express-Advertiser, died February 2 at his home in Pleasantdale, Me. He had been on the editorial staff of the Express-Advertisor since 1899.

JAT F. DURHAM, prominently identifiel with the newspaper profession for many years, died in Washington last

You MUST Use the LOS ANGELES EXAMINER cover the GREAT SOUTHWEST

Sunday Circulation 150,000

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswich Building New York THE FORD PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK,

week. Mr. Durham was a member of the press galleries of Congress for a number of years prior to 1839, when he acted as correspondent for the New World, Indianapolis Sentinel, York Louisville Courier-Journal, and Minneapolis Tribune. He was also connected with the Washington Evening Times, Mirror, and old Evening News.

Groung E. Tunoor, former well-known lowa newspaper man, died January 31 in the home of his son, Frank D. Throop. business manager of the Davenport (Ia.) Democrat. Mr. Throop, sr., was sixtyseven years old. For many years he was one of the publishers of the Mount Pleasant (Ia.) Free Press, and later of the Mount Pleasant Daily News.

Grough B. Collans, one of the oldest wood engravers in New York, for more than twenty years employed by the World, died Sunday night at his home, 47 Cariton Place, Passaic, N. J. He was an artist of high ability, and years ago the children of America stood in wonder before his billhoard pictures in Barhe was admitted to the practice of the .num's Circus. He was an engraver for Frank Leslie's' publications in the early seventies. He leaves a wife and several children.

> ALBERT O. GOMPERTZ, San Francisco newspaper man, formerly connected with the editorial staff of the Chronicle, died on January 21. Gompertz was stricken with a complication troubles, nearly a year ago, but recovered sufficiently to go to work again in Fresno, where it was thought the climate would help him. He was employed by the Fresno Republican until Januuary 12, when stricken with his final Illness.

> L. EDGAR ORGOOD, aged fifty years, for over six years connected with the city staff of the Hartford (Conn.) Courant. is dead at his home at North Andover. Mass. Ill-health and the orders of his physician to seek outdoor work caused his taking up reportorial duties. Although offered deak positions, he continued in city staff work because of his health. He was formerly connected with the Worcester (Mass.) Telegram and the Bridgeport (Conn.) Post.

Topeka Baily Capital

Average net paid circulation for the six months ending Sept. 1916, as sworn to in Government report.

And as confirmed by

report of The Audit Bureau of Circulations - lapper

Publisher TOPEKA. KANS.



EDOUARD ADULPHE DRUMONT, aged seventy-three, the editor of Libro Parole, of Paris, is dead. Mr. Drumont was the author of a large number of books and plays. He was best known outside of France for the sensational anti-Semitic campaign which he waged for many years and which involved him in several lawsuits and two duels.

EZEA NEWTON DODSON, a member of the staff of the New York Herald for nearly twenty years, and for the last ten venrs its correspondent at Long Island City, died Tuesday in St. Mary's Hospital, Brooklyn. Following an operation, a week ago, he was recovering when pneumonia developed.

GRORGE F. ASSEN, aged twenty-six, head of the general bookkeeping department of the Chicago Daily News, died at his home in Chicago last Friday. On October 5 he married Miss Anna Anderson.

LEO SOMMERS, for twenty-five years editor of the Madison (Wls.) Weekly Madisonian, died at his home in the Wisconsin capital on Monday. He was one of the pioneer printers and editors of the State.

First In Local Automobile Advertising Carried In 1916

44.2% of the total local automobile

20.11% of the total foreign auto-mobile copy appearing in the four Louisville papers to four Louisville p. total carried by The ald. This totaled, agests Nurs

36.65 The local automobile deal-ers know the volue of The livedid, from results ob-tained, and use its commo accordingly.

THE LOUISVILLE HERALD Daily and Sunday Circula-Louisville, Kentucky and Southern Indiana imrgest tion in

C Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

(Many special representatives who know through years of observation

AD ART SERVICE 212 Press Bldg. Claveland, O. to all papers on their lists.



A Master Salesman On Your Pay Roll

YOUR selling organization comprises two kinds of salesmen; if not two kinds, then two functions are performed by the individuals employed. There is the work of telling the customer about your goods and there is the work of selling him.

The telling consists in bringing to the attention of the prospect all those facts about your product which he wants to know and which you think he ought to know. There are questions to be asked and answered. There are comparisons to be made, objections to be overcome, cost figures to be presented, and possible savings to be pointed out. All this is preliminary to the final operation, the selling, when the prospect is brought face to face with the "Please-sign-here" line and does sign and so becomes your customer.

Think now what a large proportion of your salesman's time is consumed in the preliminary telling. Suppose you could do all the telling to a thousand, yes, ten thousand and more prospects within the next week and that your solicitors need only emphasize the points already made and close the deal. Their task is shortened. They would see more people in a day. One call would be equivalent to two under the system of letting one man perform both functions.

Put a printer on your pay-roll as your advance salesman. Pay him for the telling and your salesman for selling and you will find profit in this separation of functions. But the printer must be a master salesman if the man who follows him is to reap a satisfactory harvest. The story of your goods must be in such form that it will be read. It must truly represent the character of the house about which it talks. It must leave an impression that will be remembered when the salesman calls later on.

THE NATION PRESS is a service organization that will take an interest in your own specific problem. It also has had an experience in such matters that puts it in the master-salesman class. Consult them today. If they cannot help you they will say so, but the chances are that they can.

NATION PRESS, Inc. 20 Vesey Street Phone, Cortland 83

We Also Maintain a Highly Efficient Law Printing Plant

NEW YORK GLOBE

(Member A. B. C.)

Offers Advertisers A Steadily Increasing Circulation of Wonderful Purchasing Power

Daily Average Net Sale for Year

Ended January 31, 1917 203,031

Daily Average Net Sale for Year

Ended January 31, 1916 **180,623**

Gain per day 22,408

The Globe stands ready to lend the use and experience of its business promotion department to any manufacturer desirous of "Breaking into New York" who is willing to be guided by its advice.

The Globe's record of achievement, which will be cheerfully demonstrated, stands almost unique in the way of genuine service in the newspaper business.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisms' Journal in America.

2.00 a Year Copyright, 1917, by The Editor and Publisher Co. NEW YORK, SATURDAY, FEBRUARY 17, 1917

10 Cents a Copy

During 1916 The Chicago Daily News printed more dry goods and department store advertising six days a week than any other Chicago newspaper printed in seven days. The figures (in agate lines) are:

The Daily News (6 days) 3,519.244 agate lines
The Tribune (7 days) 2,267,354 agate lines
The American (6 days) 1,861,113 agate lines
The Journal (6 days) 1,607,836 agate lines
The Examiner (7 days) 1,384,703 agate lines
The Herald (7 days) 1,267,783 agate lines
The Post (6 days) 431,454 agate lines

All advertisers would do well to follow the example of these dry goods and department stores.

THE CHICAGO DAILY NEWS

Over 425,000 daily "It Covers Chicago"

ON Friday, March 30, 1917, The New York Evening Post will issue its Fourth Annual Supplement devoted exclusively to Public Utilities.

Plans for this Supplement contemplate an extensive treatment of every important phase of the Public Utility situation, as it developed in the past year. There will be presented a series of features that will make this publication most complete and comprehensive.

Besides an account of the rise, the progress, and the present stage of development of Public Utilities throughout the United States, there will be contained in the 1917 Supplement a number of specially prepared articles, by recognized experts in the different branches, and by men eminent in the financial, legislative and operating departments of this giant industry.

During the past year the Traction, Gas, Electric Light, Heat and power companies have prospered in many sections of the country. Some have taken long strides forward; some have prospered moderately; some have had conditions to contend with that never before entered their field of operation.

The Evening Post has undertaken a serious review and discussion of all the unusual circumstances entering into the operations of the year, with an outlook on the future, so far as the future can be clearly discerned.

From cover to cover, the Public Utilities Review of March 30 will present a wealth of information, general and particular, that every banker, investor and business man should possess in order properly to distinguish between substantial and conservative undertakings and those that are of less assured character and standing.

The Public Utilities Review is established. It is recognized as filling a real need, and the issue will enjoy a greatly increased circulation not only in the United States, but also in Canada and foreign countries. It will be filed for constant reference. Associate the name of your project with the big operations of the country. Announce to a much interested clientele just what has been done and is doing. Co-operate in a work so necessary and which will prove profitable for future development. Interest once created is far-reaching and its influence must be felt.

Advertising Rates for Public Utilities Review

One Page - - \$425.00 Half Page - - - \$215.00 Quarter Page - \$107.50 Agate Line - - 50 Cents

Reservations for space should be made early to insure proper classification.

The New Hork Evening Post

More Than A Newspaper - A National Institution

20 Vesey Street

New York City

"OHIO FIRST"

IN the humane consideration of her workingmen, Ohio ranks FIRST. She recognizes that their welfare is indispensable to her influence and vast wealth.

Ohio's Workingmen's Compensation Fund is now stronger than ever before in its history, amounting on December 1st, 1916, to \$4,913,923.91 as against \$2,442,967.82 December 1st, 1914, an increase of \$2,470,956.09.

Ohio's workingmen earn annually close to

\$400,000,000

These thrifty people can all be reached through the "Ohio First" Newspapers.

Their homes bear no resemblance to the tawdry tenement rooms of crowded metropolitan centres.

They are bright and cheery and have the true home atmosphere.

In them will be found books and music and pictures.

There are rugs on the floors, hangings at the windows and heating appliances in the cellars.

The owners dress well and are progressive and liberal in their ideas and expenditures.

In the business world facts pile on facts in their substantiation of the value of advertising. Nowhere else in the Middle West can National Advertisers prove this more quickly and more satisfactorily than in OHIO

"Ohio	0	First	.77	New	spapers A	re	Best	,	
		Net paid	2,500	10,000			Net paid	2,500	10,000
		Circulation	lines	lines		C	irculation	lines	lines
Akron Beacon-Journal	(E)	26,541	.035	.035	Findlay Republican	(M)	5,950	.0093	.0093
Canton News (E&S)	12,316	.0214	.0214	Lima News	(E)	•9,322	.02	.0172
Chillicothe Scioto Gazette	(E)	2,436	.0057	.0057	Mansfield News	(E)	*7,631	.019	.019
Chillicothe News-Advertiser	(E)	2,451	.0085	.0072	Marion Daily Star	(E)	7,467	.0129	.0129
Cincinnati Commercial Tribune	(M)	+60,723	.11	.09	Newark American-Tribune	(E)	5,318	.0085	.0083
		†26,339	.14	.12	Piqua Daily Call	(E)	4,012	.0072	.0072
Cincinnati Morning Enquirer, 5c. (1	M&S)	56,583	.14	.12	Portsmouth Daily Times	(E)	9,075	.015	.015
Cleveland Leader	(S)	117,432	.17	.15	Sandusky Register	(M)	4,660	.0093	.009
	(E)	112,513 1	.18	.16	Springfield News	(E&S)	12,453	.02	.02
Cleveland News	_		.30	26	Stenbenville Gazette	(E)	3,620	.0143	.007
Combination L. & N.		229,945	.30	-20	Toledo Blade	(E)	50,508	.11	.09
Cleveland Leader	(M)	90,191	.15	.13	Youngstown Telegram	(E)	16,199	.03	.03
Cleveland News	(E)	112,513)	.18	.16	Youngstown Vindicator	(E)	18,658	.03	.0.3
Combination L. & N.			.27	.23	Youngstown Vindicator	(S)	16,716	.03	.03
		202,704		.23	Zanesville Signal	(E)	†10,000	.02	.02
Cleveland Plain Dealer	(M)	143,103	.18	.16	Zanesville Times-Recorder	(M)	16,711	.025	.025
Cleveland Plain Dealer	(5)	181,825	.21	.19			-		
Columbus Dispatch	(E)	72,120	.10	.09	Totals,	1,	762,181	2.9376	2.5683
Columbus Dispatch	(E)	67,528	.10	.09	* management				
Dayton Herald**	(E)	*22,114	.05	.035	AAII 1016 Can statement				
Dayton Journal** (1	M&S)	*22,430	.05	.035	*April, 1916, Gov. statement				
**Combination (†Publishers' statement. Ot				
Dayton Journal	(5)		.07	.045	National Advertisers and A	Advertising	Agents w	ishing det	ailed in
Davton News	(E)	33.458	.045	.045	formation in respect to mark				
Dayton News	(S)	20,388	.0.3	.03	in OHIO should communica	te with T	he Editor	& Publish	er, Nev
East Liverpool Tribune	(M)	4,392	.0115	.01	York City.				

DID YOU EVER CONSIDER

THE IMMENSE SAVING OF TIME AS WELL AS THE SUPERIOR PRINTING QUALITIES OBTAINABLE WITH DOUBLE-PAGE PLATES AS CAST AND FINISHED BY

GOSS DOUBLE-PAGE STEREOTYPE MACHINERY



THE GOSS SELE-BALANCED DOUBLE-PAGE PLATE CANTING BOX.

We Have Furnished A Number Of Metropolitan Dailies With The Following GOSS Machinery Which Has Been Specially Designed For Making Plates For Double-Page Advertisements And Double-Page Illustrations And Displays Of All Kinds.

Double-Page Curved Casting Box Double-Page Tail Cutter Double-Page Shaver

Double-Page Chipping Block

Double-Page Pneumatic Head

Steam Table
Double-Page Form Table
Double-Page Stereotype Chase

We Have Interesting Literature Describing These Machines

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave. NEW YORK, 220 West 42nd St.

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York.
World Building, 63 Fark Row, New York: Gir. Private Branch Telephone Exchange, Beelman 4330. The Journalist, ethiolished 1984: The Editor and Publisher, 1991: The Editor and Publisher and The Journalist, 1907. James Wright Beson, President: Edition Doddring the Built, Secretary and Tressurer.

Vol. 49 reperigir, 1917, by The Editor and Publisher Co. NEW YORK, SATURDAY, FEBRUARY 17, 1917

LESAN BROUGHT NEW IDEA INTO ADVERTISING

President of H. E. Lesan Advertising Agency, Trained in Newspaper Work, Saw Possibilities of Moulding Public Opinion Through the Use of Paid Space-Induced Railroad Interests to Take People Into Their Confidence-Notable and History-Making Publicity Campaigns the Result of His Work.

PTECH All IV read and done, the Apractical fact remains that "the idea's the thing" in every phase of

will create the demand, and the capital

familiar with resty department of crossful country newspaper. H was him

Piffron years ago in this country. there existed what might truthfully in the rationals and the people. That is In any, rable confidence to the great Ing and usly person that the man in them as an actual menace. The people of the country felt out-

raped by scandule concerning such solitical deplety, defiance of local

progressively perfected to this date. No. in the year 1895, when Mr. Lesan excepting deventionies by the 15sted began to apply his news instinct to the Management investigation by the traffice began to apply his fewer isolited to the photogram and the crystallization of this discrement had taken a free grip on as tipe was the original act to regulate the situation, the railroad financial pro-



community, approved two years later and motors had learned their bliter lesson. a tern kind of califord man amerared. and could of the cell remaining was an had been than what they then were veloping, as managing editor of the

Ills ideas concerning it then to later lead to a concrete conclusion he to their confidence, condidly going new order in refrond life.

Provincent rational men in New York vertising campaign to 'self' their service, or carry favor with aditors by tuken of such advertising patronage He told there to buy space in which to tell the great reading public the truth rarnest men in it to win approval of collegration between the patrons of the relicoade and the managers of these sought be able to yield the reastroom

> CONTRACTION HIM MENT SINGL it was a little prescription signed by

this day and is guinted converts. the retiroud men of this country fen entrain The policy advertising of Station policy phone tising of the Pract Partie Refrest

ADVERTISERS OF PHILADELPHIA ENDORSE INCREASING PRICE OF PAPERS TO 2 CENTS

Circulation Fell Off About 25 Per Cent. the First Day-Within Two Weeks the Loss Was Only 15 Per Cent. and Publishers Expect to Reduce It to 10 Per Cent. Before the End of February-Advertisers Increase Their Space.

increase in the price of the newspapers of that city from I to 2 cents a copy by increasing their patronage. The newspapers are delivered at 12 cents a week. instead of 5 cents a week for the weekday issues in the nast. The 10 cents a week plan was considered wrong in principle. The failing off in circulation to date has only been in the neighborhood of 15 per cent., and it is expected that, by the end of this month. it will only be 10 per cent. This information was obtained by a staff correspondent of THE EDITOR AND PUBLISHER, who visited Philadelphia to investigate the altuation there.

The drop the first day was approximately 25 per cent. This was caused not so much by the refusal of the people to pay the increased price, as by the attitude of the dealers, who miscalculated the attitude of the consumers. They reduced their orders with the newspapers the first day the increase went into effect and they have been increasing their orders every day since. In the first reduction they cut their requirements almost to the number actually purchased by regular patrons. Since then people have left positive orders for papers, and these are growing in volume.

In this respect, some curious statistics have been gathered by the newspapers. Names of dealers, towns, and newspapers are eliminated, but the figures are accurate. The largest cuts in circulation came from the small dealers-the man who orders, may four copies a day. If he reduced to two conies, his reduction was 50 per cent. In one or two cases, the cut was as much as 65 per cent., but always with the small fellows. The larger stands, in the depots, and in the centre of the city sell about as many papers to-day as they did formerly.

One man, who used to purchase four newspapers daily, discontinued all when the price was raised. He stood it a week, and then ordered two.

CUTS OUT THE WARTE.

"Which means," said a publisher, "that he ordered the two papers that he actually wanted and read closely. The other two represented waste circulation."

On some of the routes there was little if any loss, while on others it was as much as 50 per cent. Solicitors were sent over the territory of a carrier route where a 50 per cent. loss had been sustained, and within a week reduced the loss to 14 per cent., which publishers explained in this way: The Philadelphia housewife pays for her newspaper by putting aside the money for it daily. To-day she drops a penny in a jar. She does the same thing to-merrow, and Sunday, when she gets her Sabbath day newspaper, she adds a nickel to the mavings. To be suddenly compelled to put two cents a day in the jar seemed too much, and there were "stops" from this class. The second day they began to return, the greater part coming back within the week.

At another point, at the gate of a factory, one man told the boy that he

Philadelphia advertisers endorse the than a cent for paper, and his fellow workmen agreed with him. This continued for several days, when inspectors were sent out. The same thing took place in front of the inspectors. who then followed the men, as they separated from each other. When alone each bought a paper at two cents. Now they all purchase at the factory gato.

> Newsdealers deliver more papers now than they ever have in the past, and they hold a larger number in reserve at the stands for those who want a copy saved each day.

MORE MONEY FOR THE DEALERS.

One newsdealer said that he could sustain a loss of 14 per cent. in the number of papers he is purchasing daily and still make \$10.50 a week more at 2 cents than he did at 1 cent a copy. Now he makes two-thirds of a cent on each copy, while previously he only made two-fifths of a cent.

The morning and evening papers are sold through dealers and carriers. In the morning group, the carriers deliver to subscribers a copy of any memine paper in the city. In the evening field, the carrier delivers one paper only. In the morning field, carriers and dealers consider each subscriber worth \$5, so that a man who takes out 4,000 copies a day, has a route which he can sell for \$20,000—and there is a waiting list. The carriers and dealers combined number about 6,000. If a carrier does not pay his hill to the newspaper, his route may be sold to make up the deficit. There is no loss of revenue to the papers. If a new carrier comes on he does so with the approval and by the consent of all the morning papers. In the evening field the carriers are controlled directly by the newspapers, the boys not being allowed to deliver any other publication.

FIXING THE WHOLESALE RATE.

When the proposition to increase the rate was advanced, and after it had been decided upon, it was a question as to the wholesale price that would be charred to dealers and newsboys. Formerly, the dealers paid 60 cents a 100 copies, which gave the dealer and the carrier a profit of 40 cents on each hundred copies sold. At first it was thought that the price should be doubled. Inasmuch as there was to be a raise in the price of the paper to cover the increased cost of news print, it was decided, after discussion. that all should profit. Instead of merely doubling the wholesale price of the paper to the dealers and carriers, the price was made \$1.331-3 per 100 copies. This would give the newspapers a little more than twice the amount for the papers they sold, and cover the cost of the white paper, instead of sustaining a loss, as had been the case in the past. the other hand, the carrier or dealer was enabled to make 662-3 cents on each hundred copies, instead of 40 cents, as he had in the past. This has remitted in newsdeaters and carriers striving harder to increase their sales. There is greater profit for the effort. The reader profits, publishers say, by reason of the fact that condensation of news has been carried to a point never before thought "would be figgered" if he'd pay more of, with the result that more news items

and features are printed to-day than at any time in the past.

TABLE FOR CALCULATING WHOLEBALE PRICE.

The question of calculating the wholesale cost of newspapers sold to dealers at the rate of \$1.33 1-3 has been worked out in the form of a table for ready reference, by William Simpson, of the Evening Bulletin. The cost of each paper is 11-3 cents. A glance at the table shows the dealer just what the price will be for any number of papers he is likely to order, in lots of less than 100, as follows:

- 8	E'mpers	Sens	4c	54	Parers	met	72c
6	6.4	4.0	Be	57	- 0	4.6	76c
M.	6.4	0.0	12c	60	* 0	0.0	80c
12	4+	0.0	16e	68	* 6		84c
15	0.00	* 4	20e	- 06	* *	0.0	85c
18 28 24	* 4	* *	240	(19)	**	10.0	9/2ic
28	4.6	0.0	28c	72	8.0	0.0	96c
24	* *	0.0	32c	75	**	40	\$1.00
27	0.0	0.00	36e	TH	8.5	9.0	\$1.04
30	0.0	4.0	40e	51	4.6	8.0	#1 09
38	0 =	8-6	440	84	4.0		#1 13
36	6 0	6.6	4.Re	87	5.1	* *	81 16
89 42 43	00	0.0	Elite:	80	84	0.0	#1.20
42		40	56c	93	9.0	* *	\$1,24
43	0.0	4.6	600	96	* 0	0.0	81 2%
48	10.0	0.6	64c	99	\$40	-840	\$1.32
51	0.0	9-9	680				

Advertisers, publishers declare, are as well satisfied as they were before, hecause, as a rule, the rates they pay today are based on the circulation of the papers at a time when they were actually circulating a smaller number than is the case at the present time.

ADVERTIGERS LIKE THE CHANGE

"Advertisers endorse the move," said one publisher, "because they see in it the working out of a plan to divide the increasing costs, or rather, to pass part of it on the consumer. In the past, as costs have advanced, advertising rates have been elevated. When newspapers were sold at a price less than the cost of the white paper on which they were printed. advertisers had to pay that cost. The new plan pays the cost of the news print paper-and in some cases more. and the necessity of constantly altering the advertising rate is done away with. At that, advertising rates are none too low. The advertisers are getting the best kind of value for their money. mean by that, that they are getting greater returns for their investment than before, for while some papers were thrown away in the past, they are taken into the home now. Duplication, which every advertiser knew existed, has been wiped out. We are down to hard pan. The papers sold daily represent exact demand, and this demand is growing, as the dealer, who had had no previous experience, and who has been the cause of the temporary slump in circulation. reduced his orders to be on the safe With new orders coming to him every day from people who formerly purchased transiently, the circulations of all the papers are going up again, and we confidently expect to see them reach the old level in the not distant future.

"The advertisers have not complained They are using more space to-day than ever before. They get the same, or better value for their money than they did when the papers sold on the streets for cent a copy. Everybody is satisfied What has been done in Philadelphia can be done in any other large city."

INCREASING CIRCULATION.

William Simpson, business manager of the Evening Bulletin, said: "The raise of the price of the Bulletin from I to 2 cents a copy has brought in more revenue and gives greater satisfaction. It makes the consumer order in advance The man who formerly got the paper transiently now takes it permanently The public expects an increase in the price of papers. No other thing from which the consumer gets so much satinfaction sells so cheaply as the daily

newspaper. Advertisers do not complain. They are increasing their patron-

"Our 1915 circulation average over 256,000 copies a day. Our 1916 average was 402,000. When the advance from 1 to 2 cents a copy went into effect circulation fell off about 25 per cent. On January 29, the first day the new price went into effect, a storm was in progress, and that always affects sales. With a blizzard blowing, we sold 319,260 copies. The next day, January 30, we sold \$21,682 copies and on January 31, 322,956 copies. Up to and including Saturday, February 10 the Bulletin circulation amounted to practically 348,000 copies per day; as the circulation for 1916 was 402,000 copies this means a drop of about fifteen per cent. We exnect to be over \$60,000 copies by the end of February, in spite of the zero weather and the fact that there are two national holidays in this month. Under the new plan, dealers who formerly paid 60 cents for 100 copies for their papers now pay \$1.33 1-3. Before they made 40 cents on every 100 copies sold, and now they make 66 2-3 cents on every 100 copies. The Philadelphia papers are on an absolutely noreturn basis. Free copies and exchanges were all cut off in September. Exchanges are now on a cash basis. The dealers recognize the advantage of the no-return basis, for more people order newspapers regularly now, who only purchased them transiently under the old system."

NO COMPLAINT FROM ADVERTIFIERS.

E. A. Van Valkenberg, of the North American and president of the Philadelphia Publishers' Association, said: am glad we did it. We would not go back to the old price, and we advise others to do the same thing. There has been no complaint from the advertisers. The rate for advertising is the same now as it was when circulation was lower than it is at the present time. Advertisers realize that a person who is too poor to pay 2 cents for a newspaper is not profitable to them. The increase in price has saved all the substance. a publisher increases to 2 cents he eliminates all the froth and saves all the cream. In other words, the average circulation of 1,000, should it decrease 20 per cent., which is larger than the decrease noted here, leaves 800 purchasing power out of the original 1,000 copies. All the cream is in the 800. I think that that will be double the average decrease per 1,000 copies ultimately in this city."

Col. James Elverson, jr., president and publisher of the inquirer, furnished the following statement:

"As far as the Inquirer is concerned, the average less on our daily circulation, which was slightly over 200,000, was 15 per cent. Since the low mark was reached last week, we have been steadily increasing, both country and city, and I should say from indications that by the first of the month we will have gained at least 5 per cent, of the total loss, making a net loss of possably to per cent."

John C. Martin, general manager of the Morning and Evening Ledger, said: "We have gained on the Morning Ledger, which formerly sold at 2 cents a copy, and we have lost some on the evening newspaper. We have had no complaints from our advertisers, who are getting as much circulation in the combaned evening and morning Ledger as before the increase in price went into effect. The extremly cold weather recently have affected sales on the streets.

(Continued on page 25)

CIRCULATION MANAGERS FROM FOUR STATES HELD IMPORTANT SESSION IN PROVIDENCE

Representatives of Twenty-five Leading Papers of New England Discussed Problems of Delivery, Subscription Campaigns, Dealers' Rates, Transportation, Elimination of Waste

searing leading papers in the fear

One of the Important items of teamness taken up was the constitution and In addition the ed to the present leard; Wercoster, Nam, on April 11. The July

jamin M. Anthony, of the New Hedferd forth by the constitution adopted to day, is as follows: 'The mutual enlightenment of its members and

papers with which they are outpected." A member of this association must Be in complete charge of the city or manager or publisher of such paper In case the paper has no circulation

The mosting was possible over by Off Commissions on Subscriptions to

President Reynolds said in part: during the sessions of the L C. M. A. few years upo, was one remark of

would not lose a single subscription by "The agent who tries to switch the render on to seem other paper because or or agent's rective is selfish or split-

of Paper, and Other Vital Questions. Perspected R. I. Petruary H.-Cr. writer direct, such as blen at explesculation managers from papers in Con- tion," 'pay in advance' renewals, comnecticut. Marco. Massachusetts, and planets regarding delivery, etc. Strade federal sect of the Narragousett or attention to these matters ensure Hotel to-day to discuss problems of their lifetong renders to papers of merit.

NEW ENGLAND ASSOCIATION OF PROPERTIES. MANAGEME

even on new orders. literatise of 'geographical reasons' our "The contention that dealers and

THE VALUE OF MOTORCTCLES. The monorryvie as a vehicle for demanager of the Providence Evening Tribune, declared it "just the thing for

irrories of a small town newspaper; but our experience leads us to believe that for each a delivery problem as Charles Schofeld, of the Worcester

Evening Gazette, said: "At one time we had these automobiles, with helpers, and, although the delivery was porm run against the circulation can-

through snow drifts better than a The motorcycle demonstrated He worth last year when all suburben trolleys were tied up and automobiles were baving a hard tuesle to more." Joseph P. Barry, of the Providence Jeernal, speke on the automobile as a

faster than teams, they could not com-

pete with the motorcycle. When we

used automobiles we only covered twofifths of the city. To-day we are covering the entire city, with the exception

of a few places on the outskirts, with

"Our apportation commissions to the subject from the standpoint of inagents haver exceeded 10 per cept, for and time gaving as well as the econ-

contrasters get new renders may be difference in officiency is something so The advertising value of a neat-looking added to the many advantages which it has over the horse team.

CUTTONS WARTE OF PAPER.

press run is practically our net past "The imperiance of balancing the

over and unaccounted for than to any dence publishers are adopting a very

short-sighted policy in going to ex-Bratisms. Giving the public an inderier newspaper is about the worst way of meeting the present crisis. A much better policy is to produce a better sewspaper than ever and raise the price votation abroid drep 25 per rest, or

Mr. Barry, in constustee, urged the

CHAPPETITION AND CO-COMMATION. "Hotest Competition with Colores

Rivel Attitude," was the subject of a paper by H. A. Wenige, of the Worcenter, (Mass.), Evening Post, In part he sald: "As compared with the old standard, the present methods of obtaining circulation are as for aboad of the old days, when circulation was secured with the aid of sluggers and blackjacks, as the modern newspaper press to ahead of the old hand-press of "Competitive newspapers can certainly secure circulation at a great deal

problems as delivery, raiss, returns, Honort competition, however, to be execuseful want mean exactly what it There must be no subterfuge as

"In the last few years publishers have begun to see the light. The high cost of news print and other materials

necessary in the making of newspapers has brought this home more fortibly The result of all this is that instead of fighting each other, publishers and circulation managers have togother. The New England Associamembers have about the same problem them over at sheeter tetercels than though it were a five dollar bill, and the I. C. M. A. "But to bring about real housest ownpetition, there must be a clear understanding of purpose, and ricratation

> turns, collections, promiums, contests etc. In this way a great many ex-Tublishes for a long time have great many cases has been because Let the newspapers in any city set

> The helictin board sheet method of for its share of discussion. A paper on "The Value of Passwith Roard Streets

In the course of it he said; "It to say (Configure on plan my 1131315)

THE EDITOR & PUBLISHER

ANNOUNCES

ITS NEW SUBSCRIPTION RATES

Effective March 1, 1917)

Domestic Canadian Foreign \$3.00 per Year \$3.50 per Year \$4.00 per Year

I. T. U. WILL NOT BREAK CONTRACTS, SAYS SCOTT

President of the Printers' Union States that Assertion Federation of Labor Gennet Central Discussion of Quetions of Vital Importance to Bis Or-

The controverse between Persolates Marson O Bout of the Esternational Typostrubinal Claim and States Claim Typostrubinal Claim and States Claim Typostrubinal Claim and States Claim and States Claim and the Claim

working agreements of the visition with the employing printers. In the Assaury State of the Type arraylood, Journal Mr. Seed talleard and the Assaury State of the Seed talleard the Assaury to call the sortice in September 10 years of the Seed of the Seed of the Control Federated Union Developer called upon Stotic Los products for the proper called the Seed of the Seed of the Assaury Seed of the Seed of the Seed of the Pederated Union Seed of the Seed of th

the sympothetic strike presenter fore months like. The process is street frees Genpers to which the latter states that, on the day of the conference to consider the strike, he attend against it, and declared that he would have nothing to

Apology to offer."

The sign at morted to the Acceptance of the Control of the Control

Senate Approxes "Bry" Rider by Congrues on Thomston, the Jaremission to the Post come will r

course from the made adventionant response was accorded to the Serie Phont a record size.

Dependence may be the best business, as any representative of the contract has a limited ways.

NEWSPAPER MAKERS AT WORK



ZAMIN IIIRINIIII

John Confederation of the New York Older. We have here have been controlled and the contr

this to afferring advertising. These were purished to a text, and, though it is serven, he farmined the serven to the delay are assumed to the chargeserven, he farmined the serven to the delay are assumed to the contraction of the contraction of the contraction of the contraction of the time, treatment production of the contraction of the contraction of the time, treatment of the contraction of the contraction of the contraction of the first particle like against like statement by personal contract. These here against the Cuttles development, one give that it is when the last often and his afcentification of the literate of Advertising of the Asteriolan Newsqueet (bulk intern Assessment in the towards and lawly in the literature of the Asteriolan Newsqueet (bulk intern Assessment in the towards and lawly in the literature of the Asteriolan Newsqueet (bulk).

inform Accountation. In this selection daily are which in critical was deviced and inplaced in the control of the control of

with them, and to give them the expert of the experience in the developed business in New York street Stot, and of Nia observations in all sections of it constaty. Nextly except possibles of streetwisters who constant to the city calls of late, and all of them go weap feeding that they have formed sometting.

The same who dallos psychologic selv. March 1, 1971, the authorization of standard standards which is convenient allowed of Thir Extensive two Penarous and the standard standard of the Standard standar

ERNESTINE EVANS MADE

Talented Member of New York Evening Peet Staff Spoke on "The Woman Reporter" and Told Personal Experiments -- Other Steakers Discussed the

Standing of Women in Jeotralium.
Journalium and publishing-boom work were discussed in Philadelphia at the Curtin Pasiling last Thursday, at the account of a neither of conference on preferences operations some spen was made by Executing Posts, of the sault of the New Yeari Evenings Post, who applies on 'The Wissen Reporter' and delighted everyone by for charge manner, they sell in the sell of the Posts o

Mins France who has converil was Mins France who has converil was the first the first in thosas and the littless, and was first put on the track of newspaper ossignments by Mary Inswith the control of the control of which and the new the control of the greatest effects and prescription of the greatest effects any prescription of the first that a wearant puted of view and symapothetic wasants puted of view and symapothetic to which is a first-place to which is a first-place to the first that is wearants puted of view and symapothetic place which is a first-place to dealing with benchming them.

The dwill on the fast that newspagers were increasingly tending overy effect to gain obsolute accuracy, and said that facts were after all the emtent to write for they were plant a serie category, and that the real report should be a vitid and correct petium.

filte evaluation the thing which is force to every couldn't correspond we can be considered to the consideration of the consideration o

Mrs. Cornellus Stevenson, the 'Puggy Shizeen' of the Public Ledger and an eminent leader in civic, social and intellectual circles, presided.

New Newspaper Postage Bill

Wattmourse, Patennyr 14.—Birrewestative Randel, strike of egany remostative Randel, strike of egany remodificate to ekthere the postage is severaldiffication of the extra the extra the experimental strike and the extra the extra the extra the exposition on inswappare, carcelling withcomments to the extra the exposition on inswappare, carcelling withcomments to weight when the extra the extra the exposition of inswappare, carcelling withswapparent extra the extra the exposition of inswappare, carcelling withswapparent exdeposition by the patishele in a letteroriest to the exdeposition of the exdeposition of the experimental extra the extra the exposition of the exposition of the exposition of the exposition of the experimental extra the extra the exposition of the experimental properties of the exposition of the exposition of the experimental extra the extra the exposition of the exposition of the exposition of the experimental extra the extra the exposition of the experimental extra the exposition of the experimental extra the exposition of the exposition of the experimental extra the exposition of the experimental extra the experimental extra the extra the experimental extra the exerimental extra the experimental extra the exerimental extra the exerimental extra the exerimental exerimental experimental exerimental extra the exerimental exeri

The man who is long as advice is usually sheet on nultiment. COOOLC



SPHINX CLUB GIVES

NOVEL DINNER-DANCE

Farsen Advertising Organication No. tains Reputation for Originality in Entertaisments on Occasion of Annual Ladies' Night Many Notable Guests Enjoy Hospitality of Clab. "The most elaborate affair which this organization, with many netroide doners

doof-Astoria was the scene. It less become transferred into a Japanese docf-Aston was the second been transferred into a Japanus way leading to the ballroon from the Myrinds of electric lights, glisunder form, large undo-law, and immense American dags at any Sphins Club distor. The decorequired foundate peny of a size to fit

prized by the recipients, and were the oring the course of the dinner, and consisted of seven numbers. King Schoeffer Kellings, soprann. nished by the Roblex Club Orebestra

Practically all of the credit for the imrocase success of the disner-dance was

There were about 400 present, among and Mrs. H. A. Abern Collin Arm-Mr. and Mrs. John T. Ballen, Jr., Mr. and Mrs. Theober Bossbard, Mr. and May and May E. P. E. Husteman, Mice. Last Navember see for the Assembly on Players: and Mass Leontine Huntaman, the Democratic tirket.

Entl M. Scholz, Mr. and Mrs. Subort H. Ingersell, Mr. and Mrs. Charles H. Mr. and Mrs. P. A. Conno, Mr. and Mrs. C. Grange, Mr. and Mrs. A. C. G. Preston P. Lynn, Mr. and Mrs. S. E. Loth, Mr. and Mrs. William J. Marton E. E. Smith, Mr. and Mrs. Jules

EDITOR HILL ENLISTS First to Enroll at Albany in Naval Coast

Defence Reserve. Philip Toll Hill, city editor of the that newspaper editors should not be has enrolled in the Naval Coast Dofence Hawerne at the Albumy manni recaroli since the station opened more

Mr. Hill is subject to call in case of war. He corolled as a quartermenter.

postade High Missel and Union Col-

AMERICAN TOBACCO CO. DISCONTINUES COUPONS

Finds that the Expense, Which Hat Been Enermous, Is Out of Proportion to the Results, and Will Eliminate the Syntern March 1-Redementions Wass at Rate of One-bulf of One Cent a Coupon. The American Tubacco Company to Thry are rederenable in merchandise or

for a number of years. The cash re-

GIMBEL BROTHERS BRING SENSATIONAL SUIT FOR LIBEL AGAINST N. Y. TRIBUNE

Claim \$1,000,000 Damages Because of Adams Articles and Action of Newspaper in Barring Firm from Use of Its Advertising Columns -Charge Is Made That Firm Enjoyed Substantial Rebate Under Old Contract-Tribune Welcomes Suit and Will Fight to Finish.

AHE reigning sensation of the week in newspaper circles has been the one million-dollar libel entered by Gimbel Brothers, proprietors of one of New York's largest department stores, against the Tribune Association, publishers of the New York Tribune, Ogden Mills Reid, Richand H. Waldo, G. Vernor Rogers, and Samuel Honkins Adams. Mr. Reld is president, Mr. Rogers vice-president, and Mr. Waldo is secretary of the Annociation, and Adams is a writer who has been doing special work for the Tribune.

The action hinges around the work of the Ad-Visor column in the Tribune and the Bureau of Investigations, both of which were, it was stated by the Tribune, established as a result of the work of Mr. Adams. The contention of Climbel Brothers is mainly that the Tribone wanted to get rid of an advertising contract held by Gimbel, and which, it is claimed, turned out to be unprofitable to the newspaper; while, on the other hand, the Tribune claims that the advertising of Gimbel Brothers did not come up to the standard set by that Laper, that investigations made of their sairs showed the same thing, and that therefore they were justified in the action they took. The stopping of the Gimbel advertising was followed by feature articles in the Tribune, and by the publication of special booklets, "exposing" the so-called false advertising.

THE GIMBIL ALLEGATIONS.

In the complaint, Gimbel alleges that the Tribune made an agreement by which they were to bill for all advortising space used by (limbel at the rate of ten cents per agate line. They further allege that for all space used in the Sunday edition, they were to be rebated on this price 5 cents and 1 mill, so that the net price for the Sunday advertising would be 4 cents 9 mills. They allege further that when the Gimbel Company stopped using space on week days and only used it on Sundays the Tribune company found it "upprofitable," and in order to relieve themselves, Gimbel Brothers allege, they "unlawfully conspired," jected the store's advertising, and published the Samuel Hopkins Adams ar-"attacking the honesty of the Gimbel advertising."

The complaint is a most voluminous one. It first recites who and what the plaintiffs and defendants are, tells the business each is engaged in, and alleges that "by the expenditure of millions of dollars in advertising the name and business of the plaintiff, has acquired a valuable good-will and a large and growing following in the city of New York and vicinity." After resiting that the Tribune publishes a newspaper, the complaint quotes the Adams article published in October, 1916, in the same per estable with the allegation of "conspiracy." They further allege that it was published "with actual malice toward the plaintiff and intending to injure plaintiff in its business and reputation, and to benefit themselves" Then follow several par-caraphs of what are claimed to be facts" which are "alleged in aggrava. "The Adams story was breed on a control of distinger." It is claimed that in here series of investigations conducted

1914 the Tribune "had gradually lost its great prestige and had become a newspaper of but little power and influence in the city of New York and elsewhere in the United States." further claim in this paragraph that it was seriously considered discontinuing the publication of the Tribune. Then follows allegations that the defendants "conspired" to put the Tribune back on its feet, by the adoption of the moneyback guarantee and by widely advertising "itself as the self-appointed champion of honest advertising," by the adoption of "sensational attacks upon divers merchants doing business in New York city," and that such "attacks were thereafter to be exploited and widely advertised both among advertisers and the public generally, and were also to be brought directly to the attention of the merchants and advertisers of New York, who were purchasers and users of large quantities of advertising space in other newspapers, by personal solicitation on the part of representatives of said New York Tribune, and by the distribution among them of booklets, pamphiets, circulars, letters, and other advertising matter, urging such merchants and advertisers to purchase and use advertising space in said newspa-per, New York Tribune."

CHARRIES TRIBUNG WITH REBATING.

After reciting the various steps in the Adams campaign, the complaint alleges that Gimbel Brothers in the summer of 1915 bought the stock of the Simpson-Crawford store and thereafter had a special sale of these articles. They further allege that, in September, 1915, a representative of the Tribune called on them, and after criticising their advertising of the sale, "and after having called plaintiff's attention to the New York Tribune campuign against dishonest advertising," that they "solicited" the Gimbel patronage and "endravored to induce" them to "purchase advertising space" in the Tribune at the regular rates. The complaint further recites that they finally agreed to purchase 100,000 lines, to be used within a year, and to pay for the same a rate "a fraction less than five cents per agate line for the Sunday edition." In the same paragraph they allege that the Tribune was to bill at ten cents a line, and thereafter relate to bring the charge for the space used on Sundays down to 4 cents 9 mills per They allege that in the year following they used only 14,333 lines on week days, and 100,698 on Sundays, and that "the defendants herein realizing that their sale of advertising apoce in the New York Tribune to the plaintiff at the above stated rate was unprofitable to them, and desiring to relieve thennelves and the said newspaper, New York Tribune, from the obligations of their agreement" in respect to the advertising, "agreed together" notify plaintiff that its advertising matter would no longer by accepted by them for publication. They then allose that the attack which is the sunnot of the suit, followed

In an article announcing the suit, the Trionne, on February 10, stated:

by the Tribune and dealt with the shopping experiences of members of the Telbune Bureau of Investigation at Gimbel Brothers over a long period of time as well as during the progress of the so-called 'birthday sale," "

THE TRIBUNE STATEMENT,

When asked to make a statement of the position of the Tribune, an officer of the company gave out the following:
"The Tribune will not oppose a prompt and proper adjudication of the Gimbel suit on its merits, and the outcome is regarded with the utmost confidence. In its answer the Tribune will stand firmly upon the ground taken by it that what it published was true and rendered a public service. Whether the plaintiff will desire a speedy trial remains to be seen.

"Most of the plaintiffs who have brought libel suits based on Mr. Adams's articles have manifested a marked tendency to delay the trial by taking complex interlocutory and appellate proceedings which, without exception, have been decided in favor of the Tribune.

The records show that the special contract with Gimbel Brothers, whereby they assisted in building up the circulation of the Sunday Tribune for an agreed compensation was practically completed. The details of the arrangement are likely to be impressive as indicating that the Tribune had every reason to be reluctant to force the cancellation of their largest and most important dry goods store contract, and will throw additional light on the reasons why every possible opportunity was given Gimbel Brothers to eliminate the practices dealt with in Samuel Hopkins Adams's story when repeated warnings were given."

Attorneys for the Tribune Company, Sackett, Chapman and Stevens, stated through the week that the defence would fuelinde that of justification. The Tribune answer has not yet been served.

GETTING READY FOR A. A. C. W.

Preparations in St. Louis Are Assuming Ponderous Shape.

Preparations for the entertainment of the thirte-ath annual convention of the Associated Advertising Clubs of the World are assuming more penderous shape in St. Louis now every day. The appointment of Festus J. Wade, president of the Mercantile Trust Company, as head of the Citizens' Finance Committee, with William C. D'Arcy, of the D'Arcy Advertising Company as treasurer, brings with it the public acknowledgment of the purpose of the Advertising Club of St. Louis to raise the sum of \$50,000 for entertainment alone,

Herbert S. Houston, president of the A. A. C. W., wired congratulations to M P Linn, president of the St. Lams Club, as soon as notified of the selection of these two men to mise the money. The telegram from Houston read: "Hearty congratulations to St. Louis Club on securing for its convention board men of the leadership of Festus J. Wade and William C. D'Arcy. These additions to your already strong committee insure local support and preparation for the greatest national businews convention this country has ever had. Chairman Pratt, of the National Programme Committee, will be in St. Louis in a few days to give you an inchine of our great plans,"

Mr. Pratt arrived this week and has been in conference with the club officials, H. E. Myers, general secretary of the convention's board, address the members of the Junior Advertisms ("Inly one evening this week to Inset on the continuation of that hade

LYON OFF TO THE FRONT

Watch and Boots Given to Toronto Editor on His Departure.

Stewart Lyon, managing editor of the Toronto Globe, who was last week appointed special representative of the Canadian Fress, Limited, at the front



STEWART LYON.

in France, left on Tuesday night for his now aphere of activity. He was presented by the Globe staff, on the eve of his departure, with a gold wristwatch and a pair of trench boots.

REOPEN MAIL RATE FIGHT

Snap Action Attempted in Senate Late on Thursday Fails.

The matter of increased second-class mail rates and one-cent drop-letter postage was reopened on Thursday in the Senate. Amendments containing these provisions were ruled out of the Post Office Appropriation bill in committee of the whole several days ago on a point of order, but when the bill passed from committee to the Senate proper on Thursday, with many Senators absent from the Chamber, Senator Smoot re-offered the amendment to reduce postage on drop letters to 1 cent an

As this would greatly decrease the postal revenues, Senator Bryan, acting for the Post Office Committee, asked the l'tah Senator to couple with it the amendment to advance the rate on newspapers and magazines to 1% cents a pound for next year and 2 cents a pound the following year. This was done, and Senator Robinson, the presiding officer, submitted the amendment, which was agreed to without a roll call, escaping attention of many Senators who had opposed the proposition.

News of the development brought members from cleak- and committeerooms in a storm of disapproval. Charges of snap action and unfair tacties were made until Senator Smoot agreed to move for a reconsideration of the vote. That motion prevailed, 29 to 26, and the matter was laid over for further discussion. Senator Smith, of Georgia, reserved the right to submit an amendment to subject only magazines to increased rates, excepting daily newspapers.

LATER- A dispatch to THE EDITOR exp Princisiiris, received just before going to press, says that the bill has been defeated again

If you aim at nothing, it is not diffi-

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• TRADE LINOTYPE MARKS

Four Striking Examples of Linotype Versatility

CINCE January 1st, Multiple Magazine Linotypes for composition in four languages were placed in the composing rooms of four Greater New York dailies:

Amerikai Magyar Nepszava— Largest Hungarian newspaper in America, installed a Model 9.

The Daily Warheit-Leading Jewish newspaper of New York, is adding a Model K to its equipment.

New York Staats-Zeitung-One of America's greatest German newspapers, placed in operation a Model 16.

The Brooklyn Daily Times-Is now installing one Model 16 and one Model 17

No matter how varied the composition needs or how rigid the requirements, we have a Linotype for every office at a price and upon terms within the reach of every printer.

MERGENTHALER COMPANY TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

1100 So. Wabach Avenue

TORONTO: Canadian Lincoura, Limited, 35 Lombard Street







MODEL & LINGTYPE

MODEL 16 LINOTYPE (Double Magazore)

The Linotypes Just Selected by Four Greater New York Dailies for Producing Composition in Four Languages-Hungarian, Yiddish, German and English.

Aminutes Staard being edigeted three

persons to decide. The board, having

equifence, been deadlocked, a seventh

man was called in an the propire Strang to relate, when the heard reconverted, on the third day after its previous mostles, and both wides

WHAT THE BOXED HAS DONE.

from the international Arbitration

time and warry saved discharged men. money saved the great business-mana-

ing placed on any man, whose discharge is upheld by the board is the

Committee of 1912.

Four years of eathern No.

FOUR YEARS SHOW MANY COMMENDABLE

ACCOMPLISHMENTS BY CONCILIATION BOARD Since Inception of the Body in 1912. Representatives of the Publish-

ers' Association of New York City and of Typographical Union No. 6 Have Worked in Harmony to Promote Justice Through Arbitration, Saving i e and Money to All Concerned.

were Don C. Sells (World), Hortest P. Hr WILLIAM H. Moone, Secretary natson (Brooklen James Tole was president of Union No. (Tringne), they providing a substitute I'nion officials at Indianapolis for final

resort. There had been a lengths pro-The tears held its first session in the executive committee, union, executive

The board was organized with Mr

had been figured out relative to its pro-There were no other such local bedies tion, and as such, it was on trial and meant the specimial existence of the

Engle).



The president of No. 6, James Telecarr titls decision being final and with

practicability of establishing local

MINNEAPOLIS AD FORUM

uses of discharge being decided until GETS CONGRATULATIONS Viligance Committees in Other Cities persident, who treats with the huntress Wired Complimentary Commes 11. J. Kenner Reviewed National Field Work for Truth Mr. Stockdale Alon

> A meeting of the Microscopoles Ad-Food of the vigilance consultte pre-Vaciance committees in either lites, congruently of the campaign for clean presentiates originated in Minne-Minrowandia variance committee and

Mr Kenner gave on address to which ance, the umpice was not needed as to all of the other twelve cases were

Mr. Kenner reviewed his work while out recourse to the heard. Before the "The confidence of the red probably due to the fact that af part of newspaper officials it much be

PROTECT CONTRACT TO STOPPED.

Mr. Stretchile told of instances of mittee, of the extension of the work, "It is not a matter," sald

For the board to uphold a discharge years to reach. There is no middleproduced to Frederich Komman, pr. to portray a bury day in the office of

> Champ Clark Thomson Born soliged for measurement and political

tern outside, and was been Printingly 12



1.

countly and finally the international

The time consumed, in the handling of cases under these formaltonsideration of the case, and then enthus decision. This year exprisally

of nearly 1400 was at atake. Attend-

. I signated by their guarantee leady yours and one case from leterophoral

Why

THE BULLETIN

Continues to be Read in Practically Every Home in Philadelphia at 2c a Copy

For twenty years The Bulletin has been making up its news and advertising pages to please the reader—the interests of the reader have been paramount—and in this time has grown from less than 20,000 copies a day to the largest newspaper in Pennsylvania, and one of the ten largest in the United States.

The fact that while a 1c. newspaper for many years, its daily net paid circulation for the year 1916 averaged 402,644 copies a day, and the fact that with the increase to 2c. a copy, which became effective January 29th, 1917, it continues to be read in practically every home in Philadelphia is unmistakable evidence of the confidence and esteem which the people of this community have in their evening newspaper.

It is this policy of presenting all the news of the day, as well as the advertising, in a manner which is easy to read and pleasing to the reader that has made The Bulletin the family newspaper of Philadelphia homes, and it is this confidence of the reader in The Bulletin that has made The Bulletin the greatest sales-producing factor in the Philadelphia market. Despite the advance in selling price from 1c. to 2c. made compulsory by the increased cost of print paper and practically every item that goes into the making of a newspaper, The Bulletin still holds—by a margin equal, if not greater than ever—the dominant place among the advertising mediums in Philadelphia.

A newspaper that can hold the confidence of its readers at an advanced price and continues at the same time to carry an increasing volume of business, proves conclusively its supreme value to the community and its real worth to national advertisers, manufacturers and merchants desiring prompt and profitable returns from their advertising investment.

The Philadelphia Evening Bulletin has the largest 2c. circulation of any newspaper in the United States.

You can at one cost reach the greatest number of possible consumers in the Philadelphia market each day by concentrating in the one newspaper which is read in practically every home in Philadelphia—The Bulletin.

VIRGINIA EDITORS MET AT CHARLOTTESVILLE

Col. Copeland, of the Newport News Press and Timeo-Herald, Told How a Survey Man Can Improve Office Conditions Other Speakers Also Gave Helpful Talks.

Discussion of papers read at the newspaper conference conducted by the Virginia Press Association, at Charlottesville, brought out some facts which will be of interest to the publishers of the nation.

In relating the "Problems of the Small City Daillen" Col. W. S. Copeland, of the Newport News-Press and Times-Herald, emphasized that competition was one of the worst problems, and suggested consolidation as the proper means of clearing the field, urging that all papers be fair with their readers and advertisers, Col. Copeland related an experience which his newspaper plant has undergone. The building housing the enterprise became too small for it and plans for an addition to cost \$2,000 were discussed. In dropped a "survey man," who agreed to make a mitisfactory survey of the entire business for \$200 a week, stating that it would take two weeks to complete the job. The price looked high, but he was engaged, with the surprising result that the linetype machines were changed about, the steam tables changed, and other moves made in the mechanical department which gave ample room. Then, downstairs changes were made in the placing of business-office equipment, and every department of the paper was surveyed, with the final result that the plans for the enlargement were discarded and every department now has ample room. Col. Copeland suggested that the smaller newspapers of Virginia engage an expert to make a survey of their planta, and said that, in the end, it would be a money-saver for them.

A NORTH CAROLINA VISITOR.

J. L. Horne, jr., editor of the Evening Telegram, Rocky Mount, N. C., was the only out-of-State speaker to arrive, all the others being detained by business or the grip. Mr. Horne came from a sick-bed himself, but told in an impressive manner of the wonderful accomplishments of the Afternoon Newspaper Association of North Carolina. greatest work done was the bringing about of one telegraphic service for all the afternoon papers, at a wonderfully low price, the service being augmented with news from the State Capitol at Raleigh. The cooperative plan for securing advertising for all of the members of the Association was also explained.

Wilham A. Land, publisher of the Blackstone Courser, suggested the organization of the weekly publishers into districts, or groups, such as the State Isankers' Association has. These groups are to meet weekly or monthly and discuss the news and other problems of their respective sections. Questions considered of State-wide interest are to be carried to the State Press Association insectings.

H. Powell Chapman, editor of the Roanoke Tunes, and F. B. Walters, city editor of the Roanoke World-Newa, presented the invitations of the city of Roanoke, the Chamber of Commerce, and other organizations of the city, asking that Roanoke be chosen for the summer meeting. The executive committee announced the acceptance of the mystation.

Adaho without help is so cheap that I' is never taken.

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism

•Attached to Ohio State University, Columbus.

DIRECTORY OF TEACHERS OF JOURNALISM

(Continued from Last Week.)

Run, S. O.—Assistant professor of Journalism, University of Kansas, University of Kansas, Lawrence, Kan.

ROBERTS, WILLIAM CARMEN—Member of journalism faculty, New York University, Washington Square, East. Political. editor, Literary Digest, New York.

ROBINSON (MISS), ALTA A.—Professor of English, Beaver College, Beaver, Pa.

Ross, Charles Greffith—Professor of theory and practice of journalism, University of Missouri, Columbia, Mo. Address, 204 Edgewood Avenue, Columbia, Mo. (Absent on furlough for school year of 1916-7. Present address, Melbourne Herald, Melbourne, Victoria, Australia.)

ROUTH, JAMES — Associate professor of English, Tulane University, New Orleans, La.

Salt, Charles E.—Instructor in journalism, Iowa State College, Ames, In-Rules, A. W.—Instructor in advertising, Marquette University, Milwaukee, Wise

SCOTFORD, FREEZICK E. Instructor in advertising, Bureau of Correspondence Instruction, University of California, Berkeley, Cal.

Scort, P. N. Professor of English. University of Michigan, Ann Arbor, Mich.

SCOTT, FRANKLIN WILLIAM. Assistant Professor of English, University of Illinois, Urbana, Ill. Address: 323 University Hall, Urbana, Ill.

SLOSSON, FLOWIN E. Associate in Journalism, Columbia University, New York, SMITH, HERSENT H. Instructor in Religious Publicity, Presbyterian Training School, Chicago, Ill.

BMITH, HERBERT WARREN. Instructor in Blustrative Art, University of Missouri, Columbia, Mo. Address: Thilly Avenue, Columbia, Mo.

BMITH, JOHETH S. Professor of Newspaper and Trade Paper Journalism, Marquette University, Milwaukee, Wis. SNOW, F. L. Instructor in Journalism, Kansas State Agricultural College, Manhattan, Kansa

SPENCER, M. L. Professor of English, Lawrence College, Appleton, Wis.

SYARCH, DANIEL. Assistant Professor of English, the University of Wisconsin, Madison, Wis. Address: 13 University Hall, Madison, Wis. (Gives course in "Psychology of Advertising."")

STARRING, GEORGE A. Professor of Industrial Journalism, South Dakota State College, Brookings, S. D.

STEMMONS, WALTER. Editor of Publications, Oklahoma Agricultural and Mechanical College, Stillwater, Okla.

STOCKDALE, CHARLES E. Agricultural Editor, West Virginia University, Morgantown, West Va.

STONE, ARTHUR L. Dean and Professor of Journalism, the State University of Montana, Missoula, Mont.

STURTEVANT, FRANK D Assistant Professor of English, Municipal Univermity of Akron, Akron, U SULLIVAN, EDGAR F. Instructor in Journalism, University of California, Berkeley, Cal. Address: 2571 Carlton Street, Herkeley, Cal.

SUMNER, W. A. Instructor in Agricultural Journalism, the University of Wisconsin, Madison, Wis. Address: 13 Agricultural Hall, Madison, Wis.

(To be continued.)

PERSONALS

Alva H. Cook, one of the first students in journalism at the University of Wisconsin, is editor and publisher of a monthly trade journal, the Northwestern Confectioner, Milwaukee.

Bruce Ormsby Hitven, head of the department of journalism of the University of Southern California, has been granted a semester's leave of absence to do editorial work for Printer's Ink in New York.

Vernon E. Bundy and W. T. Brink, who took the course in journalism in the Kansas State Agricultural College, and who took positions on the Topeka State Journal, have gone to the Sloux City (Iowa) Journal and the Cleveland Press, respectively.

Stuart McGregor, the first student to receive the degree of master of journalism from the University of Texas, is now on the Austin Statesman.

Paul Putnam, a former student in the School of Journalism of the University of Texas, is now on the Dalias News. Renick Smith, also a former student, is with the Associated Press in Dullas, while Clyde Walls is covering the Legislature for the Dalias and Galveston News.

TO HOLD NEWSPAPER WEEK

Texas Newspaper Men to Study "How" of Publishing Business.

Practical problems of newspaper work will be emphasized at the second annual Newspaper Week of the School of Journalism of the University of Texas from February 20 to 22. This meeting will be known as a "how" week, as the how of various things connected with newspapers will be stressed. "How to Write a News Story," "How to Solicit Advertising," "How to Obtain and Keep Country Correspondents," "How to Write Attractive Headlines," are a few of the questions which will be discussed by experienced newspaper men, Several widely known newspaper men in Texas have been asked to speak. For the most part, however, the meetings will be in the nuture of round-table discussions.

A unique feature of this year's convention will be a rice banquet on February 22, to be given by the Southern Rice Growers' Association and the Beaumont Enterprise All the dishes served will be made from rice.

The fact that the State Legislature is now in session, will be an added attraction for Newspaper Week, especially since six members of the Senate and eight members of the House of Representatives are actively eneaged in newspaper work.

TEXAS EDITOR LAUDS AMERICAN REPORTERS

Edmunds Travis, Managing Editor of the Austin Statesman, Declares that the American Newspaper Reporter Is the Most Wonderful Fellow in the World Says American Editor Is Provincial.

The American newspaper reporter is the most wonderful little fellow in the world, Edmunds Travis, managing editor of the Austin Statesman, told the students in the School of Journalism of the University of Texas, in an informal talk a few days ago. He is far superior to the reporter of any other country in his ability to recognize and ferret out news, Mr. Travis declared.

"Hut while the American reporter is the best in the world, the American editor is the most provincial in the world," Mr. Travis said. "It has taken the European war to show us just how provincial our newspaper editors are. It has been said that natives of Bohemia know more about Texas than a New York editor does. And it is a fact that Bohemians know more about us than we know about them.

"The editors of British, French, or other foreign papers can write about and discuss our politics much more intelligently than the average American editor can discuss foreign politics. But this provincialism will disappear. Newspapers are beginning to demand trained men, and the entrance of the trained man into the newspaper office will do much toward eliminating editorial provincialism."

Mr. Travis impressed upon the students the necessity of beginning newspaper work as a reporter. Editorial writers, special writers, and other specialists in the editorial office usually began their newspaper careers as reporters, he said.

"Be a good reporter," he declared, "and all other things will be added unto you."

Students in reporting are now taking regular assignments on the Statesman. In this way, they are given practical training in gathering and writing news. Not only do the students cover the regular runs and write special features, but they are shown how a State Capitol and the sessions of the State Legislature are covered.

The instructor in reporting goes to the newspaper office in the morning, talks with the city editor regarding assignments for the students, and goes over their copy when it is written. The class in copy reading also is given practice in the editing of real copy and the writing of heads for the daily paper.

"If you find, after you have had some actual experience in newspaper reporting, that you are not fitted for the work; if you find that you are not interested, that the life does not appeal to you, then do not try to be a reporter," Mr. Travis told the journalism students. "It is better to get out of reporting entirely than to continue being only a fairly good reporter."

Find Newspapers Clean

Students of journalism at Emory University, Oxford, Ga., recently examined Georgia and Alabama newspapers to determine the percentage of cleanness, comleality (exclusive of the "funny" juges), vensity and sensationalism. The totals found are: Cleanness, 99.3 per cent.; comicality, 5.3 per cent.; sensationalism, 9.5 per cent.

Tide tates, makes from in Intolerance breeds enominatived by GOOGLE

in Michigan **Evening Newspapers** reach a total population of

Where in America can such a condition as this be found?

> In NINE of the cities listed, the EVENING paper is the ONLY daily publication!

> In TWO of the remaining cities, the publication is the ONLY evening newsaper!

Michigan Evening Papers Thoroughly Cover the Field

No Duplication ion Floures, Not Cash Paid

In the other THREE cities the EVENING paper leads.

When you place these 14 Evening Newspapers on our campaign list, you are doing what other wise advertising men have done.

"Evening Papers Bring Results."

SOUTHERN JOURNALISTS MEET IN NEW ORLEANS

Joint Session of Associated Press Editors' Association and Tri-State League Sends Protests to Congress and Thanks to President Pleasure and Business Were Combined.

Members of the Southwestern Associated Press Editors' Association and the Tri-State Associated Press League, during the joint sessions at New Orleans, February 13 and 14, unanimously adopted resolutions protesting to Congress against "Federal legislation affeeting the liberty of the press in the publication of advertising"; opposing any proposed increase in postage rates on second-class mail matter, and thanking President Wilson for his "interest and efforts in behalf of the smaller dailics of the country in the print paper investigation."

The visiting editors met Tuesday at the New Orleans Press Club, and were the guests of the club at a reception. dance, and musical entertainment Tuesday night.

The Southwestern Associated Press Editors' Association will meet in regular session at Vicksburg, October 16 and 17, it was decided.

The Tri-State Associated Press Lengue elected Frank D. Lander, Jr., of the Hattiesburg (Miss.) News, president, and J. W. Smith, of the Mouroe (La) News-Star, secretary.

During the sessions of the joint gatherings, Arthur W. Copp. of Washington, superintendent of the Southern Division of the Associated Press, and Kent Cooper of New York, traffic manager of the Associated Press, spoke on matters pertaining to the service in general.

D. D. Moore, manager and editor of the Times-Picayune, and Robert Ewing, publisher of the States, told of investigations into the news print sitnation in which they had participated

The resolutions adopted follow:

"To Southern Congressmen:

"Members of the Associated Press, publishers of newspapers in States from North Carolina to Texas and from Tennessee to the Gulf, in convention here to-day, urge you to oppose the proposed increase in postage on secondclass matter. Newspapers everywhere are now seriously crippled by the enermous increase in the cost of white paper and other autobies, and many of them are faring rain. We contend that this is no time for Congress to add to our hurdens. The proposed increase in postage would add materially to our expense at a time when we are least prepared to meet it. Your conperation and audstance are earnestly requested."

To the chairman of the Senate Post (While Committee

"Resolved, that the chairman of this meeting be instructed to wire the chairman of the Senate Post Office Committee protesting in the names of these organizations against legislation by Congress affecting the liberty of the press in the publication of advertising We insist that the regulation of newspapers published within the continue of my State is purely and matthy a State We respectfully request Trans Theath. that the protest to hid before your emmilitee."

To President Wilson

"The editors at this meeting hearitly council and endorse the interest that you have taken in behalf of the smallor I be a throughout the country in to anxiotication being conducted into the price of white paper, as their very in the dipends on the percent par Tet 2."



doing thy duty, and whether dying or doing something che. For it is one of the

acts of life this act by which we die; it is sufficient then in this act also to do

Zostanianista aritmatanianisti saturaniani dalamataniani materiali and anticolori antico MY PRAYER is not for material realth, but for the riches of the spirit. Give me a great soul, teach me to express myself in love, make me a true

neighbor and friend and the wealth of

the world will be mine.

well what we have in hand "

IN ORDER TO GET more goodness we must use the goodness we already

I HAVE JUST BEEN READING a review of "Joseph Fels: His Life-Work" and it recalls to mind the morning several years ago when he telephoned to me and asked me to breakfast with him at the Essex Hotel.

The name of Fels will be familiar to you if you are acquainted with the naphtha soap bearing his name, you you are interested in reform, you will remember him as one of the leaders of the Bingle Tax movement.

I have forgotten what we talked about at that breakfast. As I rememher it, I led him to tell me about his work to advance the cause of the Single Tax, for it was about this time that he had returned from England. where he had established a colony and had given much publicity to the idea of returning the poor people of the cities to the land and giving them a chance to make a living.

One thing I remember distinctly. This millionaire, who thought little of giving away thousands of dollars to the cause that had gripped his loyalty. carefully added up the breakfast check and then, after fingering it for a moment, gave the waiter a ten-cent tip.

Fels the millionaire soap manufacturer would have attracted no attention. But Fels the thinker, the reformer, the idealist, formed intimate friendships with such men as Keir Hardie, Gen. Booth, and Israel Zangwill in England, and with the leading sociologists and thinkers of the United States. His principles wil came him to be remembered whereas his dollars alone would have won nothing for him that could survive the grave.

ideals are more lasting monuments than millions.

THE IDEAL WAY is always the most practical way. The perfect way is always the most profitable way.

THE WORLD WILL BE A BETTER PLACE to live in when the old theory of economies, which is based on the idea that every man is working milely for his own self-interest, gives way before the best thought of the present day, which holds the view that industry exists for the welfare of society, and that the profit accruing to the owners is only a by-product.

MISTER ANTONIO RUNS A FLOW-ER stand in the winter, but when the

warm spring days come he gets out his hurdy-gurdy and wanders blissfully over the land.

Marros Aprellus

As Otis Skinner plays him he is beaming of eye, ample of stride and posture, joyously hoastful-a lovable, swarthy scamp, quite unlike the conventional folk of a small town.

Whenever he does anything he gives the credit (or the blame) to "the boss inside." This boss there is no realsting. When Antonio wants to feed some hungry person, he says, "The boss, he make me do it."

It is this "boss inside" that gives him his zent for the sun and air, for whatever is generous and fine and cheerful and buoyant-for whatever it is that makes life worth tiving.

We all have this "boss inside." What we say and what we do and what we are tells the world outside what sort of a bons we are entertaining.

SURE THING, IT IS JUST as James Hopper says. There are two ways of working out satisfactorily the problem of existence. One is to demand so much of life that you are kept working all the time to get it. The other is to ask of it so little that you are left full leisure to absorb its very essence. The most contented people I have ever known solved the problem the second way. It is possible to pay too big a price for money.

YOU'VE GOT TO LOVE labor more than pleasure in order to get happimens.

NO MAN IS A FAILURE who doesn't think himself a failure. A Thoreau in a twenty-eight-dollar shack on Walden Pond a John Muir with a pinch or two of tea in his vest pocket, a John Burroughe working in his celery field, a barefoot boy with a homemade fishing outfit, a newspaper reporter tearing his heart out for twenty dollars a week for the love of the game-all may be richer than the men who have been called by the Money God to take seats on his right hand.

Every man is a success who thinks and feels success, and every man is a failure who thinks in the terms of failure. Material possessions matter not at all. The only contented man in the kingdom found by the king's messengers who sought the shirt of a contented man -why, bless us, he didn't have a shirt!

Some of us may not be able to increase our income of dollars, but all , of us can increase our output of good thoughts, and the man who creates and distributes the thoughts that construct, that create greater faith, that inspire more confidence, that make for neighboritness and good-will, is a

DR. BUTLER ATTACKS YELLOW JOURNALISM

Says Columbia Has Suffered from "Inflammatory Journalism"-New York World Replies and Suggests that He Avail Himself of a Post-Graduate Course in the Pulitzer School.

Dr. Nicholas Murray Butler, president of Columbia University in his address to the alumni on Lincoln's Birthday, said in part:

"I want to give you a word of warning. Columbia University suffers a good deal from time to time from attacks of what may be called 'inflam-matory journalism.' The only counsel I have to give you is nover to believe anything you read in the newspapers about Columbia unless you have personally seen it, and then believe only balf of it.

"I continually find myself chronicled as having been at places I have not visited in years. I read in yesterday's papers that I had, apparently recently, made a secret visit to Europe and had been very fortunate in observing most important and interesting things in the area of war. I regret my limitations, which confine me to one place at one time, and my physical limitations, which restrict my vision to things that I can see from the spot where I happen to be. We have a School of Journalism here, as you know, but it is still too young to have wholly reformed the American press. Those characteristics of complete accuracy and precision and restraint as to fact which have so long graced our news columns and our headlines have not yet been removed by the activities of our school. The fiction departments of the newspapers still occupy the front page, and I assume that Columbia will continue to be treated to its share of journalistic endeavor."

WORLD ADVISES DR. BUTLER.

Commenting editorially on the above, the New York World said:

"It is a pity that President Nicholas Murray Butler in his Lincoln Day diatribe against the press was incapable of displaying 'those characteristics of complete accuracy and precision and restraint as to fact' which he ironically ascribes to the newspapers. We are inclined to believe that the president of Columbia would gain much if he would only pattern his accuracy of accusation on that of the average newspaper and would eachew a sophomoric trick of indiscriminate generalization of which the press has long since broken its cub re-

"For instance, were the World to indulge in the following exhortation:

" 'If you will be kind enough not to believe anything you see you will be much safer than if you believe half of it,' and were to apply this sweeping admonition to the writings and addresses of all collège presidents instead of limiting it strictly and specifically to those of the president of Columbia, we should be exactly as irresponsibly sensational in expression as is Mr. Butler.

"Finally, if we may be permitted a constructive auggestion, it is that if President Butler will avail himself of the exceptional advantages he enjoys in his immediate propinquity to the School of Journalism, a post-graduate course therein might readily raise his accuracy of statement as well as his dignity of utterance to within a measurable distance of the journalistic standards of to-day."

Dr Butler has since said that that part of his soldress referring to the newspapers should be taken as a folte.

What's the Matter with Uncle Sam?

Other countries outside the war zone are taking advantage of Canada's unprecedented prosperity

Canadian imports from Australia, Japan and the West Indies have shown large increases.

Americans have a big lead, as Canadians buy more from the United States than from all the rest of the world.

That lead can be kept if American manufacturers act promptly and ADVERTISE.

Canadian imports from 1913 to 1916 INCREASED

From Australia - - 444%
From West Indies - - 167%
From Japan - - 118%
From UNITED STATES - 18%

From UNITED STATES - - 18°
What IS the matter with Uncle Sam?

The American manufacturer has every advantage in the Canadian market. There is through rail connection to every part of the Dominion. Marine risks are eliminated. There are no difficulties with exchange. Canadian dollars are worth par in the United States. No passports are required for traveling representatives or other American citizens.

With everything in their favor, Americans are not holding their own. They seem to have concluded that because Canada is at war, conditions must be bad. They

forget that if the war has made the United States prosperous, it

has made Canada even more so.

Canada gets the preference in war orders up to the limits of production.

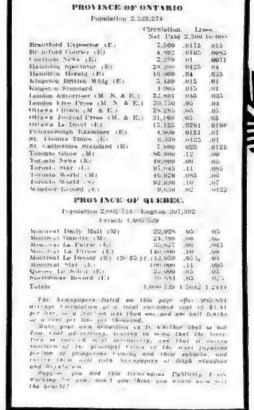
Americans get what Canadians cannot handle.

If peace were declared tomorrow, Canada would be more prosperous than ever. After the war her agricultural and manufactured products would be welcomed and preferred in the greatest markets of the world, those of her allies.

Canadians have money to spend now, with richer prospects for the future.

NOW is a good time to cultivate the Canadian market.

There is one way to do it. ADVERTISE.





NEWS PRINT REPORT EXPECTED NEXT WEEK

Federal Trade Commission's Delay Has Been in an Effort to Find a Remedy to Prevent Another Crisis Department of Justice Retains Special Asnistants to Aid Attorney-General.

It is expected that the report of the Federal Trade Commission to Congress on the news print situation will be made next week. It is probable that it will be in the nature of an ad interim statement. The commission has delayed from week to week it is said, as it has gathered additional information that will aid the members in reaching a conclusion and in making recommendations that will prevent a recurrence of the conditions that confronted publishers during 1916. It is the hope, it is stated by a man who claims to be well informed, that the commission will be able to suggest a remedy. The commission, it is understood, will report that it has found that the increases in the selling prices of news print last year were from four to twenty times the advance in the cost of production, that there has never been an actual shortage, and that manufacturers helped to create a panic among publishers by intimating that there was a shortage.

Economies practiced by publishers kept the demand well within the amount manufactured at the present time, though a number of machines, it is understood, have been stopped for overhauling and repairs, incident, it is said, to the heavy duty they maintained during 1916.

DEPARTMENT OF JUSTICE INQUIRT.

Reports from Washington are to the effect that Federal investigation of the news print situation has uncovered sufficient information to warrant an inquiry by the Department of Justice. Already a federal grand jury in New York has been inquiring into the matter, to ascertain whether there has been a conspiracy in restraint of trade, and the New York grand jury has been asked to return indictments against manufacturers for violations of the anti-trust laws. Bainbridge Colby and Mark Hyman have been retained as special assistants to the attorney-gen-

COMMISSION RETAINS FRANCIS HENRY.

The Federal Trade Commission, which has furnished much of the information on which the Department of Justice is acting, announced Tuesday that Fran-Heney, of California, has been engaged as a special attorney in the Commission's inquiry into high news print prices, and that under his direction the Commission would continue its investigation after a preliminary report is made to Congress early next week.

Additional data will be supplied to the Department of Justice as fast as it

A number of the news print manufacturers made a hurried trip to Wash-Ington Wednesday, to confer with the Federal Trade Commission None of those who attended the conference would state what was discussed, or by whom it was suggested. It was denied, however, that the course of the Department of Justice was taken up manufacturers who conferred with the Commission were Philip T. Dodge, Ches. ber W. Lyman, and Owen Shepherd, of the International Paper Company, George H. Mead, of Payton, O, and Altander Smith, of Chicago,

ed as though the price of news print losing your business,

for the present year would be settled, so far as the Canadian publishers are concerned. Sir Thomas White, the Finance Minister, who has the matter in hand, summoned a committee of manufacturers to Ottawa Wednesday, when it was thought a settlement would be reached without the necessity of governmental price-fixing. It was understood that the manufacturers would be willing to accept, as a war-time measure only, a rate of \$2.50 per 100 pounds at the mill, though a number insisted on a higher price. Some of the large city dailies, however, are not inclined to concede that quotation, for the reason that it would mean to them an increase of \$15 a ton more than they have been paying. The smaller papers, on the other hand, would only be advanced \$10 a ton by the proposed rate if the \$2.50 price had been agreed upon. After the conference, however, it was announced that no action had been taken, which leaves the matter still unsettled.

The Chicago Tribuno printed a dispatch from New York on February 11 to the effect that the Canadian Government had decided to confiscate outright a portion of the output of all the news print mills of the Dominion to supply Canadian newspapers at a price agreeable to them, a proposition which the mills contested, for the reason that some of them manufactured for domestic supply, and others for export. The mills making paper for Comestic use brought up the point that the burden of supplying news print to the Canadian newspapers should be distributed equal. ly. The last plan, the Tribune disputch stated, had been adopted, and every mill in Canada would be required to set aside a part of its production for domestic consumption, the amount being hased on the output of the mill. The action, the disputch stated, had caused bitterness among financiers who were engerly solicited to establish in business In Camida.

SULPHERE AWAITS SHIPPING ORDERS.

Officials of the Baitimore & Ohio Raliroad explain that the sulphite pulp stored at its Locust Point Terminals. Baltimore, is in no way connected with car shortage, since the company has ample supply of cars for movement westward. They state that, since the first of February, 168 carloads of the pulp have been shipped out of Baltimore over the railroad, and at present there are 99,025 bales of the pulp stored at Locust Point awaiting directions from the owners as to shipment. The pulp is imported from Sweden, but the railroad company can only dispatch its delivery when requested by the importers. Railroad officials also declare that carloads of the pulp are transported daily from Baltimore, and that the only delay ever occurring due to shortage in cars has been from the embargoes placed by New England and other carriers,

The International Paper Company has added two machines to the manufacture of news print last week in its Rumford Mill. Two more machines, it is stated, would be added this week.

In New Orleans the city and State schools have inaugurated "paper days," five of which will be held during the bulance of the school term. The procreds of the sale of waste paper will go and unbroken connections to to the Teachers' Retirement Fund.

it is said, will reach \$40,000,000, twice the amount of any previous year. The nated to the single idea of greater part goes to Latin America.

No matter how great the provocation, In the early part of the week it look. Josing your temper is the surest way of CUTS OUT NOON EDITION

Washington (D. C.) Times Now Has Only Two Issues Daily.

Beginning on Fohruary 14 the Wash. ington (D. C.) Times discontinued its noon edition. In explanation, it said:

"The twelve o'clock edition of the Times obviously has not been a complete issue of the newspaper. The first omplete issue of the Times is our complete afternoon edition, issued at 2:30 in the afternoon.

"With the changed and improved type, very materially improved type, of newspaper we are now issuing, we cannot think it to our advantage to continue issuing so incomplete a paper. which, doubtless, with many readers, has served as a complete example of the Times for the day. We shall, therefore, consolidate the twelve-o'clock edition with the complete afternoon edition.

"This leaves two regular editions a day of the Washington Times, the complete afternoon edition and the night final edition. The first of these is a complete newspaper, with the Wall Street report up to 1:30; the second, the night final, has all Wall Street news ped.

complete, and all other later general news, and in financial matters it goes much farther than any evening newspaper, outside of New York, in a city the size of Washington."

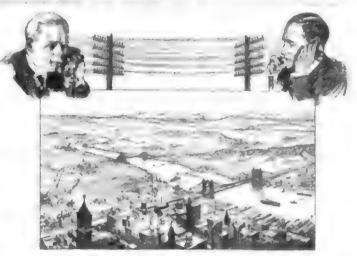
CHICAGO AMERICAN'S STUNT

Propounds Tantalizing Problem for Edification of Its Readers.

The Chicago American is being deluged with answers to the Zion City "brakensin problem," which was first propounded in that paper January 17. Here is the problem:

"A freight brakeman started on a south-hound freight train from Zion City to Waukegan. The train was a mile long. He walked the whole length of the train, arriving at the front end just as it pulled into Waukegan. distance between the two cities is sax miles, and the train was going twenty miles an hour. How far did the brakeman travel, and at what speed?"

It is assumed that the cabouse was at the Zion City station when the train started, and the engine at the Waukegan station when the train stop-



A Bee-Line to Everyone

Straight as the bee flies and quick as though caught by lightning the voice in the telephone carries near and far over this Nation.

This marvelous instrument is the pre-eminent vehicle of speed and speech. Railroads cover the country, but your traveler often must alight with bag and baggage and change trains to get to a given point. Railroads reach cities, towns and villages. The telephone reaches the individual.

The telephone offers continuous passage for the voice the uttermost places because United States paper export, this year, it is a united System co-ordiserving the entire people of this country.

It has been a powerful factor. along with the transportation systems, in the magnificent achievements of the United States—helping to prepare the way where latent possibilities of mines, forests and farms were to be developed.

The continued growth of our national prosperity depends in a great measure upon the maintenance and continued growth of the utilities which furnish the means of intercourse and interchange. They are the in-dispensable servants of the individual, the community and the entire nation.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES One Policy Universal Service One Syst. m

CALLAWAY'S CALUMNIES MAY LEAD TO AN IN-VESTIGATION BY CONGRESSIONAL COMMITTEE

Representative J. Hampton Moore, of Pennsylvania, Former Newspaper Man, Demands That Truth of Charges Against Integrity of American Press Be Revealed - Texas Member's Remarks Were "Buried in Record" and Are Here Reprinted-Caustic Editorial in New York Times.

EPRESENTATIVE OSCAR CAL-R EPRESENTATIVE OSCAR CAL-LAWAY, of Texas, obtained unanimous consent the other day to "extend his remarks in the Record." The Congressman's "remarks," as printed at the expense of the Government, consisted of a charge that "the J. P. Morgan interests, the steel, shipbuilding, and powder interests" had nurchased control of twenty-five great newspapers in the United States to further the preparedness campaign.

Representative J. Hampton Moore, of Pennsylvania, formerly a well-known newspaper man, on Monday demanded that a committee of investigation be anpointed to determine the truth of the Callaway charges. Mr. Moore cited the fact that the charges had been "buried in the Record," and that they had not come to the knowledge of the newspa-

Mr. Callaway's speech, as printed in the Record, charged:

"In March, 1915, the J. P. Morgan interests the steel, shipbuilding, and nowder interests, and their musidiary organizations got together twelve high up in the newspaper world and employed them to relect from the most influential papers in the United States a sufficient number of them to control generally the policy of the daily press of the United States.

"These twelve men worked the probtem out by selecting 179 newspapers and then began, by an elimination process, to retain only those necessary for the purpose of controlling the general policy of the daily bress throughout the country. They found it was only necessary to purchase the control of twenty-five of the greatest newspapers. The twentyfive papers were agreed upon; emissaries were sent to purchase the policies, national and international, of these papers, an agreement was reached, the policies of the papers were bought, to be paid for by the month; an edstor was furnished for each paper to properly supervise and edit information regarding the questions of preparedness, militarism, finance, and other things of national and international nature considered vital to the interests of the purchasers.

The contract is in existence at the present time, and it accounts for the news columns of the daily press of the country being filled with all sorts of preparedness arguments and misreprementations as to the present condition of the United States army and navy, and the possibility and probability of the United States being attacked by foreign

"The policy also included the suppression of everything in opposition to the wishes of the interests served. The effeetiveness of this scheme has been conclusively demonstrated by the charneter of the souff carned in the daily prime throughout the country since March, 1915.

"They have resorted to anything hercongry to commercialize public centiment and sandbag the national Congrees into making extravagant and wasteful appropriations for the army and navy, under the false pretense that it was necessary. Their stock argument is 'parriotion.' They are playing on every prejudice and passion of the American people"

Mr. Slavden asked Mr. Moore what he construed the word "sandhag" to mean.

"It means to drive Congress into a corner and make them believe we are in a state of war now," said Mr. Moore. He quoted an advertisement, signed by the American Rights League, which

"To the American people: Germany is at war with the United States. The repudiation of past pledges and the threat to destroy our ships and citizens constitute a virtual declaration of war. . It is no longer a question of whether there shall be war with Ger-There is war with Germany."

Mr Moore said that among the signers of the advertisement were Dr. Lyman Abbott and the Rev. Randolph H. McKim, pastor of the Church of the Epsphany, of this city, and went on to criticise the latter for his action as a minister of the gospel. Mr. Moore then proceeded to declare his own neutrality,

"I am neither pro-German, as some of the papers have recently insisted, nor pro-Ally," he said. "I am, as this Congress ought to be, pro-American. On February 15 the New York Times, with irony, said:

"The names of the papers at once great and venal should be disclosed, but as those names are -must be-already known to the eminent sentlemen already mentioned, the wonder is that they left that particular part of the revelation to be made through the slow workings of an investigating committee. Why didn't they tell at once just who the villains are? There would not have been the slightest danger in doing so, even though a few errors had crept into the list and an innocent newspaper or two had been included in the number accused. Nothing said on the floor of the House is libelious in the sight of the law, for all utterances there are privileged-a fact which is not wholly irrelevant, perhaps, to not a little of the freedom with which crimes and misdemeanors there are imputed to persons who are, for one reason or another, the objects of animosity or suspicion for eloquent legislators.

"As the case stands now, all newspapers that have labored for military preparations are under a deep, brown cloud. Indeed, that is the state of all not distinctly pacifistical in tendency."

SHAFFER SEEKS TO RECOVER

Alleges He Paid \$250,000 Too Much for the Denver News.

Denver Publishing Company. owner of the Hocky Mountain News and the Denver Times, and its president, John C. Shaffer, on February 15, filed a claim against the estate of the late United States Senstor Thomas M. Patterson, formerly owner of the News, demamling \$250,000. The Denver Publishing Company and Mr. Shaffer also instituted suit in the District Court against Richard C. Campbell, son-in-law of Patterson and executor of the estate, demanding a like sum.

Mr. Shaffer sets forth that the News, in reality, was not worth more \$300,000 at the time he bought it for \$550,000.

Philadelphia Press

Progress

Quality Counts

In 1916

In practically every department of advertising "The Philadelphia Press" in 1916 showed unprecedented increases in the volume of advertising carried. but especially in four departments that stamp "The Philadelphia Press" as a leading medium in its territory.

These Distinctive Gains Were:

In Automobiles - 154,165 Lines Gain In Financial - - 123,375 Lines Gain - - - 122,210 Lines Gain In Foods In Books 103,555 Lines Gain Total Gain in Four

Departments - 503,305 Lines Gain

- The total gain in all kinds of Advertising in "The Philadelphia Press" in 1916, over 1915, amounted to 17 per cent.
- Advertisers used "The Philadelphia Press" with increased space, because

The Press is consistently "the-direct-route-to-sales"

- Philadelphia is the distributing center for seven States-the richest territory and greatest consuming community in America.
- More than one hundred millions of dollars of public and private resources are to-day being expended for industrial and municipal improvements in Philadelphia-"the World's Greatest Workshop."

THE PRESS

amuel W. Week, Manager.

THE EDITOR & PUBLISHER

Entered as second-class mail matte in the New York Post Office.

New York, February 17, 1917.

Be sure that God Ne'er dooms to waste the strength He deigns impart. -Browning.

The contents of each tasue of THE EDITOR AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, hoscover, where the courtesy of the credit is accorded.

117 IPS for the Ad Manager" have a way, lately, of overrunning the modest space formerly required for them in THE EDITOR AND PUBLISHER. Each one of these little items is a bit of "opportunity news" for the advertising manager who goes after new business with the sort of zeal and promptness which win.

I N our issue of December 20, through error, we stated that Franklin Simon & Co. were featuring Kuppenheimer's clothes as hand-tailored suits for men. Since our publication we have learned that this statement was not correct. and that Franklin Simon & Co. do not handle Kuppenbeimer's clothes We are therefore pleased to correct the misstatement on our part.

ORD NORTHCLIFFE gives to L American publishers frequent examples of his high courage. Now he has raised the price of the London Times from three to four cents a copy, and announces that if conditions make It necessary he will raise the figure as us high as fourteen cents a copy, the price charged for this newspaper in 1836. He encourages a "house-te-house loan circulation," in order that each copy of the Times may be widely read.

AT the University of Minnesota a few days ago there was held a contest in "make-up" and a woman publisher competed. The stunt consisted in laying out an ideal make-up for a front page of a newspaper. The woman contestant, appreciating the news value of advertising, placed a lot of ads on her dummy page. Is it probable that, as we come to value rightly the news element in ada, we shall see adtertising come back once more to the front pages of our newspapers?

DEPARTMENT store, seeking to will merchandize to the people of the city in which it is located, does not attempt to reach the people through advertising in magazines of national circulation. The local newspapers are used for through them, without waste of circulation, all of the people of the community may be reached. Advertisers of articles distributed nationally, if they are to develop an adequate distribusion in any city, must follow the · nample of the local merchants and nw the newspapers which reach the people of such cities. In no other way is it possible to link together the advertising and the distribution.

PER!

O subscription price of The Ebstus N and after March 1, 1917, the AND PUBLISHER will be \$8 per year. The increased rate is based upon the increased and increasing VALUE of this Dublication.

Within the past year THE EDITOR AND PURISHER has made great strides. It has set some new standards of achievement in trade journalism. It has so completely outclassed its field that comparison is no longer practiced by the publishers and advertisors of America-

THE EDITOR AND PUBLISHER has demonstrated that a trade journal may be, in very truth, a NEWSPAPER-covering the news of its field with vigilance, intelligence, and enterprise; that it may be a force for good, advocating and practicing a code of ethics upon which all reputable newspapers are united; that it may be at once a newspaper and a viewspaper, attaching to an event no fictitious value and to a constructive idea no effacing appraisal.

The readers of THE EDITOR AND PUB-LISHER need not be reminded that a newspaper of its kind cannot be produced and sold for two dollars a year. In a period when most newspapers have been practicing retrenchment and economies, THE EDITOR AND PUBLISHER has been adding materially to its former expenditures for news and features. The results have been in evidence week by week in a trade journal of vivid interest and unimpeachable value.

We have performed some unexampled feats in news setting-considered from the trade newspaper standpoint. Wa have carried features of high and constructive value and interest. We have fought the battles of the publishers for a square deal in the news print crisis, without compromise, and in close cooperation with the organizations created and maintained to serve their interests.

The new price will mean a still better newspaper. Past Performance in service to editors, publishers, advertisers, and advertising agents does not afford the full measure of future plans. These will develop week by week until THE EDITOR AND PUBLISHER shall come to be recognized, even by the most exacting critics, as fully and fitly representative of America's most important industry-newspaper making.

For a long time past THE EDITOR AND Primasuum has been WORTH three dellars per year--while selling at two dollars. In the future it will be worth much more than three dollars a yearbut will be issued at that price.

DR. BUTLER ON NEWSPAPERS

R Nicholas Murray Butler, president of Columbia University, in an address to graduates on Alumni day, warned them against "inflammatory journalism." He cautioned them that "the fiction departments of newspapers still occupy the front page," and asked them to "be kind enough not to believe everything you see," Dr. Butler's reference was especially to news matter concerning Columbia and its president. He had been, it seems, misquoted in the Sunday papers regarding a statement he had made concerning captured German submarines to be seen in British harlers or something of that sort.

In the New York papers of Wednesday Dr. Butler defends his attack on the press by saying that it was intended to be humorous

Until infallibility may be claimed for human testimony it cannot be claimed for newspapers, as these are made un-

A HIGHER PRICE-A BETTER PA- Until absolute accuracy of statement prevails in human intercourse it will not prevail in newspapers, which are a transcript of life.

> The mischief inhering in Dr. Butler's attack, even though he may have talked in a light vein, may not be condoned. It is a too common babit with our public men to indulge in these accusations, against newspapers, of doliberate accuracy. The charge is absurd, of course. It influences only the thoughtless-or those with bias against the newspapers, resting upon personal grievances,

> What are we to think of the head of our largest university when he advises people not to believe anything they see in newspapers? Do the most sensational of our newspapers commit greater offence to the intelligence than this? Do they ever proffer more grotenque advica?

To seek to weaken public confidence in newspapers is not good public service. Dr. Butler would deplore an attack upon educational institutions if it were based on their shortcomings and ignored their virtues. He would resent an interesce that they were whomy oud because they were ouviously not pertest. He would not advise parents of no)s to keep them away from school occause, in some instances, schools had lasted to make worthy men out of boys strongly bent toward evil courses.

if we are not to besieve anything we see in newspapers, how are we to excuse ourselves for reading them at all! would be, mutier read newspapers it he and not benevo anything in them?

THE UNWHITTEN LAW

HE news "leak" inquiry at Wash. ington has brought to the attention of the American people in a striking way the fact that newspaper men work under a code of ethics whose violators bring down upon their heads unsparing condemnation.

The newspaper man who abuses o confidence outlaws himself from the fellowship of his order.

The offenders against the unwritten law of the profession, disclosed at the hearings in Washington, are not greatly important as individuals-although the men under fire had wide circles of loyal friends, all of whom feel deeply the humiliation that has come to those transgressors. But the offences of which they were accused are of prime importance, not only to the members of the newspaper profession, but to all citizens.

If it were believed that, in any considerable group of newspaper men there would always be found one or two who could not be trusted implicitly with secrets, small or great, then the penalty would be visited upon all alike, and the processes of news-gathering would be wholly revolutionized.

Public officials, from Presidents all down the line to the humblest officeholders under a city government. recognize in newspaper men a privileged class. They know that the public good is served best through having newswriters understand the situations about which they are to write-and that they may write understandingly they are afforded the fullest light. It is always understood that no premature or improper use is to be made of such confidential information, and it goes without saying that no newspaper man who realizes the high responsibility attached to his calling would violate this article of his creed under any pressure whatever.

Mate secrets, the premature disclosure of which might wreck the policies of a in the main from human testimony government, are freely given to news-

paper men. Without this practice an enlightened press would be impossible, and public opinion would often be moulded upon wholly mistaken premises. To be understood by the press of the nation-and not to be betrayed by its representatives—has been the privilege of our Presidents and of our men in high places, both in public and in private life.

The admitted offences brought to light at Washington call for proper rebuke to the men involved by the members of their own craft. To excuse and to extenuate these offences is to admit that the unwritten code does not aind newspaper men as strongly as it should. It must be made clear to all that the newspaper man who violates a confidence has no standing nor place among his fellows of the profession. His ostracism must be so unmistakable and complete that it will serve as a warning to recruits in the calling that the newspaper man is a trustee of confidences and that this trust must never be violated.

ALL'S WELL IN PHILADELPHIA

N the last Monday in January the Philadelphia newspapers abandoned the one cent price. Publishers all over the country have been anxious to learn how the change has affected the circulations and advertising in those great newspapers. In this is SUC THE EDITOR AND PURLISHER IS able to give this information to its readers.

The general feeling among the Philadelphia publishers is one of real regret that the two-cent price was not adopted earlier. The inevitable losses of circulation, at the beginning, are being rapidly retrieved, and the advertising has shown healthy increases.

Some of the Philadelphia publishers believe that in a short time the old circulation figures will be duplicated. They hold that the people who have become accustomed to reading a newspaper will not stop because of the penny-a-day increase in expense; that the small number of readers who might drop a paper for that reeson are not a valuable asset to either the paper or its advertisers.

The Bulletin, a paper of sterling character and of tremendous circulation, has withstood the shock without a trem-The immediate lesses in circula-CIF. tion were partly attributable to the timidity of newsdealers, who feared to order normal supplies. The Bulletin's circulation is headed back to the old high levels, and these will be reached in due time. The same thing applies to the Record, Press, North American, Inquirer, Evening Ledger, and Telegraph.

Publishers in other cities may take heart from the situation in Philadelphia-where the newspapers are meeting a difficult problem with right policies.

THE Western Advertising Agents' Association calls upon publishers to grant the same rate to national advertisers as to local. The cost of selling advertising space must always be included in the selling price. Is it not reasonable to base a rate card upon the plan of yielding to a newspaper a uniform NET return for each line of space sold? Hate cards usually take into consideration the small expense of handling a large account, and the comparatively large expense of handling a small account or transient business. If there is to be a standardized rate for foreign and local must there not be a standardized selling cost? Is that possible?

If you are taking things easy you are taking something cise-vour emplayer's time. - Ford Times.

PERSONALS

Often do the spirits

Of great events stride on before them And in to-day already walks to-morrow. - Coleridge.

NEW YORK.—Robert Burns, for many years a special writer on the New York Sun has joined the forces of the Universal films.

Charles H. Taylor, of the Hoston Globe, is a visitor in New York this week.

James Wright Brown, editor of THE EDITOR AND PUBLISHER, accompanied by Mrs. Brown, is on a short visit to various Florida winter resorts.

OTHER CITIES.—Owen R. Wash-burn, of Elkton, Pa., has been appointed managing editor of the Franklin (Pa.) Evening News.

Howard A. Banks, former assistant editor of the Charlotte (N. C.) Observer but more recently private secretary to Secretary of the Navy Josephus Danlels, has accepted an editorial position with the Sunday School Times, published in Philadelphia. Mr. Banks served on the Philadelphia Record several years.

Capt. J. William Carroll has succeeded James H. Haberlin as city and night editor of the Waterbury (Conn.) Republican. James S. Hurley succeeds Captain Carroll on the telegraph desk.

Albert L. Ely, better known as "Pop." one of the best known deskmen and reporters in Connecticut newspaper circles, has left the staff of the Waterbury (Conn.) Republican to enter business at Southington, Conn.

Andrew J. Grubler, for twenty-four years advertising manager of the Fort Wayne (Ind.) Sentinel, succeeds John M. Jackson as business manager. Mr. Grubler is in turn succeeded by Clarence J. Cook, formerly advertising manager of the Journal-Gazette.

Thomas Burke Fletcher, an editor of Marion, O., who is visiting in Los Angelos, recently delivered an address at luncheon of the Jovian Electric League on "In California the Booh State"

T. LOUIS-Elmer C. Donnell, car-Stoonist for the St. Louis Globe-Democrat, has been appointed to the chairmanship of an important Red Cross committee, and has taken up his duties.

Col. William J. Thornton, the veteran railroad editor of the St. Louis Globe-Democrat, who was seriously injured last week by being run down by an auto truck, has undergone an operation and will be confined to a hospital for at least n month.

J. Harvey Burgess, until this week editor of the Morehouse (Mo.) Hustler, has moved with his family to Harrington, Del., where he has purchased the Journal. B D. Haker has bought the Hustler. Burgess came by St. Louis to bid his newspaper friends good-by among whom he has been quite popular.

Thomas J. Masterson, who for twentyone years has been employed on St Louis newspapers as reporter and editor, twelve of which he worked on the St. Louis Republic, has resigned his position with that paper to enter the insurance field.

Homer Moore and Lewis B. Ely, St. Louis newspaper men, are prominent before St. Louis theatre audiences this week with stage productions, of which they are the authors and producers. Moore is music critic of the St. Louis Republic. His opera, "Louis XIV."

opened for an indefinite run at the Odeon Wednesday night, with a splendid first night. Fly, who until a few weeks ago was an editorial writer on the Post-Dispatch for several years, is seeing his drama, "A Dry Town," running its accond week at the Players Theatre to nightly crowds.

HICAGO-Harold Johnson has been Cacting as automobile editor of the Chicago Herald, while Grover Sexton, his predecessor and a captain in the National Guard, has been busy with military problems.

Robert Rhode, of the New York Tribune, was in Chicago Thursday, en route from the Texas border to New York. He was entertained by local newspaper men and other friends. Mr. Rhode was formerly a Chicago newspaper man.

J. L. Spellman, of the Chicago Examiner, against whom two suits were started as a result of an automobile accident, has been victorious in the court battle that resulted. Mr. Spellman was driving on a country road when his machine was hit by another car.

Arthur M. Evans, political editor of the Chicago Herald and author of the "Benator" column in that newspaper, has been doing the City Hall run for several days during the illness of Frank Gardiner, the Herald's City Hall man.

Harold F. McCormick, a distant relative of R. R. McCormick, editor and publisher of the Chicago Tribune, is issuing, through a Chicago publishing house, a brochure on peace, entitled "Via Pacia." Mr. McCormick is at present in Switzerland.

Horace L. Brand, editor of the Illinois Staats-Zeitung of Chicago, has purchased a piece of property at 1448 Wabush Avenue, a few blocks from the centre of town. It is announced that the new owner has in contemplation the construction of an eight-story building, to cost \$140,000.

E. Gordon Harburg, of the Chicago Tribune staff, who is a native of England, took out his first naturalization papers last Friday. He is looking for an opening to leave the newspaper game to become a secret service man for the Federal Department of Justice.

Frederick Palmer, the noted war correspondent, was so warmly received in Chicago on his recent visit that two return engagements have been arranged for February 21 and 23.

William Randolph Hearst has donated a prize of \$200 to be given for work of general excellence at the annual exhibition of works by artists of Chicago and vicinity for three consecutive years, beginning with the present show at the Art Institute.

Walter Howey, whose unofficial title is consulting editor for the Hearst publications in Chicago, is said to be the author of the new photo play "Beware of Strangers," which is attracting considerable attention. It was originally announced that Glison Willetta was the author.

lting W. Lardner, who conducts "Inthe Wake of the News" for the Chicago Tribune, is the author of "A Little Family Comedy of Family Life," which is being produced at a Chicago vaudeville theatre. The antics of his two infant sons, James and William, furnish much of the comedy material Mr. Lardner is publishing a collection of his funniest stories, under the title "Gullible's Trav-

OSTON-William N Hardy, for four Byears a feature writer on the staff of the Sunday Post, has joined the staff of the Cleveland News. Mr. Hardy is one of the lest-known newspaper men of

New England, having been connected with Brockton, Haverhill, Lynn, and New Belford papers. He was at one time secretary of the Brockton Chamber of Commerce.

Newton Newkirk, who writes the All Sorts Column of the Boston Post and who has been editing the National Sportsman for several years has severed his connection with the last-named

Miss Solita Solano, formerly dramatic critic of the Traveler, has joined the staff of the Boston Journal.

J. Hampton Rich, editor of Our Rural Home and Carrier's Messenger, Winston-Balem, N. C., has been calling on Boston friends. While here he inspected the mechanical equipment in the Post and Globe plants

PHILADELPHIA P H. Whaley, editor-in-chief of the Evening Ledger. is just out of the German Hospital, after an operation for appendicitis. He has been very ill but is now reported on the road to speedy recovery.

George W. Ochs, former publisher of the Public Ledger, was the speaker at lancoln day exercises at the William Penn High School for Cirls in this city. He praised President Wilson and called Germany a "frantic manisc"

Harry Goldberg wrote a capital story, carried on the first page of the Press, about the four boys who crossed the Delaware on broken ice a few days ago One of the boys was "Midget" Martin, who has a paper route.

Robert C. McQuilken, who has been associate editor of the Sunday School Times for 5 years, has resigned to enter the foreign mission field. He will probably go to Africa. He will be succeeded by Howard A. Banks, who entered newspaper work on the Charleston News and Courier, has been associated with local newspapers and until recently was private secretary to Secretary of the Navy Daniels.

Kenneth Macgowan, dramatic critic of the Evening Ledger and Joseph Jackson of the Sunday staff of the Public Ledger and an authority on the history of the stage in America, are members of the committee from the Itrama League which will open пп American drama exhibit in this city on February 17

William C. Bullitt, of the Public

his wedding trip some fow months ago and sent back a number of important news articles, was highly complimented by the Rev Anson Phelps Stokes, sereretary of Yale University, at a recent dinner of local Yale alumni. When Mr. Bullitt was an undergraduate at Yale he was a reporter on the Yale News, the paper of which Samuel W. Meek, jr., a son of the general manager of the Press, is now managing editor. During this time he interviewed E. H. Harriman, who was a visitor at the University, with such success that the great railroader ordered twenty copies of the issue.

William G. Krieghoff, of the art staff of the Public Ledger, who has a studio and paints in his off hours, is receiving much critical attention and well-deserved praise for his dramatic and striking "Coke" picture, which is hung on the line at the annual exhibition at the Academy of the Pine Arts.

DITTSBURGH-G. T. Reel is editing a Sunday photo-play page for the Pittsburgh Gazette-Times.

Miss Marion Brunot Haymaker, of the Chronicle-Telegraph, presided at the Valentine Luncheon of the Woman's Press Club. Mrs. Helen Martin, of Har-risburg, Pa., author of "Barnabetts," was the honor guest

J. E. Clouse and Frank G. Hard are issuing a new daily paper at Homestead,

Charles S. Robinson has joined the reporting staff of the Pittsburgh Post. Mary Ethel McAuley, who has been living in Germany as the correspondent of the Pittsburgh Dispatch, has cabled to her family that she will return home.

PROVIDENCE, R. 1.—D. Gus Schneider, a prominent advertising man of this city, has announced his engagement to Miss Sadye H. Paris, of Baltimore, Md.

John Hess, jr., son of John Hess, an editorial writer on the Providence Journal, has joined the reportorial staff of that paper.

Samuel Gee, formerly a newspaper man in this city, was recently re-named secretary of the Board of Police Commissioners.

Advertising is good in proportion to Ledger staff, who went to Germany on the amount of truth it tells.

The Elmira Star-Gazette has contracted for the Haskin Letter for one year from February twenty-six.

THE EDITOR & PUBLISHER FOR FEBRUARY 17, 1917

PERSONALS

22

WASHINITUM. — Ira Bennett.

Washinitum. — Ira Bennett.
Son Pint, has been samed by the San
Francisco Tentaler of Commerce.

Dringal Vires'Problent and Massact
findes! Nexton Lynch as the Washinitum lank.

MILWAUKEE, Wis-Warren B Vindeck, Milwaukee newspaper correspondent, with his wife, made the trip La Vanterfand Gas, Ny, to attend the law only neutronial celebration.

Herry lineits, of Las droase, has join-

Herry Insellin, of La Prosser, has jobsof the staff of the Silvanians Resilians, 10. A Silvanian, Formerly of Milwanians, oid can with the Chinage Exemiters, timed formula here on his way belies from the Evan, where herry count the wite for sar-citis quintity for his baser, tark inhanises, of clience like, in now on the staff of the Prop Press.

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John M. Turole, manager Consider
John M. Turole, manager Consider

Press Association, braves for western Cannels to attend the annual meetings of the faur western disistent, on Febratory 26, not February 6, as stated last week.

HITS FREESPACE GRAPTERS

Henser McKee Says They Help Present
Saxing of Paper.

Memory McNow, advertising manager of the Province Monte Compromision, re-cently contributed to the Union, building section at the mean grain process at the contributed to the Union, building section at the contributed and the

benefatil, and tester cars are the sorial effection.

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The Frenzer Motor Corporation to erought Stelland toward the use of fewaganess. The bild of our substitions appropriate will be spent in recognition. We would culter dispusse with associated publicity than estimate a general rape in the cost of new paper advertising." HOTCHKINS NEW CONNECTION

Becomes Advertising Counseller for New
York Evening Jeannal.

James C. Dayton, the publisher of the



the advertising shall of the New York Foreign Jaconal in the capacity of advertising researchy.

Mr. Honelshin was advertisting und raises marrayer of John Womensherin New York entablishment fee for yours, and advertising directs of ultrated House. New York state for those arrays. He will derent a part of this lines to the service of advertisers in the New York Toenting Journal, and will not its an orienter, equality for the assessilishming to disrectlyming with such

INCALLS KIMBALL'S THRIFT PLAN Works Out a Plan. Which Will Be Advertised, in Encourage Saving.

Install Kinholi, advertising rasp, and Install Kinholi, advertising rasp, in Installated Tay, in Charleston, 1974. In Manachred and a plan to sell little in the hash and the control of t

The St. Louis Situation

> For the past SIX consecutive months The St. Louis Star published more Local Display advertising—six days a week than the Globe Democrat, the Republic or the Times.

St. Louis merchants are in close touch with the local newspaper situation and naturally they place their advertising where they KNOW they get the greatest

Circulation

80,066 Delly Average Net Paid Jacquary, 1917

Over 80% in St. Louis and Suburban Territory

Present Rates Quaranteed Only Until Ayril 1, 1917

THE ST. LOUIS STAR

Foreign Advertising Representatives:
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

NEW PAPER STARTS A WAR IN HARRISBURG

Launching of the Evening News by Vance McCormick is Followed by the Telegraph Absorbing the Star-Independent —McCormick's Paper Sells for 1 Cent, the Others for 2 Cents a Copy,

Following a swift sequence of eventa in the newspaper business at Harrisburg, Pa, during the lard week, the Harrisburg Evening News, published by the Patriot Company, appeared Thursday, February 15, with the complete United Press service, under a long-term contract quietly negotiated more than a month ago. The launching of the new paper followed almost immediately upon the absorption of the Star-Independent by the Telegraph, which was announced last faturday, and became a fact on Monday of this week, momentarily eliminating competition in the afternoon field.

On Monday morning the Patriot, the morning paper owned by Vance C. Me-Coemick, and of which Richard M. H. Wharton is general manager, announced that the Harrisburg Evening would be bouted from the Patriot plant. beginning Thursday. This quick action was the result of careful planning on the part of Mr. Wharton, who learned about the first of the year of the prospective combination of the two existing afternoon papers. Mr. Mct'ormick and Mr. Wharton at the time determined to start the new afternoon paper, but hept their plans secret because of the possibility that they might affect the proposed consolidation. Early in January Mr. Wharton went to New York and closed the contract with the United Press for the complete leased-wire service. The signing of this contract was known to only four persons until the public announcement was made this week. In fact, Mr. Wharton and Mr. McCormick were the only persons in Harrishurg who knew about it.

A bitter newspaper war in Harrisburg is forecast. The Telegraph, which took over the Star-Independent in toto, is owned by E. J. Stuckpole, former post-master of Harrisburg and a Republican leader. The Patriot being owned by Vance C. McCormick, chairman of the Democratic National Committee, the two papers are constantly at political daggers' points.

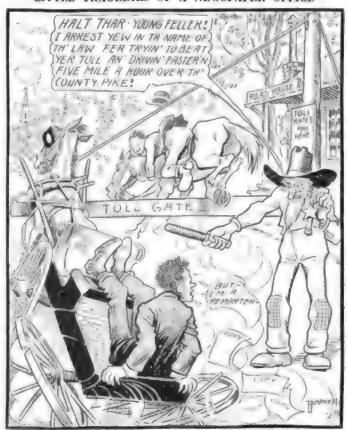
The Telegraph and Star-Independent both increased their prices to 2 cents several weeks ago. The Patriot did not. The Evening News was established as a 1-cent paper. The Star-Independent, formed in 1891 by consolidating papers of those names, was the pioneer 1-cent paper in central Pennsylvania.

So secret had the Patriot Company kept its plans that even its own editorial force did not know until nearly midnight of February 11 that the following morning it would announce its intention of publishing an evening newspaper.

TREMBRAPH TO DRICK 5-0'CLOCK EXTRA.

The recent changes in the Pennsylvania capital are the only important ones that have occurred since August, 1902, when Mr. McCormick, then Mayor of the city, purchased the Patriot from D. A. Orr & Brother. For the past haif-dozen years rumors of the sale of the Star-Independent by the Star-Printing Company have been frequent. In January it was admitted that a trust company had purchased the entire stock. It was reported at once that Mr. Stockpole was the actual purchaser. Confirmation of this was entirely lacking until the two papers on Saturday, Feb-

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE PUTTIE ILLUSTRATES THE WILD TALE THE STAR POLICE REPORTER SPRING ON THE STAPP EXPLAINING HOW IT HAPPENED THAT A CUB FROM A RIVAL PAPER BEAT HIM TO THE OFFICE WITH A SCHOOL STORY OF A BIG. RUBLE MUSICER.

ruary 16, carried identical announcements that the merger would be effective the following Monday. Except for carrying the Star-Independent as a small sub-title, the Telegraph is not changed. It has, however, begun to issue a night extra at 5 P. M.

The Telegraph was established in 1831. Cyrus E. Woods, Minister to Portugal under Fresident Taft and present Secretary of the Commonwealth of Pennsylvania, was a cub reporter on the Telegraph a generation ago. Mr. Stackpole himself began as a cub.

The Star-Independent appeared under its hyphenated title when ex-Congressman B. F. Meyers effected the consolidation in 1891. He edited it for a score of years. George D. Herbert, one of the founders of the Benver Post and now a Harrisburg Alderman, was its chief editodal writer for a dozen years around the beginning of the present century. Like other local papers, it has been the starting-point for numerous men who have later made their mark in newspaperdom in Philadelphia. New York, and elsewhere.

The Patriot Company will direct both the Patriot and Evening News, with Mr. Wharton as general manager and Dean M. Hoffman as either, the positions they have occupied with the Patriot. V. H. Berghaus, Jr., Princeton, '01, who has been managing editor of the Patriot for the past eighteen months, is now managing editor of the Evening News. He was financial editor of the New York Press half a dozen years ago before returning to Harrisburg, his home city.

Annual subscription price of THE Enttor and Publisher after March 1, \$3. Heavon: The Elator and Publisher is worth it.

NYE SUCCEEDS CHURCHILL

Well-Known Advertising Manager Buya Interest in Agency.

Frank W. Nye has acquired a substantial interest in the Churchili-Hall Advertising Agency and joined that organization on February 13. Mr. Nye will take the place of the late C. E Churchill and will conduct the agency without making any change in its present personnel. He has been advertising manager of To-day's Magazine for more than three years, prior to which time he was manager of Butterick's New York advertising office.

H. R. Reed, formerly of the Housewife, succeeded Mr. Nye as advertising manager of To-day's—now To-day's Housewife.

Among the accounts of the Churchill-Hall Agency are Revillon Frères, Boston Woven Hose & Rubber Company; A. A. Vantine & Co., Edison Phonographs; E. P. Dutton & Co., Cousin's Shoes, Westinghouse, Church, Kerr & Co., Wm. E. Wright, etc., etc.

An eyewitness to the death of Mr. Churchill says the latter had left his train, which was stalled in snow at Hawlins, Wyo., and was standing on a parmilel track talking to the engineer. A westbound train approached around a sharp curve, striking Mr. Churchill and killing him almost instantly. When the body was picked up there was a spark of life, but no consciousness. Mr. Churchill was taken immediately to the local hospital, where he died.

Opens a Branch Office

The Russell M. Seeds Co., of Indianapolis, Ind., has opened a branch office in Columbus, O., in the Wilmbus Savings & Truss Building.

ADVERTISING PREACHER TALKS

Dr. C. F. Reisner Tells Future Ministerof Value of Publicity.

The Rev. Christian F. Reisner, pastor of the Grace Methodist Episcopal Church of New York, and chairman of the disacciated Advertising Clubs of the World, is giving a series of talks before theological seminaries in Chicago and environs on the subject. "It Pays to Advertise."

Dr. Reisner's first address was given at the Divinity School of the University of Chicago, and it was the first time in the history of that school that the future ministers were ever given a lecture on the value of advertising.

"When I went to New York." he said.
"Grace Church was on a side street and out of the people's mind. I invited Mayor Gaynor to speak for me. Then I invited William Jennings Bryan. I put up electric signs, engaged a brassband to parade on "Sunday and advertised in the newspapers.

"The church publicity department of the Advertising Clubs now employs a secretary who gives all of his time. We believe the church and religion are just as proper subjects to advertise as the things we eat or wear."

Dr. Reizner is also scheduled to speak before Garrett Biblical Institute, of Evanston, Ill., and later before the Boston University School of Theology.

Dailies Are School Textbooks

The daily newspapers of Huntington, W. Va., have been adopted as textbooks for use in teaching pupils in the elementary English classes in the high schools. Domestic science and physical culture is also being taught from the feature matter of the papers.



Here are some of the daily features you can get from this syndicate:

A marriage romance serial. Children's stories.

Beauty chats.

Health talks. Humorous essays. Small comics. Weather owl. Domestic science talks. Style diary. Headwear and hairdressing hints. Birthday biographies. Law talks. Autograph character readings. Small-kid cartoons. Small-kid note book. Pepper talks. Business talks to women. "Hogwallow" locals. Walt Mason's prose rhymes. Ruth Cameron's talks. Editorial page features. Women's page features.

And others. Write for samples of any in which you think you might be interested.

THE
GEORGE MATTHEW ADAMS
SERVICE

10 V. 40th 5T., NEW YORK

17

GRAHAM IS RAISED TO THE BRITISH PEERAGE

King George Bestaws High Hance Upon Founder, Owner, and Publisher of Montreal Buily Star - Canadian Janepalies. Once on Office Box to Self-Made

Mocrescu. Friendry 14. In the deof Sir Hugh Graham, faunder, owner, and publisher of the Montreol Daily



end Workly iffine, who has been raised ratter under his unch, the fate

The foreser office box employed by a

Fund. In the Houth African war by Church, in Poterson, N. J. The Permdian Contingent of soldiers for \$1,000 He was in 1910 elected to the vice-

will continue to do so to the end of his

and become Sir Hugh Graham. Before

Unrocal Approval for Newspaper Observing a sermon is a most unusumore counted. This breezer has or-

and when the paster of the church during the course of a sermon on "The Guardian in its work as 'a frariess feet and therred the paster and the

Sunderson Joins Block Staff Charles M. Sanderson has joined the her of years he has represented the EIGHT PER CENT TAX PROPOSED Bill to Levy Heavy Toll on Corporations

Owning Newspapers. flore owning newspapers will be only invested, should the overding House his to raise revenue become a law in its

servers form. The Mil. which has case. ed the House, is now pending in the by the first of next week. The section raisting laws, there shall be irvied, asoration and partnership organized. \$5,000 plan the right per centum of the

The **Ault & Wiborg Company** of NEW YORK

News Ink

57 Greene St. New York City Write Us-

PHILADELPHIA LIKES 2 CENT DAILY PAPERS

(Continued from page 6)

It is only a question of good weather before the Evening Ledger will show an increase."

Samuel M. Meek, publisher of the Press, said: "We give a value every day worth 2 cents a copy in the amount of news, and the people pay it. Because we have under-priced our newspaper in the past, is no valid reason why we should continue to do so. We have enlarged and widened our scope of news in all departments. There isn't a publisher in the city to-day who is selling for less than 2 cents, and they sell enough to justify the advertising rates Publishers can get 2 cents a copy if they will make the paper worth the price and believe in the product they are selling."

ADVISED OTHER PUBLISHINGS TO HARR PRICE.

M. F. Hanson, publisher of the Record, said: "We are glad we raised the price from 1 to 2 cents a copy. We would not go back to the old price, and we advise others who are selling their papers at 1 cent a copy to advance their price to 2 cents. We make the price 12 cents a week, delivered, not 10 cents a week. Ten cents a week is a detusion. I advise other publishers, in raising their rates, not merely to double the wholesole price, making it \$1.20 a 100 copies to the newsdealers, but to fix a rate of \$1.35 1-3 a 100 copieshigher if possible. When publishers advance to 2 cents a copy, they must not he frightened if there is a cut in circulation the first few days. The change is revolutionary. A large percentage of people will resent it for a few days. If they are used to buying their paper at railroad stations or at newsstands, and find that it is not obtainable unless they order in advance, they will do so. The Record's cut in circulation to-day, the sixteenth since the new price has been in force, is only 15 per cent. I am confident that it will be down to 10 per cent, before the end of February. The newsdealers of Philadelphia are happy, for they are now making two-thirds of a cent on a paper of the same size that formerly only gave them a profit of two-fifths of a cent a copy. Their percentage of losses is less, for more people are ordering their papers in advance for delivery or to be held at the newsstand. The most magnificent feature of the change in price is the effect on the advertisers. We expected complaint, because of reduction in circulation. The Record has had not one single complaint from either large or small advertisers. They ngree with us, that under the 2 cent price the newspaper is purchased by a person who reads it thoroughly, and does not leave it in a street car or a train, but carries it to his home or of-Advertisers recognize that each newspaper is worth more to them under the 2 cent price than it was at 1 cent a copy I strongly advise all publishers to advance their rates. The intelligent person will not do without a news-The small increase looks hig at first; it looks like 50 per cent., but when they reflect that the increase is only one penny a day, the advance is not great. We have out down space, but we have not cut down the number of news items in the Record. We have Increased the number of items we give our readers every day. Advertising is increasing in volume, which is the best evidence that the salvertours endorse the increase.

TREAT IN STORE FOR EDITORS

Outing Will Follow Annual Convention of N. E. A. at Minneapolis,

The annual meeting of the National Editorial Association will be held this year at Minneapolis, Minn., on July 9, 10, 11, and 12. The West End Hotel has been designated as hendquarters and all of the sessions of the convention will be held in the assembly room of that hotel.

This year's convention will feature business talks and discussions calculated to help the publishers of papers in the "trying situations brought about by the tremendous increase in the cost of print paper and other materials." The business sessions will be interspersed with entertainment, the mornings and evenings being devoted to business and the afternoons to diversion.

Following the convention, arrangements are being made for an outing that will take two weeks and that will he of great interest to the delegates. Leaving Minneapolis over the Northern Pacific route for Winnipeg, with several stops scheduled, the party will visit Canora, Calgary, Saskatoon, Prince Allert, Lake Louise, and Hogers Pass, known as the tunnel through the Great Divide. Returning they will visit Regina and Kenora at the head of the Lake of the Woods, where a water trip to the Devil's Gap and Spooner is planned From Spooner the party go to International Falls, where they will visit the "greatest paper mill in the world" The principal fron mining disstricts in northern Minnesota will then be visited arriving at Duluth at midnight, July 25. The outing will cover about 3,000 miles.

DEFENDS HIS AMERICANISM

Publisher of Illinois Staats-Zeitung Asserts Loyalty to United States.

Horace L. Brand, publisher of the Illinois Staats-Zeitung, of Chicago, has written a letter to the Chicago Tribune in which he replies to the attacks accusing him of an unpatriotic editorial policy.

"I am accused," he wrote, "of predicting or threatening a race war. If war breaks out between the United States and Germany. That is entirely false.

"As an American-born citizen I certainly would never uphold any country's cause against that of my own country. I have no deep attachment for any foreign nation. My whole soul is wrapped up in the good of the United States."

After setting forth that he has a right, if he chooses, to point out his view that Germany's course is more to the interest of the United States than Great Britain's. Mr. Brand continues:

"The company that publishes the IIlinois Staats-Zeltung and allied newspapers is an Illinois corporation, of which I own 90 per cent, of the stock, and all other stockholders are American citizens, and no money or favors have ever been received by the IIIInois Publishing Company nor by me for paying any of the debts of this company nor for influencing in the slightest degree any of its utterances or its policies. This enterprise is entirely an American enterprise. Each principle championed by my papers is done so because of a firm conviction that the best interests of America are served thereby."

LOCAL LEADERSHIP POINTS THE WAY

NATIONAL advertisers who select newspapers for the strength they show locally—and that is the only profitable way—will be interested in these January records of New York evening newspapers—The Evening Mail particu'arly.

AUTO DISPLAY

EVENING MAIL gained - 31,174 lines
Sun gained - 27,610 lines
Post gained - 26,293 lines

*DRY GOODS

EVENING MAIL gained - 28,006 lines
Telegram gained - 22,193 lines
World gained - 10,708 lines

REAL ESTATE

EVENING MAIL gained - 11,060 lines
Sun gained - - 3,633 lines
Journal gained - 655 lines

RESORTS

Sun gained - 6,100 lines
Sun gained - 1,392 lines
Globe lost - - 148 lines

LOCAL DISPLAY

EVENING MAIL gained - 70,865 lines
Telegram gained - 64,612 lines
Sun gained - 26,567 lines

The Evening Mail also gained 51,070 lines of national advertising and 25,605 lines of financial advertising.

*Only four New York evening newspapers showed gains in dry goods. The others showed losses.

THE EVENING MAIL - - NEW YORK

LESAN BROUGHT NEW IDEA INTO ADVERTISING

(Continued from page 5)

keen intellects as exist in the business would, still slumber—except, when a danger actually menaces them. Then they reach for the safety guy ropes that Lesan invented and anchored years ago.

An interesting example of this periodic dash for safety occurred last sum-For four years, as the writer happens to know, Mr. Lesan had been telling his friends, the railroad executives, that they might expect a dangerous flank attack from labor. The eight-hour day cry had been raised in union-labor circles and had caught the imagination of the laboring host. Sooner or later the seemingly pacific and diplomatic brotherhoods would catch up that slogan of "eight hours of work, eight hours of self-improvement, and eight hours of steep." This advertising man saw in this propaganda elements which, however just in principle, would be ruinous to ratirouds, unless correlating industries could be made to adopt the same rule and the entire economic order be regulated to a proportional status

"POLICY" ADVERTHING IN FULL SWING. As in well remembered, the lightning struck early in the Presidential cam-The executives of American rasironds auddenly came to realize that they needed to have the affairs of their companies better understood by the public, which in the final analysis would make the momentous decision. Policy advertising then looked mighty good to them, and for the first time in history they all came together, on a common ground with a common purpose, and published their side of the argument to the world, in bordered advertising space. at a cost to them of about \$350,000, which sum purchased space for a series of announcements in every daily newspaper and weekly newspaper in the I nited States; also every big agricultural paper and scores of weekly and hi-weekly periodicals of review and comment.

Mr. Lesan says that the brotherhood leaders have repeatedly declared that this publicity campaign, in the open gavertising columns of the news press, entirely changed the attitude of the mediums, which the unionists called "corruption," but which, as subsequent events show, may have been justified by the facts inasmuch as the contention of the railroads at that time has now become the contention of the brotherhoods themselves-they do not want the eight-hour day now any more than the ratiroads did when they were "corrupting" the press, with their facts and figures on the practical operation of a onethird working day.

These incidents serve to indicate the activities of the Lesan Advertising Agen. ev, but it must be clearly stated that, although this house has the reputation of being the largest callroad advertising ucency, the railroad business transacted by it last year was a trifle less than 40 per cent, of its gross business. the largest railroad agency, and it also holds a commanding position as regards the advertising of a varied assortment of commercial and industrial enterprimes, rameing from electric batteries to face templer, from calcloth to moving is tures, from typewriters to gelatine denserts

HIR BATTY ALBSOY SAPERIES IL

H. E. Lesan gained has early agency experience in Change, when, in 1898, he poined the staff of the Proctor & Colter agency, serving under John Lessen A year later Mr. Mahin started a agency, and Mr. Lesan was assemble.

ed with him in the enterprise. In October, 1909, Mr. Lemn went to St. Louis and started the Lemn Advertising Company, which is still operating there as the Cardner Advertising Company.

While Mr. Lesan was with the Mahin agency he secured some business from the Wabash Railroad, and he says that it was this account which set him actively at work on concrete plans for transportation advertising development.

While he was operating in St. Louis some copy was prepared by his agency for the Big Pour Railroad Company. which at that time was affiliated with the New York Central Lines. The copy attracted the attention of officials in New York. Soon afterward Mr. Lemn learned that the Central contemplated giving its account to an agency. At that time the advertising was devoted to the publication of service features. Twelve established agencies were bldding for the account. Mr. Lesan came from St. Louis with that idea. His specific copy plans did not happen to meet the practical approval of the management, but they recognized in the young man from the West an individual who was thinking—a man with a definite plan to sell. He got the account and has maintained it with progressive development for exactly nine years.

AN OBTANIZATION OF YOU'NO MEN.

In association with Mr. Lesan to-day are some young men who have established their worth in the advertising field. The whole organization is buoyant with youth, it may be remarked. The secretary and treasurer of the company, E. K. Gordon, has developed some remarkably productive accounts, and there is perhaps no advertising man in the metropolis who is a better authority upon those Shamese twins—commodity advertising and distribution.

F. H. Sisson, vice-president of the company, has won his reputation as a publicity man. Readers of The Editor and Presidents will be interested to know that Francis H. Sisson is to-day acting as assistant to Frank Trumbull, chairman of the Railway Executives' Advisory Committee, composed of fifteen railroad presidents, directing the campaign looking to a coördinated government regulation of interstate railroads, to overcome the perplexing and unprofitable problem of regulation by both the Peteral Commission and State governments.

This Commission, by the way, is issuing some highly attractive advertising along typical Lesan lines, interestingly stating the case of the railroads in respect to conflicting regulation, the economic losses entailed; statistics concerning government ownership of railroads and allied problems which are now being agritated in legislative circles.

F. B. Squires is office manager of the Lesan agency. He bristles with ideas, and is an advocate of conservative agency operation, deprecating the philosophy of space salesmanship which oversells the advertiser, and "oft loses both itself and friend." While the Lesan Agency is out for business, it does not make a practice of heated campaigns for accounts, but rather relies upon one successful venture to heget others, as Mr. Squires put it to the writer.

The head of the service department is James Mackay, formerly head of the service department of the Dry Goods Economist Among the other active heads of the business are F. Brooke Farley, Wesley Bisson, and John C. Handle, the latter space-buyer and chief of the contract department. The company has some fifty employees. Charles Lansdown is the manager of the Chicago branch.

H. E. Leonn to short in stature, speaks incisively, temperately, and severs a

wide range of ideas in short sentences. In fact, he talks as a good ad reads. However, when our discussion, which was for publication, approached the more personal and intimate features of his life he was found to be almost inarticulate. With his family, which includes four blooming children, he resides at Hartsdale, a pleasant suburb of New York.

Among the prominent accounts of the Lean Agency, aside from twenty transportation companies, are: Corona Typewriter, Standard Oll Cloth Company, I'S. Light and Heat Corporation, Paramount Pletures Corporation, "Pussy-willow" face powder, Henry Tetlow Company, Knox Gelatine, Royal Purple grape juice, Peek's Tea, Raymond-Whitcomb tours, Postal Life Insurance, Dodd, Mead and Company, and Guaranty Trust Company.

Discussing with the writer the legislative activities at Washington looking to further inquiry into the matter of Government ownership of railroads, Mr. Lesan said:

"If you wish to know my views on that matter you might read a letter! I addressed not long ago to the president of one of the great milroads. I will quote from it: "To the surface observer the country is drifting rapidly toward Government ownership. A United States Senator told me it was the bogey of both the upper and lower houses of Congress. This was two years ago, and in my amateur opinion the situation is worse to-day that it was then. Not that we are any more

menaced by "Government ownership" than then, but if you please that we may be worse menaced by "no Government ownership."

"'I mean that there may be worse things for the railroads and for the country than Government ownership."

"I then explain, in this letter, how with conflicting regulation, inevitable lean years, and the possibility of the description of capital, it might be possible that the worm would turn and say 'We've got enough take the railroads if you can do better' and have the States respond, 'Not on your life' as Is now the case with national regulation, and leave the railroads half in and half out, languishing under Government dictatorship without Government reaponsibility.

"For years I have been telling railroad men that they should go to the country with their case. They have a good case and can win it in the court of public opinion on merit. The Mississippi cannot be turned back at New Orleans, and the time to present the case of the railroads is not when the Jury has made up its mind on unrebutted evidence. If the public is properly and fairly informed on the socalled 'railroad situation' a way will be found to solve it fairly; if not-I fear the worst. The way to present the case is the advertising way, the common, every-day, accepted instrument of general communication."

The young Mr. Lesan who cultivated an advertising idea in the West some years ago still has that idea.

On Saturday, February 10th, 1917, the Harrisburg, Pa.,

Star Independent

ceased publication. Its circulation was acquired by the city's oldest newspaper, the

Harrisburg Telegraph

which is just entering upon the 86th year of its successful career.

A. B. C. reports for the six months ending September 30th, 1916, show a net paid circulation for the Star Independent of 14,566 and of the Harrisburg Telegraph of 21,793.

The combination of these two circulations insures to advertisers a more effective method than ever for blanketing the Central Pennsylvania field through the columns of Harrisburg's oldest and greatest home newspaper, the

Harrisburg Telegraph

Published dally examings, Suctaxy exceed for THE TELEGRAPH PRINCING COMPANY Harrisserse, Penna,

FORTION REPORTS STATES STORY, PRODUCES & FINITY III AND RIGHT MINIMAL Late Holls Property

Arm York Lity

Ph. Lite E

Proposition Block Concupt

INCREASED RATES FOR NEWSPAPERS DEFEATED

Penny Postage Also Killed by Decisive Vote in United States Senate Publishers, Through Senators, Made Strong Procests Against Bracing Added Bur-

Wasservers Echennes 13 There will be no increase upon pooled rates for In the annual Post Office Appropriation. than of the Senate in killing they properiuge at this session of Congress The duce the drug-letter costage from 2

The Senate amendment was thrown Past Office Consmittee, proposed that the tor Brean was lost by a vote of thirty-

PROTEST BY SHITTER MANUALY.

ere paying a corporation tax on the tell is higher than ever before. Our of these plane go through to add more operate our property, because we calmet corrate it under proposed conditions

Senator Shields, after making a clear the magazines, said:

ring to the proposed increase on prevathink it fair to class the daily newsvreased charge, because the less to the timerament is really on the managines. and is very soluti, if any at all, upon those newspapers which pay. opers in Pittstrargh, in addressing

Senator Siryan, to submitting Mamittee that the cost of carrying secment in 1916 was \$98,444,824, or pourly Securior Townsend, of Mirhigan, be

Chiltre, of West Virginia, and Lea of voting because of their personal interest. Security Heading, of Ohio, a newspaper owner, was paired in favor of

enspending the rules. Senator La Folfected, also voted to suspend. Several against suspension of the rule, while Senator Fernald, of Maine, made his maiden speech in apposition to the period to go through his first scurior without making a speech, but this proposed would strike so vigorously at

BALPH PULITZER'S PREPAREDNESS Editor of New York World Orders Scott Cruiser of High Speed.

with a speed of thirty roller an house Lesters Marine Construction Company for Ralph Pulltary, of the New York the heat will be delivered much engine two eight-reiteder motors of accuragasolene. It has a destey room. staterooms and a galley in addition to can be easily accommodated as guests of wireless outfit of great wave length wa be installed. The boat will be ableto the mosquito first that will be called upon, in case of war, to defend the

New York harbor and the Atlanta

reast, to custof reterarities and act







The A B C of Simplicity and Efficiency

NEW YORK

INTERTYPE

— CORPORATION —

CHICAGO SAN PRANCISCO

NEW OBLEANS

Terminal Building, Brooklyn, N. Y.

TIPS FOR THEADMANAGER

The Hamton Advertising Agency, Binghamton, N. Y., is again placing orders with newspapers generally for the Union Laboratories, Binghamton, N. Y

Wendell P. Colton, 163 Broadway, New York city, is sending out orders to some Southern newspapers for the Atlantic Gulf & West India Steamship Line, New York city.

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa, is asking rates in newspapers on a food product.

Collin Armstrong, Inc., 1457 Broadway. New York city, is placing orders with some New York city newspapers for the Morris & Schrader, "Contrageville Water," 7 Barclay Street, New York city.

The Stewart-Davis Advertising Agency. Kesner Building, Chicago, Ill., is again making a few new contracts with newspapers in selected sections, for Wm Wrigley, Jr., & Co., "Chewing Cum." 5 North Wahnsh Avenue, Chicomo III

Hanff-Metager, 95 Madison Avenue, New York city, is placing orders with newspapers in the following cities: Atlanta, Birmingham, Knoxville, Minneapolis, St. Paul, and Philadelphia, for the United States Tobacco Co., "Hugh Campbell Shag" and "Epicure" tobacon, Richmond, Va.

Hoyt's Service, 120 West 22d Street. New York city, is handling the advertising of the Penn Tobacco Co., "Honey Smoking Tobacco," Wilken. Moon Barre, Pa., who are placing orders with Rochester (N. Y.) newspapers and later may take up other newspapers.

The Philip Kobbe Co., 212 Fifth Avenue, New York city, is again sending out orders to some Southern newspaters for the Talcum Puff Co., Page Perfumer, Bush Terminal, Brooklyp, N V

The H E. Lesan Advertising Agency, 640 Fourth Avenue, New York city, is making contracts with newspapers in Texas for the Chas. N. Knox Co., "knox's Gelatine," Johnstown, N. Y.

The Southwestern Advertising Agency, Oklahoma City, Okla., is placing orders with a large list of newspapers for the Segregated Oil Co., 1106 Herskowitz Building, Oklahoma City, Okla.

The Ireland Advertising Agency, 136 South Fourth Street, Philadelphia, Pa., is sending out orders to some Pennsylvania and Delaware newspapers for the Keeley Institute, \$12 North Broad Street, Philadelphia, Pa.

Klau-Van Pictersom-Dunlap, Manhattan Building, Milwaukee, Wia., is placing orders with some large city newspapers for the Harley Davidson Motor Milwaukee, Wia

The Otto J Koch Advertising Agen-University Building, Milwaukee, Wis. is again making contracts with newspapers in selected sections for David Adler & Sons, "Adler's Collegiate 246 Broadway, Milwaukee, ("hithes," Wis., and again making contracts with newspapers in selected sections for the F Mayer Boot & Shoe Co "Mayer's Milwaukee, Wis.

The Fonda-Haupt Co. 286 Fifth Avenue New York etty is placing 140-line. 17 tones orders with Sunday newst sires in Hartford, Conn., Boston, and Storm, told Mass.

Athert Frank & Co., 26 Beaver Street, New York city, are again sending out orders to a few newspapers in selected cospons for the Liverpool and London and Glibe Insurance Co. 13d.

ing copy for the Buffalo office of "I'sit," a face preparation, and "Gingerale."

Wood, Putnam, & Co., 111 Devoushire St., Hoston, Mass., are asking newspaners for information about their circulation.

The Geo. L. Dyer Co., 42 Broadway. New York city, is making new contracts with newspapers in selected sections for the Kellogg Toasted Corn Flake Co Battle Creek Mich

The Fisher-Smith Advertising Co., 122 E. 25th St., New York city, is placing 30 lines, 3 times a week tf. orders with Pennsylvania newspapers for the N. C. Polson & Co., "Putnam Corn Remedy," Buffalo, N. Y.

Dauchy Co., 9 Murray St., New York city, is placing two inch, 52 time orders with a few newspapers in selected sections, for the E. S. Wells, "Roughon-rats." 710 Grand St., Jersey City, N. J.

Walker, Dudley & Co., Peoples Gas Bldg., Chicago, Ill., are making contracts with Western newspapers for the Grand Trunk Railway System.

Van Patten, Inc., 50 East 42nd St., New York city, is again sending out orders to newspapers generally for the International Magazine Co, "Cosmopolitan Magazine," 199 W. 40th St., New York city.

The Bayer-Stroud Corp., 200 Fifth Avenue, New York city, is placing 4 inch. 5 time orders with newspapers that have pictorial sections, for the Carpenter-Morton Co., "Colorite." 77 Budbury St., Boston, Mass.

The Brown Advertising Agency, 99 Nassau Street, New York city, is sending out orders to newspapers that have rural circulation for the Yucatan Commission, 120 Broadway, New York city, and Yucatan, Mexico.

The Review of Reviews is starting an advertising campaign on the works of the late Jack London, through the Har- Capt, Rush, U. S. N., Urges Newspapers to ry Porter Agency, New York city.

Lloyd W. Young, of Cleveland, O., is preparing copy for the Billing, Chapin Co., of that city.

Dupont' Fabrikold Co., is to spend \$250,000 in advertising "Pontine." The account will be handled by George H. Pierre, Du Pont Building, Wilmington, [les].

An extension of the advertising of Bayer's Aspirin and Pears's Soap, is to be made by the George Batten Agency, of New York city.

The Maxim Stiencer Hartford, Conn., conv is placed through the Lee Adver-Haing Agency, New Haven, Conn.

The Honig-Cooper Advertising Co., San Francisco handles the advertising of the California Central Creameries, 425 Hattery Street, San Francisco, This company also has the account of the Pacific Guano and Fertilizer Co., Security Building, San Francisco.

The Clarence Advertising Co., of St. Louis, handles the account of the Mobile & Ohio Italiroad.

The Hawley Advertising Co., of New York City, handles the "B. B." lace account of Birkin & Co., 73 Fifth Avenue. New York city.

Frank Kiernan & Co., of New York handles the account of the Hunyadi Split Corporation, 1328 Broadway, New

The Mumm-Romer Co. of Columbus, O, bandles the mivertising of the Agricultural Lime Association of Columbus O This company also has the account of the Densen-Evans Co. molecol supplies, and that of the Nitrate Agencies t'n, of the same city

The Brown Advertising Co., 28 Nasam Street, New York city, in placing full pege advertisements for the Com-

The Lyddon & Hanford Co. are plac- ision Reguladora del Mercado de Henequen with daily and farm papers in the United States.

> The H. E. James Advertising Agency. 641 North Broad Street, Philadelphia, is handling Bell's Pine Tar Honey and Sloan's Lintment.

> The P. F. O'Keefe Agency, 48 Tremont Street, Boston, Mass., is handling the new advertising for the Colt Fire Arms Co. Hartford, Conn.

Street & Finney, 171 Madison Avenue, are sending out orders for the Edison Dictating Machine.

Wood, Putnam & Wood, 111 Devonshire Street, Boston, Mass., are making contracts with newspapers for the Royal Worcester Cornet Co., Worcester. Mass.

The Carl M. Green Co., Froe Press Building, Detroit, Mich., is handling the advertising of the Frederick F. Ingram Co., Detroit.

The Federal Advertising Agency, 6 East 29th Street, New York, is making contracts with newspapers for Weingarten Bros., "Reduso Cornets." Sixth Avenue and 34th Street, New York city,

The Triangle Advertising Agency, 29 West 32d Street, New York city, is sending out orders for the Gibson Mon-Auto Co., 156 Broadway, New York elty.

The Blackican-Ross Co., 95 Madison Avenue, New York city will shortly send out orders for E. & W. Collars, and will make up a newspaper list for the N. K. Fairbanks Co., Chicago,

The Shuman Advertising Agency, Westminster Building, Chicago, is sending out orders for the National Cash Register Co., Dayton, O.

The Lees Advertising Agency, 916 Euclid Avenue, Cleveland, O., handles the account of the K. D. Carbureter Co. Cleveland, O., and the Steelite Co., of the same city.

ASKS PRESS TO AID

Be Self-Censored.

Capt. W. R. Rush, H. S. N. commandant of the First Naval District, which omprises almost the whole coast of New England, on Thursday issued an appeal to the press of New England for cooperation in keeping the defence of the North Atlantic coast line from "the enemy." The expression, "the enemy." is used in the naval technical sense as representing the indefinite eventualities against which war defences are made.

The commandant recognizes the unusual resources of American newspapers and he suggests a censorship from within to avoid exaggeration or thoughtless publicity contrary to the common good

Lacking the intelligent cooperation of the press, real prepare iness from the aspect of security and information is impossible," says the commandant.

"The public's right to news from its newspapers is clearly recognized by everyone, but the public cannot properly insist on having news through the publie press that might jeopardize its own interests by furnishing information to the enemy. Criticism of Government officials for not giving out news is to be expected, but those officials act under express orders from the highest authority, or do so in the single-named despeof keeping information from the enemy. To this and and since their interests are identicals the pross and public and the Government officials should move tagether in serious, intellment coopera-

Offer Warch 1 1917, Till Ellipon ASA Principality will be \$3 per mar. Cuell that dute the \$2 rate stands.

CHICAGO DAILIES PREPARED

Plans to Cover News in Event of War with Germany.

Chicago newspapers, immediately after the severing of diplomatic relations between the United States and Germany, laid plans for comprehensive news service in case of hostilities. Some of the leading papers are seeking permission to assign a correspondent to each of the naval stations along the Atlantic Coast who would be authorized to accompany the United States forces in the event they leave port.

Coupled with the plans for "covering" the war, almost equal atress is below laid on precautionary measures to avoid printing anything that might benefit the enemy. In the Chicago Tribune office, R. R. McCormick, editor and publisher, sent the following notice to the editorial sinff:

"Great pains must be taken not to print anything which is a naval or military secret or which is detrimental to the country. When information comes into the office that could possibly be of the above nature, communicate with the Washington bureau before printing Same."

The man who preaches cooperation and doesn't practice it, is trying to make water run up bill

New Orleans States

Sworn Not Paid Circulation for 6 Months Ending Oct. 1, 1916

36.660 Daily

We guarantee the largest white beme delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium, Circulation data sent on request.

The S. C. SECKWITH SPECIAL AGENCY

ole Foreign Represe atstirm St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC. Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-aas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beckman 3636

PAYNE, G. LOGAN, CO., Chicago, 747-748 Marquette Bidg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bidg., Detroit, Mich. Digitized by Google

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AD FIELD PERSONALS

Charles S. Calwell, president of the Corn Exchange National Bank, which has grown to fame largely through its unending and clever newspaper advertising, to chairman of the new Bureau of Publicity of the Chamber of Com-Others on the committee are: W. F. Therkildson, advertising manager for W. Atlee Burpee Company, and chairman of publicity for the last National Flower Show; George F. Mitchell, a former president of the Poor Richard Club, and Montgomery H. Wright, advertising director for the John B. Stetson Company, and at one time with N. W. Ayer and Bon, advertising agents.

Carroll Swan, who is widely known as a choir leader as well as advertising man, acted as chorister at the recent dinner of the Good Roads men at the Copley Plaza, Boston.

John T. Fitzgerald, of the New York office of the Benjamin & Kentner Company, newspaper representatives, was in the Hob I Lenox, Buston, at the time of a recent fire. Mr. Fitzgerald not only made good his escape, but also nostated others to get out of the burning building.

Wyn B Morris, assistant general pasrenger agent of the Pittsburgh & Lake Eric Railroad, has tendered his resignation, to take effect March 1, to become treasurer of the advectasing firm of Baker, Duff & Company, of Pittsburgh, Pa.

Frank J. Campbell, president of the Campbell-Ewald Company, advertising agency in Detroit, has disposed of his entire interest in the firm and will retire from active work in the field.

E. S. Babcox, advertising manager of the Firestone Fire & Rubber Company, delivered a lecture on "The Link" at the Canton, O. Aderaft Club on Thursday last. The lecture was illustrated by a movie film.

Edgar W. Jordan has been appointed advertising manager of the Stereotype Company, of Indianapolla, Ind. He was formerly advertising manager of the Shaw-Walker Company, Muskeson. Mich.,

K. Bristol has been appointed Western advertising manager, with quarters in Chicago, for Scribner's Magazine. He comes to Scribner's from Vanity Pair.

J. E. Byrnes has resigned from the Mahin Advertising Company, and has become assistant Western advertising manager of Scribner's Magazine, with headquarters in Chicago. Mr. Byrnes was the founder of the National Dealer Service Association, formed in Chicago last August by national advertis-

Correction

In its issue of February 3, The Epiros AND PUBLISHER, under the head of "Ad Field Personals," printed two items from the Texas field for which there was no foundation in fact, due to the misinformation of a Texas correspondent. item stated that J. S. Fowler had accepted a position as advertising manager of the Fort Worth Star-Telegram; the other that Walter Murray, who was described as having been associated with the same paper for five years, "much of that time as advertising manager." had accepted another position on a Texas daily. It is widely known that A. L. Shuman is advertising manager of the Fort Worth Star-Telegram, and that he has filled this post with signal success for the past seven years. The EDITOR AND PUBLISHER regrets the injustice done to Mr. Shuman by this unfortunate error.

ALONG THE ROW

SAD MISHAP.

City Desk-"I thought you said the Sporting Editor was on the water wagon?

First Copy Hand-"So he was, but he fell off."

City Desk -"Sorry to hear It. How did it happen?

First Copy Hands "It collided with a brewery motor truck."

SURB THING.

The store that doesn't advertise its white goods sale is liable to keep them until they turn black.

CUB COPT

"The police of the Sixth Precinct were invited to attend a Polish wedding last night at Kosciusko Hall, after some one had turned off the lights in the midst of the merrymaking. The honeymoon trip has been postponed until the groom is released from planter casts.

BRUNKLIN'S NEWSPAPER ROW.

Brooklyn has a little "Park Itow," all by itself. It is situated on Washington Street between Johnson Street and Myrtle Avenue. Here are the Standard Union and Eagle Buildings, and the Brooklyn offices of the New York Times. American, World, Staats-Zeltung, Sun, Herald, Evening Journal, and Telegram are all on this thoroughfare. The Herald, World, and American all maintain Brooklyn staffs, and issue special Brooklyn editions on Sunday. There is an all-night drug store around the corner, and any number of beaneries close by, and while they do not run off as many editions of "sinkers" as Hitchcock and Dolan, they turn out a pretty good The Brooklyn Times, which neticle. quit Williamsburg some years ago and went uptown all by itself, still maintains a branch office on Washington Street. Manhattan newspaper men who always claim that they get lost when in Brooklyn, should wander to Washington Street. Here they would certainly feel at home. The oder of printers' ink is in the air, and the drug store and beaneries are guarantees against that homesick feeling.

THE REPORTER'S BATS.

Saturday, Sunday, Monday-He dines. Tuesday, Wednesday Has luncheon. Thursday-A sandwich.

Friday- Seen at free-lunch counter.

CHERRING HIM UP.

"I am glad to see that you are better." said the desk man, when he called on a fellow-worker, who had been near to shuffling off. "Now, old man, get well as fast as you can, you don't want to die now, you know, because we are running all the obits in agate type to save space on account of the high cost of print рарег."

CUB COPT.

The foreman of the Star Manufacturing Company did not go to work this morning, having been unfortunate enough to have been run over by a truck londed with pig-iron last night. It is the first time that he ever met with such an accident, according to memhers of his family."

ALAS!

We fear that the high cost of print paper will not keep down the size of the new H. K. Thaw stories.

TON W. JACKSON.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified and itors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA	MONTANA
Ws Birmingham rage circulation for Decumber, Daily 41,475; Asr. 42,487, Printed 2,891,112 lines more extising than its nearest competitor in 1910.	MINER Butte Average daily 11,903. Sunday, 30,189, for 8 months cading March 20, 1916.
CALIFORNIA	NEW JERSEY
AMINER Lee Angelee B C. Audit reports show largest Morning Sunday circulation Greatest Home Delty-	JOURNAL Blisabeth PRESS CHRONICLE PARTNER COURIES NEWS Pininfield
RCURY HERALD	Atmin to one
GEORGIA	NEW YORK
RNAL (Cir. 87,631)Atlanta	COURIER & SNQUIRER
RONICLEAugusta	II. PROGRESSO STALO-AMERICAN New York
1LLINOIS	DAY
RALD NEWS (Circulation 15,190) Jellet	
10WA	NEBRASKA
HETFR TRUBLINE Des Moines sential to covering Des Moines and vicinity.	TRIBUND
CERSSPUL PARMING Des Motors	OHIC:
iere than 709,000 circulation guaranteed and ten or no pay. Member Audit Burens of mistions.	VINDICATOR
KENTUCKY	PENNSYLVANIA
ionic HOME SOURNAL Lesiaville, Ky, ni. Month. 3, 32 to 64 pages. Guaranteed est circulation of any Masonic publication in world. In screen of 20,000 copies machily.	PIMBS
LOUISIANA	TIMES-LEADERWilless-Barro
IRS-PICATUNE New Orleans	TENNESSEE
MICHIGAN	HANNER
TRICT (No Monday Lette)	TEXAS
rarts, 35 cents inch; position 20% estra.	The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MINNESOTA	50,000 Sanaty.
BUNE. Morning and Brening Minneapolle	UTAH
MISSOURI	HERALD-REPUBLICAN Salt Lake City

ROLL OF HONOR

The following publishers guarantee circulates and willingly grant any advertisor the privilege of a careful and exhaustive investigation.

In the only newspaper in his territory with the beautiful Hotogravure Pirture Section.

Circulation entire year, 1916;

The POST DISPATCH with more papers in Sr. Louis every day in the year than there are bonies in the city.

Datty Evening and Sanday Morning.

Sunday acctage

ILLINOIS

NEBRASKA

VIRGINIA

WASHINGTON

POST-INTELLIGENCER Bentle

PREIE PRESENT (Cir. 129,354) Libroln

NEW YORK

SOUTHERTING BELLA SERA New York

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

BUFFALO, N. Y .- Three-Star Advertising Company, Inc.; capital, \$100,000; general printing business; directors, W. Ernest Caldwell and James M. Thompson, of Buffalo, and J. Edward Caldwell, of Saskatchewan, Can.

New Yours-Music Printing Company. Inc; capital, \$10,000; music printing; directors, Peter Verberg, jr., of Flushing. Long Island, and Morris V. McDonald and Rose G. Dorrington, of New York city.

New York Las Novedades Publishers, Inc.; capital, \$300,000; publishing. printing, and advertising; directors, Morris Barsodi, Manuel de F. Galvan. and George Lee, all of New York city.

NORTH PELHAM, N. Y .- Automobile Travel Service, Inc.; capital, \$5,000; advertising and other business; directors, Charles M. Barnard, Louis M. Baker, and Mina B. Rupert, all of New York

Youk-Keystone Press, Inc.; capital stock, \$1,000; printing, publishing, and advertising; directors, Max Hopp and Rose Hopp, of New York city, and Edward C. Mayers, of Far Rockawar.

New BRITAIN, Conn .- The New Britain Record, publishers; capital, \$100,000; directors, J. L. Doyle, Edward J. Doyle, John W. Lockett, Walter J. Doyle.

Louisvalla, Ky.-Printers' Printery; capital \$3,000; directors, P. F. Sutherlin, Fred W. Bonte, Fred Harp, and Emil J. Jenne.

CHANGES IN INTEREST

SIDNEY, Mont.-J. L. Owens has sold his interest in the Richland Chief to his partner, C. S. Clemmenson. He has left for McIntosh, S. D., where he will take charge of a weekly newspaper.

Smalla, Mo.-E. D. Burrowes, for twenty-five years city editor of the Sedalia (Mo.) Democrat, has resigned and has purchased an interest in the Sedalia Capital.

MERIDIAN, Miss.-James A. Metcalf, of Chattanooga, Tenn., has purchased a controlling interest in the Dispatch, and will become president of the company and editor of the paper.

FRANKLIN, Pa.-Gen. Charles Miller has bought control of the News and has assumed active management. James B. Borland, for many years manager of the News, and who sold his stock to Gen. Miller, will retire. Owen R. Washburn, of Elkton, Md., succeeds him as man-

Ex. Itano, Okla .- The Daily Democrat has been taken over by a stock company composed of W. T. Maher, Roy Maher, T. J. Hennessy, and W. A. Hen-W. T. Maher will remain as edi-MONEY. for of the paper under the new owner-Eldi.

BUCKEIN, Kan .-- J. B. Miller, publisher of the Binner, has purchased the Liberal Democrat. No announcement has lesen made of what is intended to be done with the extra paper.

Boston, Mass.-It is rumored that the Jewish Weekly Voice is to be changed ever into a daily. Exchial Leavitt is the ed for and publisher,

Henck, Okla. - F. F. Cain, formerly of 15 unington, Okla., has purchased the Beckham County Democrat and has taken charge as editor and publisher.

NEWSPAPER ACTIVITIES

The Chicago Herald has completed the production of its movie contest film called "The Sunshine Line," and it is almost ready for the screen. The photoplay is unique in that both the scenario and the actors, who are amateurs, were selected by means of a contest conducted through the columns of the Herald.

The St. Louis Globe-Democrat has started a special music page, which appears every Wednesday. A feature is a department of questions and answers, presided over by an expert, in which music students and others will be given a clear understanding of musical perplexities.

New Western Manager

George W. Brunson, Jr., succeeds Chas. S. Fredricks as Western manager of Bryant, Griffith & Fredricks, publishers' representatives of New York, Chicago and Boston. The change was effective February 1. Mr. Fredricks on that date having severed his connection with the organization. Mr. Brunson, who is now in charge of the Chicago office, became a partner in the firm of Bryant, Griffith & Fredricks, Inc., a year ago and has. until his recent transfer to Chicago, been connected with the New York office. There will be no change in the firm name for the present, it is announced.

Foreign Press Editors Loyal

With the exception of German-American papers, representatives of the foreign press of Philadelphia, at a meeting held in the Manufacturers' Club, adopted a resolution which has been sent to President Wilson, assuring him of their loyal support in the present crisis. The resolution was signed by representatives of the Jewish World, L'Opinione, Italia Genta, The Day, La Voca Della Colonia, Jewish Daily Warhelt, Patryota, Gwinzda, Gazetta Ludowa, Piff Paff Pouf, La Furbice, and It Contro Velano.

Today's Housewife

newspapers over 52,000 towns where only 18% of the dailies circulate.

> More Than a Million Net Paid Guaranteed

GEORGE A. McCLELLAN General Manager

USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT LIVE TOPICS DISCUSSED BY OUR READERS

Under this caption we shall print, each seek, latters from our readers on subjects of interval reconnected with acceptage multiple and advertising. Any publisher who desires help in the solivition of his problems, or who has pronounced vicus on any subject consected with the handsness is institled to contribute to this column. We are confident that such a niture can be made of prot value through the operation of our readers.—Etc.]

"W. F. M." Seeks More Light

THE EDITOR AND PURLIMHER:

THE EDTOG AND PURLIMBER:
I note that the article over my initials, headed,
"Figuriar Circulation Costs," appearing in year
excellent paper, under date of January 27, has
becught a reply from P. L. McCrarry, circulation manager of the Superior (Win.) Telegram,
which your published in your issue of February
3. I was much interested in Mr. McCrarry's reply, which, while it does not furnish the in-formation I am after, does emphasize the fact that the Superior Telegram has a circulation that the superior Twingson has a circulation deportment that is combucted with a high regard for business efficiency. I question very much if many of our larger papers can make us good a obswing.

If you care to refer to my inquiry of the 27th will understand that this was based on a 1-cent newspaper. I want to know how many publish-ers of I cent papers have circulation depart-ments receiving reflicient revenue from sale of within the year to pay for white paper within the some period. It seems to me poster within the some period. It seems to me that any 2-rest paper ought to be able to do this without any rouble, and even include ospirating capeness of circulation department, but what I want to know is how using I-cont unters are doing it, not including operating ex-

perses of this department,

I am aure that a general discussion on this subject in Tue Entrue and Puntanes would be exceedingly interesting to a great many of your readers and more particularly at this time, when readers and more particularly at the numerous papers are going to 2 cests.

W. F. M.

Journalism Week

BANGOR CHAMBER OF COMMERCE HAMOOR, MAINE

FREEDARY 13, 1917. THE EDFOR AND PUBLISHER:

In his interesting department, "By the Side of the Read," in your issue for February 10,

The McClure Method

our features are sold on individual merit.

thy service may be ordered singly.

Till MEANS:

The greatest possible variety from which

The greatest possible variety from watch chouse.
The submitting of each fasture to your as editorial judgment.
The opportunity to order a budget constitue only of what you want.
A material reduction from individual prices

budgets. Write us for eamples of our Sunday Colored comics, dutly comics, women's fra-tures, bedtime stories, fiction, etc.

The McClure Howepaper Syndicate 120 West 32nd Street, New York City

FOR SALE

Gota High-Speed Straightline Pive Roll Double Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, so, 12, 14, 16, 18 and so page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour.

> Walter Scott & Co. Plainfield, N. J.

We can increase your business—you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York Chy Established a Quarter of a Century Thomas Drefer pays: "It's a pity some of the Rastern schools do not have Journalism Week." I feel it a seemant duty to call Mr. Dreder's attention to the fact that the University of Maine has had two very successful newspaper weeks. In the spring of 1915 the principal speaker was Dr. Talcott Williams, and in 1916 Dan C. Seitz, of the New York World, was the chief drawing catel. These newspaper would have offered refusive and interesting programmes for newspaper men, and have been attended by many of the craft from all over Maine.

W. A. HENNERSY, Secretary.

Anti-Coupon Bill Reported

The Senate Ways and Moons Committee of the Missouri Assembly, now in session at Jefferson City, has reported favorably the Anti-Trading-Stamp bill, placing an almost prohibitive tax on the gross business of all firms giving trading stamps and coupons. This bill is being fought hard by trading-stamp users, but from the very first has been well received by the legislators. It will come up for final decision, it is expected. in the next few days.

The Boston Evening Record

and

The Boston Daily Advertiser

are now represented in the general advertising field by

I. A. Klein

Metropolitan Tower

New York

(I Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

@ Many special representatives who know through years of observation recommend

AD ART SERVICE 212 Press Bldg. Cleveland, O. to all papers on their lists.

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street **SAN FRANCISCO**

CIRCULATION MEN OF NEW ENGLAND MEET

(Continued from page 7)

personal belief that the daily bulletin is a very valuable asset to the circulation promoter. It is a pugnacious reminder to the busy man that such and such a publication exists. It tells where it can be bought and for how much; and, incidentally it is just tantalizing enough to arouse that phase of human nature which we all have in some degree-although attributed largely to womennamely, curiosity.

"Primarily, the bulletin must be well set up and carefully worded; clear, bold type should be used and just enough said about the paper's feature articles to attract attention, arouse curlosity and create interest. If the bulletin succeeds in doing these three things it has proven its worth.

The bulletin also, in my opinion, is thoroughly worth while because of its excellent advertising feature. I believe that although the system of distributing bulletins to newsdealers may detract, to some extent, the interest in the paper-considered broadly-it has worth while features that cannot be lightly overlooked; and in smaller cities where it is obviously more practical than in the larger cities-it should be adopted."

Those present were: J. P. Barry, Journal, Providence; Frank A. Chapman, Tribune, Providence; W. C. Smith, Record, Meriden, Conn.: W. S. Mitchell, Express, Portland, Me.: E. V. Maxson, Sun, Westerly: M. J. Saletra, American and Sun, Lawrence, Mass.; T. J. Moore, and S G. Staples, Journal, Lewiston, Me.; Ray Beach, Republican, Springfield; C. M. Schoffeld, Gazette, Worcester; M. J. Julian, News, Springfield; C. W. Palmer, Call, Woonsocket; Sidney Sibley, Sentinel, Fitchburg, Masa: H. E. Duncan, News, Fitchburg; L. F. Merriman, Republican, Waterbury; L. M. Hammond, jr., Transcript, Boston; Benjamin Madowsky, Globe, Fall River; H. A. Wenige, Post, Worcester; Roger Cristy, Telegram, Worcester: George H. Reynolds, Standard, New Bedford; Edward J. McHugh, Times, New Bedford; F. E. Gazette, Taunton: Victor Johnson. Baxter, Newport News, Newport; D. T. Williams, Transcript, North Adams, H. M. Wheeler, Times, Hartford; P. P. Viets and Roy C. Webster, Courant, Hartford; J. A. McNell, Telegram, Port-

Oakland's Second Ad-Masque

The proceeds from the second annual Ad-Masque, held in the Municipal Auditorium, in Oakland, Cal, on the night of February 14, will be devoted to financing the entertainment features of the annual convention of the Pacific Coast Advertising Men's Association next May. Hundreds of East Bay folk entered the advertising pageant and contest for the liberal cash and merchandise prizes contributed by business men. There was an elaborate programme, with many spectacular features. Dancing continued until 3 A. M.

Received THE Engree and Probbition is WORTH \$3 per wear, the subscription price will be advanced to that rate on March 1, 1917. Necessarily, the \$2 rate will core subscription orders received before that date.

The man who learns from the mistakes of others stumbles over a smaller number of his own.

KOSHER CHICKEN AT Y. M. C. A.

Boston Newsies Have Dinner at Billy Sunday's Expense.

One month before Billy Sunday opened in Boston, Edwin E. Keevin, of the Boston Record, picked twenty-five boys from the English · High School and coached them in general conduct that might be appreciated by the visitors coming to the Tabernacle. These boys were divided into two squads. One squad who got out of school at 12:30 covered the afternoon session. night services were taken care of by the boys who went to school during the afternoon.

Besides selling Records, these boys acted as guides, helped people who fell down on the ice, spread ashes on the walks, and returned articles that they found to the Tabernacle office. Before Mr. Sunday went away he expressed a wish to do something for these boys, and Keevin suggested that he would be glad to carry out anything Sunday wanted done. The last day of his stay here his son, George Sunday, told the Record to go ahead and arrange for the lads to have a dinner at the evangelist's expense. The Young Men's t'hristian Association people agreed to the use of their dining hall and also allowed the have to use Bates Hall, where the Record folks arranged a show for the boys, to which all other junior newsboys were invited. Acts were secured from Keith's the Orpheum, and the Olympia. To this was added a couple of boxing bouts and some moving pictures.

The big feature of the affair was the putting in of telephone connections with Buffalo, to Mr. Sunday's residence, and having him address the boys during their dinner. Mr. Sunday's talk was taken down in shorthand by a newsboy and read to the big newsboy gathering in Bates Hall. The other feature was the serving of Kosher chicken cooked by the Young Men's Christian Association dining department. Undoubtedly this was the first time such a thing was ever done around Boston.

The Record and Keevin, of its circulation department, are being congratulated for the stunt.

Who pays for advertising? Nobody. Advertising pays for itself and provides a surplus of profit to help out other neceasary departments of business. Advertising done well pays everybody and everything it connects with-including its own way.-[Impressions.

THE POITOR AND PUBLISHER'S aubscription rate, after March 1, will be \$3 per year. The \$2 rate stands until that date.

Colorado Springs THE TELEGRAPH

An A. B. C. Paper J. P. McKINNEY & SON

Detroit Chicago New York

QUALITY

circulation is our field. The best class of readers in every town follow our articles every day.

Write or wire for roton,

National Editorial Service, Inc., 225 Fifth Ave., New York.

To Meet in Atlanta June 12, 13, and 14-New Postage Idea Urged.

The officers and directors of the International Circulation Managers' Association have decided on June 12, 13, and 14, as the dates for the annual convention, which is to be held this year at Atlanta, Ga. The entertainment committee is hard at work preparing a programme for the affair. Headquarters will be at the Pledmont Hotel.

Director E. S. Dobson, of the I. C. M. A. is fathering a suggestion for the use of collect return postage, especially on cards. The idea as suggested by Mr. Dobson is one that will appeal particularly to circulation managers. Attention is called to the fact that it is often necessary to circularize a given section and to enclose return postal cards. The postage on these cards is always paid. but in many cases not more than one in five, or even one in ten, is used. This means that the other four or nine cards are always wasted, and are a dead loss to the man sending them out. The suggestion of Mr. Dobson is that these return postals be attached as they are at present, to the sending card, but that they be made a "collect" card instead of a prepaid card; that they be of a kind that can be used, and the postage collected at the receiving end.

The suggestion is not for a general adoption of a "collect" postage, but only to apply in the case of return postals. Attention is called to the fact that most all papers carry on deposit with the postmaster a small sum to cover and care for the short paid mail. The same fund, or a similar one, could be used to insure the payment of the postage

Page and Half-Page Mats

for emergency and regular use. Comic, Fashion, Children's,

Feature

Size and heading to match your issue

The International Syndicate

Peatures for Newspapers Established 1880

Baltimore, Md.

NEWSPAPER prosperity is based on circulation. FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED. Let us cend you complet of our co-ored comics, daily and Sunda pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager at WEST SOTH ST., NEW YORK

FLAGS-MAPS-ATLASES PREMIUMS

Patriotic, Educational, Historic Write today for Samples and Quantity Prices-ACT PROMPTLY DELIVERY GUARANTEED

BLAKE WILLSDEN Previum and Advertising Specialties, 1996 Heyworth Bidg., Chicago

ANNUAL CONVENTION OF I. C. M. A. on such of these "collect" cards as might be used, or they could be collected in the same manner that "postage due" is now collected on a letter.

CLUB TO AID NEWSBOYS

Providence (R. L.) Journal Starts Organization with Laudable Aim.

The Providence Journal Company has formed an organization to be known as the Providence Journal Jumer Association, for the purpose of promoting the welfare, both mental and physical, of the newsbays employed by the publication in Rhode Island.

A ldg rally will be held to-morrow when full details will be discussed and a suitable entertainment provided. The full purpose of the Club, as it will be commonly called, will be explained by J. P. Barry, circulation manager of the Journal.

The initiation fee to the Club will be 10 cents and the dues 5 cents weekly. This money will create a fund for the relief of distressed newsboys. The obligations incurred by the Club in its maintenance will be met by the Journal. There are now about 100 members. The thib will have an advisory board of ten

It is the man who expresses his best in the deing of little things who becomes great.

HE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR **ROCKY MOUNTAIN NEWS** DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

Successful

Mon in every walk of life are all

Romeike's Press Clippings

Among our patrone are professional and business men and women, public person-ages and the leading Benke, Trust Com-panies and Corporations.

Romeike Clippings are an indispensable adjunct to every business. If you have sever used them, write for information and terms to-day,

HENRY ROMEIRE, INC., 108-110 Seventh Ave New York City



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WAR Current History Magazine of The New York Times

Only American Magazine exclu-

sively narrating the Authentic History of the Great War.
All Essential Diplomatic Papers,
Official Utterances and Records;
likewise the Richest Literature by
the most Eminent Authors, Annalists
and Publicists of all the Nations of
the World. 200 pages each issue.
Copiously illustrated. \$3.00 per year.
Issued first of each month. February edition 56,000.

The Vittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philodolphia



"From Press to Home Within the Hour"

its exclusive carrier service ex-ables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the hour." The coormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

> Food Medium of New Jersey

Trenton Times

A. B. C.

2c-12c Per Week

KELLY SMITH COMPANY

220 Firth Avenue NEW YORK

Litton Building CHICAGO

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffalo newspaper the ours its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many res-Many of some tality.

MEMBER A. B. C.

Pornga Advertising Representatives KELLY-SMITH COMPANY

Lytton Build CHICAGO NEW YORK

ATOP O THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

OOKING BACKWARD GIVES ONE a pretty fair idea of how to look forward. Some there are who contend that retrospection is a waste of time, arguing that it is good to "let the dead past bury its dead"-but when a fellow gets a spell of the blues-and we all do that-a look backward to the good old days is a mighty incentive for increased vigor in doing bigger and better things than have ever been done.

This old bunk that everything worth being done has been done is fol-de-rol of the folliest kind. The world is young mighty young, and not only is there more to do to-day than ever before, but it is much easier to do things to-day than it over was before -provided, of course, that what one wants to do is the right thing to do.

Particularly is this true as regards newspaper advertising-retail and department store advertising especially.

The advertiser of fifteen years ago, who at that time was looked upon by his competitors as a pions old hide-hound--non-progressive and too conscientious to be successful, if he were to try the same tactics to-day would be looked upon by to-day's contemporaries as a crazy fool, broken loose, and a fit subject for an asylum and still fifteen years ago the "reformer" was looked upon as a harmless dreamer of dreams.

Many of us who are "in the know," and know all too well the shortcomings of advertising as practiced to-day, look through rose glasses at the Utopia of our dreams, and, visualizing the long, rough, and rugged road between the "now" and the "then," draw a deep breath of despair and say, "It can't be done,"

Just there is the place to turn around and give a slant at the past. Draw your comparisons that way. Realize what it was, and see for yourself what has been done in the past fifteen years toward making advertising what it should be, and you will not have much trouble in finding the smile of confidence the grin of anticipation and the courage of confidence and you will know that better things are in store for you that things are getting better alf the time, and that, somehow, if you do your part, the golden Utopia of your dreams will be reached, and you will live in that Utopia, happy, contented, and glad you made the fight for the right thing.

HOWARD DAVIS NOW WEARS THE TITLE of Advertising Director of the New York American. He has worn pretty nearly every title possible to hung on a man around a new-paper, but, somehow, titles don't seem to mean a lot in Howard Davis's young life.

No matter what he is "officially," in reality he is Howard Davis, general-factotum, chief-cook-and-bottle-washer, final-word, and the possessor of more friends and well-wishers to the square inch than any darned man in the newspaper game

Titles don't fit some people, and, title or no title, Howard Davis is Howard Davis, good fellow and a regular he man and it's a pity he is not twins.

BIG LOCAL ADVERTISERS ARE CONTINUALLY making changes in the papers they nor and various reasons are assigned for such changes, especially

Just now McCreery's are trying to do business without the Globe. McCreery's are reputed to be a bit touchy regarding position, and rumor has it that on several occasions McCreers's have had to chide the Globe for failure to maintain position, and finally have passed it up as a bad job.

Last spring the same thing happened with the World, and the World and McCreery's both suffered for months on account of it.

Gimbel's kept out of the Journal for a long time, rumor says because of a rate argument. Gimbel's contending that they should have as low a rate as Wanamaker had on the same kind of a contract. This was finally fixed up, and shortly afterwards Gimbel's was lost to the World, and is doing lots of business with the Innenal.

Macy's have quit the Suo, refusing, so rumor says, to see the raise in rates which recently went into effect and Wanamaker's cannot reconcile the new rate in the Mail, and are out of that paper.

"Cumulative value" seems to be thrown to the winds quite ruthlessly in many cases and the price-hoosting does not always get by,

R AYMOND SMYTHE, WHO FOR THE PAST few months has been assistant advertising manager of Hahne & Co., Newark, N. J., one of the Claffin stores, has been transferred and promoted to the advertising managership of the Powers Mercantile Company, of Minneapolis, Minn., another store of the same chain. He is going to do things out there, if he has a chance,

He is a knowing sort of a fellow, full of pep and ginger, with lots of good ideas and ability to carry them out, and is, withal, thoroughly likable and up-to-now,

Minneapolie advertising men may be congratulated on getting a new live were in their city.

Third Daily in Richmond, Cal. German News Agency Suspends

The Responding

The Holling of Clark News hearts and The Follow standards of Strongton, are compared after accounts. For some of the concentration of the typical the data to gas all continuous man News Allina we can from New e. Freincal new for three shary York with cost \$4 no mildy, newspapers. has been suspended.

A Newspaper is Graded by Its Mechanical Outfit

High-Speed Goss Sextuple Press to print 48 pages with Speed of 72,000 an Hour on 12 Pages and 36,000 an Hour with 16 pages or more. 10 Mergenthaler Linotypes.

THE NORTHWESTERN OSHKOSH, WIS.

Can you Match it in any Small City in the United States?

> All Philadelphia Records Broken All American Records Broken

by The Evening Telegraph, Philadelphia, la percentage of paid advertising gains, during 1916. The monthly gains made by THE TELEGRAPH.

0 00 2 2000	40 DE 26 D DD -		
Jan.	149	i I July	22.46
Peb.	8.9	Aug.	119%
Mar.	613	Sept.	124%
Apr.	589		140%
Mag	1119		90%
June	919	i Duc.	66%
100%	Filesn-100%	Foir 100%	Treatscorthy.

The . Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kanaas City, Chicago

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Duilding NEW YORK
C. GEORGE ERICANDS.
Marquette Building. CHICAGO

The xov Oper Call

Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN

it. BLY service and goods from those who buy space in THFIR paper. Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

What Others Say-

"The Defeast Press Press is the best puller for classified other thang to the United States, but no new terms of the restore to the control of the estimate forms of the restored vessels as I ment to a wint the million circulation feature. An Advertising Agency. Advictions hims why.

The Detroit Free Press

"Michigan's Greatest Recepspor."

VERREE & / Foreign | CONKLIN | Representatives /

Inspect two cent morning ofrenlation in America.

-111=V1

EXPECTS NEWS PRINT PRICES TO GO LOWER

Jason Rogers, Publisher of the New York Globe, Looks for Manufacturers to Voluntarily Modify Contract Prices, If Conditions Continue to Improve--Thinks Two-cent Papers Justified.

"The print paper situation on the surface remains in almost exactly the same position as when we left the Chicago conference. The two committees, as there arranged, are waiting for the filing of the report by the Federal Trade Commission before meeting and trying to reach some amicable basis of understanding," said Jason Rogers, publisher of the New York Globe, to representative of THE EDITOR AND PUBLISHER.

"Meanwhile, however, it is probable that some very important developments have been going on. I sincerely hope that before very long something big and definite will be produced that will spell relief and more matisfactory relations between the two closely allied in-

PERDICTS LOWER NEWS PRINT PRICES.

"Paper consumption has been materially reduced through forced economies on the part of the publishers generally, to the point where the mills are making more than is required to fill contracts. If this condition is continued for a few months, there should be a marked softening in prices,

difficulties are reported as serious factors by the paper-makers, even at present prices and scaled down apportionments. Within a comparatively few weeks the shows of the winter will have disappeared, and possibly carchortage will have been minimized

"We should all, in the spirit of fairness, concede that the print paper manufacturers are entitled to a price that will cover all their legitimate costs, including depreciation and a liberal but fair manufacturing profit. They must do this if they are going to remain in business to supply us with our paper.

"I am fast coming to the conclusion that our publishers, in accordance with custom in seeking a contract for a full year in advance, practically compelled the manufacturers to provide against any and all contingencies for that period. At a time when demand was beyond all records and costs mounting, it was easy for them to figure a bit too high.

"During the same period, panir among the publishers, who were bound to get the supply they imagined they must have, produced a much larger artificial demand than really existed, which, of course, also helped stiffen prices.

THINKS PHEES MAY BE MODIFIED.

"As conditions improve and the mills get ahead with a safe reserve supply. which through the continued economy by the publishers should be reached by May or June, I look for the manufacturers to voluntarily make a modification in contract prices, if all circumstances warrant it.

"The real bir thing which I think is going to develop out of the suitation In going to be lower print paper prices for the smaller newspapers. The ultiingle elimination of the middle man through group purchasing, which will mean prices as low on pall by big nots, will produce direct benefits, raming into large figures to the smaller newspapers of the country

The little fellows, who having over paying fancy prices exacted by middle-

men, by grouping together and buying in carload lots, will be able to buy as cheaply at the mill as the larger publisher purchasing the same quantity.

"It is going to take time to work out the refinements of such new relations as will be developed, but being a born optimist and knowing what is going on in many quarters. I feel that as soon as conditions return to normal and the mills get on a sound production basis, antisfactory adjustments will produce relief in many directions.

LOOKS FOR TWO-CENT PAPERS.

"Within a very short time, most of the papers in our larger cities will have gone from one to two cents per copy, This will temporarily, at least, reduce consumption still more and automatically make the consumer hear his share of the load.

The advertiser will gladly forego the use of the small reduction in circulation in order to escape further radical increases in rates, which they will have to pay if the newspapers are to stay on a one-cent basis.

"Experience in those cities where the newspapers have increased their prices warms to indicate that aside from the possible elimination of trifling duplication there is little loss. Taking the experience of four cities into consideration, the average temporary loss rang. es from 12 to 15 per cent.

"I sincerely believe that as a war measure for the duration of the tear or until print paper price is back to normal, two-cent newspapers are fully "Increasing costs and manufacturing justified from every standpoint."

Tribute to the Rascovara

On the recent election of Frank James Rascovar and Harry Rascovar as president and vice-president of Albert Frank & Company, the employees presented to each of the gentlemen named a beautiful silver loving cup, suitably en-The cups are gold lined. graved mounted on eliony stands, and contain the sentiment, "A tribute of our most sincere loyalty and good will."

Bill Bars Cigarette Ads

In the Kansas Legislature the House has passed a bill prohibiting the circulation in Kansas of any newspaper containing cigarette advertising. The bill is a companion measure to the one prohibling the circulation of any paper containing liquor advertising.

Education is to the mind what oxygen is to the body-a vital force for progress - Ford Times.

FOR SALE

a firstlammata under this classification, fifteen course per line, each insertion, Count air useds in the line

Fill SABE 3 deck press, prints 4, fl. 8, 10 12, 18, 20, 24 pages, twerbauled and religit The Goss Printing Press to, Change, 18.

First SALE 4 deck press, prints 4, 6, 8, 10 12, v4 16 20 24, 28, 32 pages. Will be over builded and rebuilt. The same Printing Press Co.

LINEITED Madel No. 3, Serial No. 10109, meanwine, assertment of matrices. Fort Wayne, I'm orley Co., Fort Wayne, Ind.

LINGTYPE- Model No. 5, Serial No. 14243, 3 congestion, and moder Cantwell Printing Co. Madison. Wis.

LINGTYPP- Middl No. 1, Serial No. 80 and Model No. 1, Serial No. 8011, with 1 maxime, litters, ejector blades, font of matric for cash machines. Tribune Printing 6 impleston, W. Va.

LINETED Model No. 8 Sectal No. 11080 to the Unities specifical Direct and these Winston Printle Co., Wrester Salem

TINDIVID Three Mode 1 machines we make exceptions of finite imageless and riving New Haven, Corners Corn. New Haven, Corn.

HELP WANTED

Advantionments under this aissembleation, After cents per line, such insertion, Count ats words to the time

HESOMTEH--Live New York State city of 22,000. Must be young men of good appearance with condiderable crimal newspaper reporting experience. Write at once, Lander Republicus, Glucarville, N. Y.

MISCELLANEOUS

Advertisements under this cluseification, fitteen ceuts per line, such insertion. Count sie words to the tine.

BUBLISHER of a pressuring newspaper to a flourishing city in the East desires to sell substantial interest (se cush, to a man under 40 who is capably aspectaved in newspaper numbranesses. The publisher's object to to source a permanent working natures to redistrability of the construction of the generated such although the protection of the generated such although the perturbed of the although the perturbed and although the part Address Milestia Interest, care Editor and Problems.

PI BILINHERN.—We have the right names for poor sample eyer lists. Classified for every kind of publication. Test list of 300 names free. Interest list to earn publisher. Write at once. Moore's Eapert Securice, New Egypt, N J

WANTED to buy or reat a large electric base all score board to be used by a newspaper, insrd must be to good order. Address E. B., a. 10, care Editor and Publisher.

WANTELL A perond hand aquad press taking 7 16 lock plates, page size eight 22 inch type columns professed. Machine munt be in first class condition. Send full particulars as to make, age, factors number of machine and the lowest cush price. State whether there are curved acceptage pieces with it. Address flox P. 3215, care Editor and Publisher.

SITUATIONS WANTED

Advertisements under this cirarifousion, ten-cents per line, each insertion found six words to the Nar. For those uncomplying, not to crewed 50 words, two insertions FREE.

MR. PUBLISHER -Are you satisfied with the

MR. PUBLISHER.—Are you satisfied with the recent recent in roug pressured? If not I can estate von. Beside being a pressuren. I have notice von. Beside being a pressuren. I have intrinsican and executive additive acquired during dittent yeurs nucesan as pressurent superintendent by careful and persistent stands of necespape publishing, particularly occupant in pressurent unangeniest. Want a grad salary as my service will us large dischende Very highest referedews at a character and ability. Address P. X211, care Britter and Publisher.

PINANCIAL AND REAL ESTATE THOR-OUGH NEWSPAPER MAN 31, increpoliting ex-

OUGH NEUWYAREH MAN 33. in tropolitan ex-perience, used jesserice god arthress. Cean cliar-acter and habits, see side with ability to get add habit combines, conjectually to main-tain or establish denurial and set estate sheart-ment on first class discovery Highway references. Address P.3213, cure The Editor and Parlinber.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease

occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Aubrey Harwell

Heary P. Cannon

WHY A BROKER?

In nearly every attestion where nowspaper consolidation is desirable, infelligent usediation is necessary to antifactory results. Let us have the privilege of talking with you in absolute confidence before the conditions have been made more difficult by some leasperfenced unilator.

In recent years we have been respansible for many highly successful consilidations. It is the "only way ont" in swe-crowded fields.

HARWELL & CANNON

Newspaper and Magazine Properties Times Bldg., New York

CIRCULATION MANAGER

In city of only 13,000 population was for ever five years in charge of 18,000 daily, bassing over 13,000 pold in advance attending. Found department in chaos, root assisted and boile it up. Employer writes: 'He is equal to any circulation job in the United States. His melleds are technical, thereasts and accurate. He is tiesteen and uncerating in his work. His personal character is clean and wholesame,' Seeka mild climate and scharzy, not less than \$1,000 Menties No. \$329.

No charge is made to employers for our services. All departments in the publishing, advertising and printing field.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher maintains efficient verus of said correspondents at the an efficient verpe of paid correspondents at the following invertant trade control: Roston, Philadelphia, Betreet, Chestand, Philadelphia, Detreet, Chestand, Philadelphia, Chehmatt, St., Louis, Cileago, Atlanta, Worleans, Dallas, Indianapetis, Wastington, Butt table, and San Francisco. Other correspondent will be added from time to time. Advertisely and newly appearance men will dud a ready market control of a devertising achievements, new texts etc., by addressing the main office, 1117 Westil Building, New York City.

Branch office Ran Francisco, 112 Market St. R. J. Ridwell, manager, 'phone Kearaey 2121, The Editor and Publisher tage contains 672 agate those, 168 on four Columns are 13 picus wide and twelve inches deep.

Advertising Rate to 2Ne no agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classifica-tion will be charged as follows: For fight and Hein Wanted, filters cents a line. Business Op-puriunity and Missellaneous, fifteen cents a line, count ets weeks to the line. For those unon-ploved a fiftweed or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to be bome address. This will insure prompt de-

The Editor and Publisher sells regularly at the a cuts \$2.00 per vear is the United States and Colonial Possassions \$2.00 in 22.00 in 20.00 and and and \$2.00 fareign, and to so sub-cash wish the following news stands:

New York World Buildier, Tritime Buildier, Park Row Buildier, 140 Yessen Street, Manning's Opposite the World Buildier, 33 Park Bow. The Westworth Building, 33 Park Bow. The Westworth Building, Times Building, Perty secured Street and Reconstruct Building, There are the Building, Building, There are the Saloway. Breutswein Building, Twenty sixth Street and Frith Avenue and Mark's, Many's curner, at Thirty fourth 84, on transce.

Ba'timore -- B. K. Edwarts, American Bull ling. Philadriphia- L. G. Rau. 7th and Closelaut rests, Wm. Solel, Bulletin Building News Shird.

Barton Parker House News Stand.

Pitriburgh- Davis Book Shep, 416 Word

Street.
Washington, D. C.—Bert R. Trente, 5-11 Four-teenth, Street, N. W., Rigas Biblig, Newa Stand.
Chicagos, Fusiner's Book Store, 77 N. 1-1-4
Street, Post Office, News Co., Martin, Street, Chip, Lave Greek, 12-1, 1-27 N. 1-1-4
Street, State Office, News Co., Martin, Street, Chip, Lave, Greek, 12-1, News, Month Street, Opposite Post (1998), Salvenier News, et al., 111 Welling Street, Opposite Post (1998), Salvenier News, 111 Welling Street.

Detret - Session New Co., 39 Larret St., W. San Francisco, -H. J. Bidwell Co., 742 Mariand

viblicity. ATION MANAGER desires position with a live up-to-the nilvate duity. Have laid 10 years of method to be supported at a minimum cost. Am 2% years of age 484. a mismber of the literatural tirrulation Mynagers Ass's. Can furnish all references from former employers as to character, results and allitty. If year need a notice mini who is not afraid of work and who wall put his whele energy to the task of building up your circulation department, got in turns with me. Can increase year carrier distribution and the efficiency of year carrier distribution and the efficiency of year carriers by personal supervision. For refereitness address P. 7214, care lidition and Publisher. RDITOR of leading daily in medium sized city wants to make chashe. Kersen newspayer work from its different angles, acasaned as a reper-er and five years on city deek. Experienced as a felegraph editor, good bleas as to make up Not a "has been" but a young man, age up, alving full actisfaction to present position, but desires a greater objectivalis. Address P. 5216 one- Editor and Publisher

COALGERSING SOLICATION and oner welter CVI.3ETSNN: Sell-PTFUL and rang wells "Sa clar't rear by shifter he write compelling and prepare ellimates." Introde," her compelling with Nowspower, Agency or Binson, being in the middle west. I am conduct "to Service decomment of pages and write ways to ord and scher calcumpts—rays that selfs. A stream P. Selft, care Editor and Publisher.

OBITUARY NOTES

JAMES KEATING, former owner and editor of the Wabash Herald, one of the oldest newspapers in Minnesota, is dead. He was a graduate of the Winona (Minn.) State Normal School and was for one term Superintendent of the Wabash county schools,

YARCHINO ICKRIAMI, thirty-six, editor and manager of the Oakland, Cal., branch of the Japanese World, and former well-known editor and publisher of one of the leading newspapers in Tokio, died at his home, in Oakland, on Jantuary 28. Mr. Ickigami was well known to members of the Japanese colony, among whom he had been an active factor during his fifteen years' residence in this country.

L. X. HASTIE, aged sixty-eight, g vetcran newspaper man died at Beaumont, Texas, on January 29. Mr. Hastie was editor of the Chevenne (Wyoming) Leader for many years.

W. O. HEADLER, editor of the Waynesburg (Pa.) Democrat-Messenger, was stricken at his desk, and died in the Waynesburg Hospital.

WILLIAM J. WEYMOUTH, ROWSPAPER man, aged forty-five years, is dead at his home in San Francisco, following an illness of several months. Weymouth went to San Francisco from Eureka twenty years ago.

J. J. HARRINGTON, formerly a San Francisco newspaper man, was killed by an automobile on the State Highway, near San Carlos. He was fifty-five years of age and is survived by a son, aged twenty.

Miss Marris Suzuman, aged 56, a wellknown newspaper and magazine writer. founder of the Hungry Club, died at her apartments in New York city on Pebrunry 9, of Bright's disease, after two months' illness. In a book completed just before her death she related her experiences in "wining and dining with fifteen crowned heads of Europe." funeral was held on Sunday last.

ALPED J. RORKE, former newspaper man of this city, was killed in action on Tuesday "somewhere in France." Rorke, who was about thirty-three years old, worked for a New York news agency. Upon the outbreak of the war he enlisted in the British royal naval reserves.

RENWICK McLano Seems, well-known newspaper man in Hudson and Easex Counties, N. J., died in the Newark City Sanitarium at Caldwell. He was employed on Jersey City and Hoboken papers, and six years ago went to Newark and became attached to the Newark Evening Star. He was thirty-eight years

The funeral of Miss ALETHE MONTOOM-MET. of Medina, N. Y., took place on Feb. rmary 5. It was largely attended. Miss Montgomery was assistant editor of the Medina Daily Journal for the past three

NIZLIE G. LYON, wife of Frederick W. Lyon, editor of the Milford Citizen and formerly editor of the Greenwich News, is dead at her home in Milford, Conn., used forty-one years. She was born in Brooklyn, the daughter of Mr and Mra-John H. Banks.

PHILIP HOUSTON MUSICY, aged Seventy-four, veteran negro i litor, died in St. Louis this week. He had published the St. Louis Advance for the last thirts-five years. Murray published a negro tornal in Washington City shortly aftor the Civil War, where he was a friend and associate of Frederick Douglass He was one of the eathert advances of industrial education for the youth of his National Negro Press Association.

L. Eman Oscoop, for several years a member of the city staff of the Hartford (Conn.) Courant, died on February 9 at North Andover, Mass. The funeral was held at the home of his sister. Miss Grace B. Osgood, North Andover, the burial being in that town.

LEO SOMMERS, for twenty-five years publisher of the Madison (Wis) Madisonian, died Pebruary 4, aged fifty-eight Mr. Sommers was one of the pioneer printers and editors, and was also prominent in the political life of Madison.

W. H. Wosters, founder, publisher, and editor of the Onawa Democrat, is dead of cancer of the stomach at Rochester,

WEDDING BELLS

Henry Bidwell Hale, publisher of the East Hartford Gazette, and Miss Elizaboth Jano Brown were married in St. James Episcopal Church at Winsted. Conn., on February 9 Mr. and Mrs. liale are spending their honeymoon in Porto Rico.

V. E. Buchanan, editor of the Auburn (Ind.) Star, and Miss Ida May Hachet, of Fort Wayne, were married Saturday at Trinity Episcopal Church in Fort Wayne.

W. J. Hill, former publisher of the Hannibal (Mo.) Courser-Post and later business manager of the Alton (Ill.) Times, and Miss Mary L. King were married in Hannibal on February 7

Joe M. Leonard, associate editor of the Gainesville (Texas) Daily Register. and youngest son of Editor J. T. Leonand Miss Phoebe Meyers, of Gainesville, were married at Gainesville on Pebruary 3.

N. Y. Sun Alumni Will Dine

The thirteenth annual dinner of the New York Sun Alumni will be held at the Hotel Martinique on Wednesday evening, February 25. The occasion has been designated "a Selah Merrill Clark night," and every one who knows a story about the former night city editor will have a chance to tell it. Willis Holly, 29 Liberty Street, is secretary of the Association.

Raises Subscription Rates

The Cripple Creek (Col.) Times has raised subscription rates from 65 to 75 cents a month.

To learn a thing thoroughly costs money and time-but, it costs a great deal more if you don't learn.

Get acquainted with TARRYTOWN, N. Y. DAILY NEWS

Circulates in the wealthiest town in the United States

The True News -FIRST-

Always-Accurately

International News Service 238 William St., New York City

race, and was the first president of the TO COMPEL LEGAL ADVERTISING NOW "ADVISOR EXTRAORDINARY"

Texas Bills Also Demand Ad Rates Based Upon Circulation.

At the request of the various newspaper associations in Texas, bilts have been introduced in both Senate and House of the Legislature, requiring the publication in newspapers of recognized circulation of all legal notices such as now are posted, that is, nailed to trees, fences, posts, or in any other public place. These bills also provided that the circulation of a newspaper shall be taken into consideration by county boards of commissioners or others in awarded contract for publication of legal notices, recognizing the principle that a newspaper with 60,000 circulation must charge a higher rate of advertising than a paper with 1,000.

As the Texas law now stands all newspapers are of equal standing as to their hids, and so it always is that the papers with the least circulation get all the legal publication business, and the purposes of the law are not served. The bills that have been introduced have the support of the editors and other newspaper men who are members of the Legislature and their passage seems

Doubles Size of Building

The Atlanta Georgian-American has doubled the size of its plant. are now in this organization 281 emplayers, representing families with more than 1,000 persons. The paper has 3,383 correspondents, newsboys, and agents throughout the Southeast.

You MUST Use the LOS ANGELES EXAMINER

ouver the GREAT SOUTHWEST Sunday Circulation 150,000

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South (October Post Office Rintsment)

Sunday 68,942 Daily 55,365

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

Canadian Press Clippings

The problem of covering the Canadian Pirid is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of interval to tou, printed in orce \$5 per cent of the newspapers and publications of CANATA. We cover every foot of Canada and New foundiant at our bead office.

TATE CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates asserted rates and discounts to 1 rade and Newspapers.

Chicago Examiner Engages Former Covernor Dunne as Special Writer.

The Chicago Examiner has engaged Edward F. Dunne, recently defected for reflection as Governor of Illinois, to write a series of articles in the capacity of "adviser extraordinary to the people of Chleago"

"He will have a regular place in the paper three or four limes a week." the "and say just Examiner announces. what he pleases, whether the editors of the Examiner agree with him or not. He has his own staff of reporters to watch things in Springfield and in Chicago to tell him of what's going on."

Former Gov. Dunne's first articles have dealt with Chicago's subway problem. The Examiner and the Evening American have joined with the Chicago Journal in attacking the recent recommendations of the Chicago Traction and Subway Commission. Besides being Governor, Mr. Dunne has been a Judge and Mayor of Chicago.

Since industry makes life worth living, why not make industry worth?

Crochet and **Embroidery** Lessons

Furnished in mat form, 2-column, 3-column. and 7-column size. Enables you to dress up your page attractively without much cost. Send for proofs today.

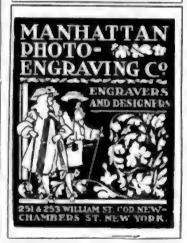
World Color Printing Company R. S. GRABLE, Mgr.

Established 1986 ST. LOUIS, MO.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York



Getting Father Knickerbocker And His Trade

IT IS COMPARATIVELY EASY, if you go about it in the proper way. Any progressive Manufacturer or any National Advertiser who has the right kind of merchandise, and who will tell the people about it, in strong, attractive and persuasive advertisements in these

A	Daily	Force	of	Almo	st Fou	r M	illion
						2,500	10,000
						Lines	Lines
Alb	any Knick	erbocker Pr	ess (N	f)	41,090	.06	.06
Alb	any Knick	erbocker Pi	ress (S	8)	35,144	.06	.06
		le 3c (E)			44.332	.16	.16
		le 3c (Sun-					
		ress-Leader			28,761	.07	.05
		er-Enquires		*	102,568	.14	.12
		er-Enquirer			101.795	.14	.12
					103,303	.15	.15
		ing Leader			7,832	.0193	.015
		sazette (E)			21,549	.04	.035
Glo	versville F	Herald (M)			6.483	.02	.015
Glo	oversville L	æader-Repu	iblican	(E)	5,714	.0143	.0108
Ith:	aca Journa	1 (E)			6,804	.035	.015
Jan	nestown Po	$\operatorname{ost}_{-}(\mathrm{M})$			8,751	.025	.0207
Mi	ddletown 1	Cimes-Press			5,222	.0178	.0107
Mt	. Vernon D	Daily Argus	(E)		6,888	.0214	.015
Ne	wburgh Jo	urnal (E)			5,076	.0107	.0107
Ne	w York Ar	nerican (M)		329.984	.40	.38
Ne	w York Ar	nerican (S)			705,224	.60	-57
Ne	w York Gl	obc (E)			210,994	.28	.27
		erald (M)			1 00 507	1 .40	.40
Ne	w York He	erald (S) .			99,597	1.50	.50
Ne	w York Ev	ening Post	(3c) (E)	20,744	.18	.16
		n (M)			1	1 -39	.36
		n (S)			192,210	1.39	.36
		ın .(É)			171,247	.31	.29
		legram (E)			1 218,463	1.2925	.27
		legram (S)			210,403	1.195	.18
		mes (M).			1		
		mes (S)			340,904	.50	.45
		orld (M) .			398,894		
		orld (S)			390,094	.40	.40
		orld (E) .			404,858	.40	.40
		ion & Adve			39,276	.10	.06
				, -,	3,661,707	6.3120	5.9179
	**						2111

Ratings Government Statements, October, 1916

New York State Newspapers,

can get him and his constantly growing trade.

These Newspapers, with a circulation of almost FOUR MILLION a day, have his confidence, as well as the good-will of his ever-consuming family of TEN MILLION, with over FOURTEEN BILLION DOLLARS tucked away in estates, banks and in their bulging pockets.

Father Knickerbocker is a prodigious spender. His veins are throbbing with life and red blood, made buoyant by out-door air, which he enjoys in his 300,000 automobiles.

He spends on these automobiles vast sums every day.

To automobile tire manufacturers, and to manufacturers of automobile accessories, these New York State Newspapers are the most profitable advertising mediums that can be employed.

Manufacturers and merchants habitually using these New York State Newspapers, do a larger business than any other manufacturers and merchants in any other state in the Union.

The reason is obvious: New York State Newspapers are REAL BUSI-NESS BUILDERS in the state of largest population and greatest wealth.

NEW YORK GLOBE

200,000 a Day

(Member A. B. C.)

200,000 a Day

Looked at from any angle here is an advertising medium essential as part of any advertising campaign to reach the people of New York and vicinity

IF YOUR GOODS COME WITHIN THE FOOD CLASSIFICATION

The Globe stands in a class by itself among the New York daily newspapers for records of achievement in putting goods on the market and into the houses of final consumers. The Globe carries nearly twice as much food advertising as any other New York newspaper.

IF YOUR GOODS COME WITHIN THE WOMEN'S WEARING APPAREL CLASS

The Globe again stands in a class by itself among the New York daily newspapers for records of achievement. The Globe has created big new markets for goods never previously sold in any quantity. It can show many unsolicited testimonials from important concerns you know to prove the point.

IF YOUR GOODS COME IN THE FINANCIAL OR COMMERCIAL CLASS

The Globe again stands in a class by itself among the New York daily newspapers in records of achievement. The Globe shows the largest growth in financial advertising and is daily producing tangible results unique in the history of financial advertising.

The Globe invites you to ask any of its advertisers in your line regarding results it is producing for them. This is not an empty challenge but a constructive suggestion.

CHICAGO Tribune Bldg.

O'MARA & ORMSBEE, Inc. Special Representatives

NEW YORK Brunswick Bldg

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

2.00 a Year Copyright, 1017, by The Editor and Publisher Co. NEW YORK, SATURDAY, FEBRUARY 24, 1917

10 Cents a Copy



A New High Water Mark

The paid circulation of

The Sunday Edition of

The Chicago Tribune

for Sunday, February 18th, was the highest in its history,

702,606



As It Works Out In Richardson's Store

J. C. Richardson keeps the Postoffice and a clean, trim grocery store in Candia Depot, New Hampshire. This is a small station on the Boston and Maine Branch Line from Manchester to Portsmouth, with only a few trains daily.

There are only a dozen houses in Candia Depot. Farming and lumbering are the industries of the neighborhood.

To the customers who come to his store, Mr. Richardson distributes 40 daily newspapers. Many of them go out in baskets of groceries, ordered by telephone, to be ready when the customer calls. Mr. Richardson handles chiefly trade-marked goods which are advertised in the daily newspapers. On his shelves are Postum, Crisco, Grape-Nuts, California Walnuts, Kellogg's Corn Flakes, Campbell's Soups, Salada Tea, Quaker Oats, White House Coffee, Chase & Sanborn's Coffee, Domino Sugar, Del Monte Fruits, Van Camp's Spaghetti, Kellogg's Krumbles, Holbrook's Sauce, Brer Rabbit Molasses, National Biscuit Company products, Royal Baking Powder and many others which have been persistently advertised.

"No use trying to sell goods that are not advertised," said Mr. Richardson, "The advertised kinds sell quicker and no danger of dead stock left on my hands."

The point is this. Candia Depot is typical of rural New England. Forty daily newspapers in one small community, followed by goods advertised in those newspapers.

New England is so compactly settled, so thickly crisscrossed with railroads and electric lines; it has so many cities with good daily newspapers, that even the rural districts are well covered by these newspapers.

To gain good, quick distribution in the best selling territory in America for advertised goods

Advertise in New England Daily Newspapers

thy Poul L. Lewis, Beston!

For the Space Buyer

A gilt-edge list of New England newspapers with rates and circulations.

MASSACHUSETTS.

		Ned		
		Paid .	2,500	10,000
Boston American		reulation 380,281	lines.	lines .40
Boston American	(5)	321,425	.35	.25
Beston Globe (1	(E)	242,457 296,523	.30	.30
Boston Herald-			.28	.26
	(DE)	186,794 5H,921	.16	.135
	-	1483,573	.45	.45
DOMON TON		1320,276	.33	.35
Beston Record	(ED)	35 123	.13	.12
Boston Transcrip	4(E)	30,377	.18	.18
Fait River Herald	4.77	F 505		-08
Pitchburg	(E)	7,595	.03	.02
Sentinel Lynn Item	(E)	5,065 12,227	.024	.0157
Lowell Conrier- Citisen (1	M NC)	17,048	.038	.035
New Bedford Sto:				
& Mercury (ME)	20,774	.04	.04
Pittafield Engle	(80)	12,423	.9897	.0157
	(E)	18,732	.05	
pringfield Repul				
(M) Springfield News (E) 1	18,210	84,082	.00	.06
Springfield				
Republican Springfield Union		17,543	****	.04
(M Worcester	(ES)	30,444	.07	.06
	(E)	25,963	.06	.048
Mass. totals.		578,204 2	2010	B shoots
			F3140A.	u'aiai
Population, 3,	00.J.B	22.		
RH	ODE	ISLAND.		
Pawtacket Times	6 (BC)	22,385	.06	.0323
Providence	4 = 4	***	140	CERTON
Bulletin	(20)	49,455	.00	.00
Providence Journal (36*5)	25,750	.07100	.07*08
Providence			-01.00	- +U-1-UB
	(E)	21,654	-05	.05
Woonsocket Call Reporter	(10)	11,542	.0428	.00MS
Shede laland to	inla,	130,795	.3038	.3710
Population, 56				
	DE A	ENE.		
Hentley C. D.				
Portland Express			.0535	.0375
Population, 76	18,791	T ₀		
	VER	MONT.		
Burlington Free Frees	(36)	9,992	.025	.0170
Population, 36				
- wpm.attom, (8)	1,4003	10		
	- mat e -			
CO	MNE	CTICUT.		
Bridgeport Post-				
Telegram (ME)	32,019	.075	.055
Danhury News	(E)	6,000	.0118	
Hariford				
	MSI	18,976	.06	.04
Hartford Times		25,691	.00	.05
Meriden Journal New Haven Time		4,59T	.025	.0143
Leader	(E)	115,206	.04	.08
New London Day		*9,140	.0255	
New London				
	(M)	3,780	.0086	
Norwich Bulletin		9,203	-04	.618
Norwich Bulletin	14 78)			
Norwich Bulletin Connecticut total	i (201) Em.	123,182		
Norwich Bulletin Connecticut total Population, 1,	i4 24) in. 124,T	125,132 50,	.33%	.2 (33
Norwich Bulletin Connecticut total	i4 24) in. 124,T	125,132 50,	.33%	.2 (33
Norwich Bulletin Connecticut total Population, 1,	i4 24) in. 124,T	125,132 50,	.33%	.2 (33

Rating Gov. statement, October 1, 1916.

A Tribute to The Evening Post

When the Central Federated Labor Union of New York met at the Labor Temple Friday Evening, February 2nd, it passed a resolution which it telegraphed to President Wilson asking that he regard the opinion of only one New York newspaper—The Evening Post—in the crisis with Germany. The Central Federated Union thus joined the many who recognize the absolute independence and fearlessness of The Evening Post, its complete freedom from any control save the conscience of its management, and its ever-present readiness to fight for the interests of the whole people against special privilege everywhere.

The New Hork Evening Post

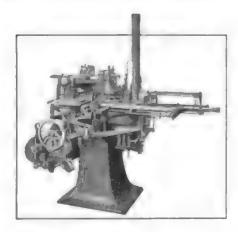
More Than A Newspaper A National Institution

^{*} As reported in The New York Times Saturday February 3rd.

The Non-Distribution System

Increases the capacity of the Ad-Room and enables it to handle the big edition and rush days as easily as the ordinary and dull ones, and

REDUCES THE COST OF AD COMPOSITION



Read What a few Non-Distribution Users Say of the System

"Since adopting the Non-Distribution System, seven months ago, the savings have already been more than the investment."—Columbus (Ohio) Dispatch.

"I feel it is an investment promising large returns."— Tacoma (Wash.) Ledger.

"The Non-Distribution System in the Post composing room is giving complete satisfaction."—Washington (D. C.) Post.

"This million-line increase in advertising in four months has been accommodated in the composing room with a substantial reduction in the cost per page."—Baltimore Sun.

"We have been able to reduce the cost of the printed page about twenty per cent. Much of this is due, of course, to the Non-Distribution of advertising type."—New York World.

"The Monotype System of Non-Distribution has saved us money."- The Boston American.

"In the Star office the Non-Distribution System has proven a revelation—to discontinue it would prove a disaster."—

Montreal Star.

"Non-Distribution is a success with us. There is a saving both in labor and in money."—Chicago (Ill.) Examiner.

"The Non-Distribution System is certainly the most efficient and profitable system offered newspaper publishers since typesetting machines themselves."—Lynn (Mass.) Telegram.

"There can be no question about the economy of any system that enables the compositor to do more work with less effort. The Non-Distribution System does this and more."—Cleveland Plaindealer.

"Non-Distribution is now in full force in this office (news and job) and proving an unqualified success—we do things today we never dreamed of six months ago."—Dubuque (Ia.) Telegraph-Herald.

Non-Distribution is possible only with the Monotype

Lanston Monotype Machine Company, Philadelphia

NEW YORK: World Building Boston: Wentworth Building CHICAGO: Rand-McNally Building TOZONTO: Lumsden Building

THE EDITOR & PUBLISHER

lasued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York, World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer.

Vol. 49 coppright. 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, FEBRUARY 24, 1917

No. 37

WORKING TO RESTORE COMPETITIVE MARKET

Federal Trade Commission, Asked by Group of News Print Manufacturers to Arbitrate and Fix Fair Price for Six Months' Period, Confronted With Many Difficulties—Some Publishers Fear Proposition May Not Lead to Solution of Problem As a Whole—Price Fixed, If Plan Goes Through, May Vary from \$2.50 to \$2.75.

(Special to Tell Entrol and Publishmen.)

WASHINGTO : February 33.-The paper committee of the American Newspaper Publishers Association appeared before the Federal Trade Commission this morning to state its position with reference to the proposal of a number of news print manufacturers that the Commission set the price of news print for the ensuing six months. The committee appeared for the purpose of presenting their authority to act for the American Newspaper Publishers Association, and in an effort to chtain a fair and reasonable price for print paper for manufacturers and publishers. It was stated that no others than those who were present were authorized to speak for the Association. The Commission made it plain that it would cooperate to the fullest extent with publishers and manufacturers, and appreetated the spirit in which the paper committee presented its case. The members of the committee are apparently well pleased with the result of their conference with the Commission. Immediately after the publishers left, a conference with the manufacturers was Telegrams have been sent by the Commission to more than one hundred publishers, asking them to be present Monday to discuss the matter. The publishers were selected from among those who are the largest purchasers of news print. Some of the members of the paper committee of the A. N. P. A. will remain over in Washington possibly all of next week. It is understood that Federal inquiry now being made into the news print situation will b continued.

especial to This Rigida and Publishes.)

Washington, February 22.—Publishers are not all of one mind as to the results that will follow from the offer of a number of news print manufacturers to permit the Federal Trade Commission to fix the price of print paper for the next six months. Such action, if concurred in by the Commission—some believe, will not result in restoring free competition. It may temporarily reduce the price, at the mill, to somewhere between \$2.50 and \$2.65 per 100 pounds, without extending the benefit into the future.

The question of price is a stumbling block. There are publishers, and they constitute a large number, who view the proposition of the manufacturers coldly.

WHAT PUBLISHERS YEAR.

White a number of publishers like the idea, there are others who are doubtful

of the results that will follow from such a plan, if it is put into effect. If the Commission, acting as a board of arbitration, should fix on \$255 a hundred pounds, they point out, the manufacturers will in effect have Government sanction for that price in the future, regardless of how low the cost of manufacturing news print may drop. Some of them profess to believe that this is a part of the plan the manufacturers have in mind.

The other group, however, declare that there will be no danger on this scarre, for the Commission will so condition the manufacturers, that it will be impossible for them to enter into any combination in restraint of trade, a charge which a Federal grand Jury is now investigating in New York city. The publishers who favor the plan declare that the Federal Trade Commission will be clothed, at no distant day, with the power to fix prices if extortion is practiced, not only by news print manufacturers, but by manufacturers in all lines.

NO AGREEMENT UNTIL NEXT WEEK.

One thing is certain. No agreement can be reached before next week. If the Commission, acting as a board of arbitration, comes to an agreement with the manufacturers, or any portion of them, the next step will be to call to Washington publishers who have contracted with the news print makers, to make them parties to the agreement:

The following telegram has been sent by the Federal Trade Commission to publishers throughout the country:

"Washingron, D. C., Feb. 22, 1917.

"This Commission has been requested by certain manufacturers of news print twier, including one of more from whom you purchase, to fix and determine what would be fair and reasonable price during six months commencing March I and ending September 1 this year, with understanding that those contract purchasers who file their written consent to take their necessary requirements only at price so named shall receive benefit of such readjustment of price. You are requested to appear before Commission on Monday, February 26, at 11 A. M., and present your views in this matter before any action is taken by Commission. Answer.

"FROMBAL TRADE COMMERSION."

The general impression seems to be that out of the conferences some good will come. It is the belief that the hardships of publishers, large and small, will be minimized for six months, at least. The grand jury inquiry in New York will be continued, and the investigation of the charges that there has been a conspiracy in restraint of trade will be probed to the bottom.

NO DEFENITE PLANS YET.

It can be stated that no definite plan has been worked out for the fixing of the price of news print by the Federal Trade Commission. Manufacturers representing something like 30 per cent. of the tonnage of the Continent have made a proposition to the Federal Trade Commission that that body set the price, lassed on its investigation of costs.

The Federal Trade Commission has not accepted the offer as yet. It is investigating. It is said, however, that a larger percentage of the manufacturers will have to agree to the proposal before such a plan would be feasible.

PRICE OURSTION IS PUZZIANO.

The setting of a flat price is recognized as almost impossible, on account of the varying cost of making paper in the different mills of the continent. In some quarters, but from whence the rumor emanates no one seems to know, it has been stated that, if the Commission accepts the plan, it will authorize a price of not to exceed one-half cent pound in excess of the amount charged on last year's contracts, the price to be for paper delivered on board the cars at the mill, at which point publishers will take title to it. On the other hand, there are those who believe that a maximum price, above which manufacturers should not go, will be fixed. Holled down, however, it may be stated that the Commission has made no decision. The general price discussed is in the neighborhood of \$2.50 or \$2.65 per hundred pounds.

The restoration of competitive conditions in the news print manufacturing trade is the problem which the Federal Trade Commission is endeavoring to solve. The proposition of a group of paper makers representing about 40 or 45 per cent of the tonnage produced by the News Print Manufacturers' Association, and possibly 30 per cent, of the tunnage of the continent, that the Commission set the price at which print paper shall be sold from March 1 to September 1, will from present indications go through. This proposition involves the fixing of the price of white paper by the Commission for a term of six months.

THE QUERTION OF PRICE.

Just what the price would be it is

not possible to state. The Commission has reached no decision and will not until it discusses the matter further with manufacturers who arrived in Washington Friday. It is understood that the manufacturers want to make the price 3 cents, and publishers insist that it should not be more than \$2.50 and hundred pounds at the mill. Some believe that \$2.75 would be a fair price, but the quotation most frequently heard is that of \$2.60 a hundred pounds. Some place it as low as \$2.50 and a number believe that \$2.65 would be fair.

PLAT BATH ALMONT IMPOSSEBLE.

No flat rate, however, seems to be possible, on account of the fact that some mills make paper at a lower price than others, due to capitalization, or the nature and character of the plants. The ideal method of working out a price, it is said, would be to strike an average of the costs of manufacture. That done, a fair selling quotation could be named, and the burden could be distributed or equalized with justice to The restoration of competitive conditions would bring each mill into the market on its own hards of costs-that is the cost per ton per day of production, which in some cases is more than twice the amount in other well halanced plants.

DEPTECTATES PRINCHTED.

Other difficulties are presented in the matter of putting through the proposal of a group of the manufacturers to the Federal Trade Commission. In the event of some mills refusing to go into such an agreement, one paper in a city would be paying the present price of not less than \$3.10 a hundred pounds for news print at the mill, while others, in the same town would be enjoying a rate of a half cent a pound less from those who permit the Federal Trade Commission to fix the price—assuming that it does set the price for the coming six months.

On the other hand, there is the question of distribution. It may be, if the plan goes through, that some method of redistribution may be necessary, such as shipping paper from mills closest to the point of consumption, a practice that is not always followed at the present time.

BRINGING COSTS DOWN TO DATE.

Recently agents of the Federal Trade Commission have been making another survey of the mills of the country, in

(Cartinued on page \$)

YIELD TO GOVERNMENT

Settlement of Details of Agreement Will Soon Be Made Two and One-Half Cents Rate Experted No More News Print Export Except by License - Wide Powers of Minister of Customs.

Temonto, February 20.-Following last Wednesday's conference between Finunce Minister Sir Thomas White, and the paper manufacturers, it was annonneed that a mettlement of the news print difficulty had practically been arrived at. The manufacturers were given another week to straighten out details and this week they are to go to Ottawa again to bring the matter to a conclusion. What has evidently brought them to thus was the passing on February 7 last of Orders in Council giving the Minister of Customs power to permit export only under license, and to commander and fix the price of news print paper to publishers. These orders, as threats, proved effective, and, coupled with developments in the United States. have induced the manufacturers to recesie from the position they have held since the controversy started. That 2% cents will be the price agreed upon is the general belief.

Announcement was made to-day at Ottawa that no Canadian-made news print paper will in future be permitted to be exported except by license under regulations by the Minister of Customs, who has also been empowered by Order in Council to fix both price and quantity of paper to be furnished by Canadian publishers, it was announced to-day.

The following are the regulations respecting the price, sale, control, storage, distribution, and transport of news print paper in sheets or rolls which have been enacted by Order in Council:

"To insure to publishers of Canadian newspapers an adequate supply of news print paper at reasonable prices, the exportation of news print paper in sheets or rolls shall be permitted only to license under regulations by the Minister of Customs.

The Minister of Customs is bereby authorized and empowered to fix the quantity and price of news print paper to be furnished by the manufacturers to the publishers in Canada.

"The Minister of Customs is further authorized to make such orders as he may deem necessary or advisable.

"Any person who contravenes or falls to observe any of the provisions of this Order in Council or any regulation or usier made theseunder shall be guilty of an indictable offence and liable, upon indictment, to a fine not exceeding \$5,000, or to imprisonment for any term not exceeding three years, or to both fine and imprisonment as specified."

Editors' Four Days' Session

Newspaper workers from all over Texas enthered at the linisersity of Texas on February 20 to spend four days in the study of practical newspator problems, under the direction of the faculty of the University School of Journalism. The programme was arranged under the direction of Dean Will H. Mayes. The occasion was the second annual Newspaper Week conducted by the University School of Journalism. The Texas Women's Press Association was in session in Austin at the same time, and the women editors and rolllishers took advantage of the opportunity afforded to study practical newspaper problems

It gots the most out of life who puts to est into it.

CANADIAN PAPER MILLS NEWS PRINT PAPER MANUFACTURERS WILLING TO HAVE FEDERAL COMMISSION FIX PRICE

Remarkable Proposition Made by Will Men to Determine Reasonable Waxt were Floure for Six Months Beginning March 1, 1917 - Lower Prices and More Equitable Instribution Also Voluntarity Prantsoil -Full Text of Resolutions Looking to Relief of Intulreable Situation,

WHE principal news print paper manufacturers of the American Continent on February 16 made the remarkable proposition that the Federal Trade Commission shall arbitrate and determine a fair and reasonable maximum price for paper from March 1, 1917, to September 1, 1917

The offer, with its promise of lower prices and more equitable distribution not only means the saving of millions to the great publishers of the country. but averts the absolute ruin that now threatens hundreds of the smaller publishers

The proposition is the outcome of the news print paper investigation that the Federal Trade Commission has been conducting for the last eight months As a result of public hearings and the work of economists, accounts, and field experts, the Commission arrived at the conclusion that the paper shortage was largely artificial, that prices were exterionate, and that free competition had conned to exist.

It was the evidence procured by the Commission, and turned over to the Attorney-General, that led to the recent preparations for criminal prosecution by the Department of Justice.

For the last two months the Commission has been secking specify relief from an intolerable situation by means of conferences between publishers and manufacturers, but a deadlock was the only result. Determining upon decisive measures, the Federal Trade Commission employed Francis J. Heney, of Califormia, to assist the Commission in securing instant action and relief. It is through conferences between Mr. Heney, on the one hand, and the manufacturers and their attorneys on the other, that the proposition has been made to put the whole matter up to the Federal Trade Commission,

This was the proposition suggested by the publishers January 27 at a Chicago conference and refused at that time by the manufacturers. Once consinced of the Commission's determination, as well as impressed by its presentation of the evils and perils of the situation, the manufacturers made the submission in a spirit of fairness and cooperation.

PRINCIPAL PRATERIES OF OFFICE

The principal features of the offer are:

WHEREAS, Among nemofacturers and publishers, there are differences of opinion regarding the increase, since January, 1916 in the cost of production of news print paper in the United States, and regarding the increased prices to which manufacturers are entitled for news print paper sold for use in the United States for the six months' period beginning March 1, 1917, taking into consideration the increase in their cost of production and other conditions affecting such manufacturers;

AND WHEREAS. The undersigned manufacturers are desirous of cooperating in any plan that may be approved by the Federal Trade Commission, providing for a more effective distribution of news print paper among the smaller publishers:

AND WHEREAS. The undersigned manufacturers are desirous of submitting these matters to the arbitrament of the Federal Trade Commission;

NOW, THEREFORE, Each of the undersigned does hereby request the Federal Trade Commission to find, fix, and determine forthwith:

(a) The probable or estimated increased cost of production of standard news print paper in the United States during the period of time commencing March 1, 1917, and ending September 1, 1917, over the cost of production of news print paper in the United States during the year 1916.

(b) What price per hundred pounds at the mill would be a fair and reasonable price for the sale of such paper for use in the United States during the aforesald period of time, from March 1, 1917, to September 1, 1917, taking into consideration such increased cost of production and other conditions affecting respective manufacturers which the Commission may deem pertinent at this

It is agreed by the manufacturers that they will carry out all existing contracts even if at prices lower than those fixed by the Commission and that with respect to contracts which are for higher prices reductions will be made Further important clauses in the proposition are these

And each of the understaned dies hereby agree that it will, so far as lie in the power, limit each contract pairchaser to his necessary regat colorist only, and sell to its customers respectively who have no contracts sellice at paper to meet their necessary resumments only, during said period of time, of a peacnot in excess of the amount found, fixed, and determined by the Federal Trade. Commission to be a fur and reasonable maximum price on such paper.

WILL COOPERATE WITH COMMISSION.

And the understanted does also agree and bind itself to consecute with the Federal Trade Commission in carrying out any plan approved by the Commission to bring about the distribution of news print paper for the purpose of securing prompt and effective relief to the small publishers of the United States and which will enable such small profishers through cooperative lowing to some their news print paper at practically the same place as that which be for inunder to be enjoyed by the larger publishers, due provision being made for any additional cost of distribution. New publishers she had be charged men that and maximum price so forced fixed, and determined by the Federal Track Corn on during said period of time

And exact of the tamber sky od, while not a function, but on the contract axpresely denying that any law has been violeted by it been extend so be on agree that the Federal Trade Commission is is it a finds it necessary of all visable, proceed forthwith to make recommendations for the traverstment of

NEWS PRINT STOCK LESS

Slump in Production and Increase in Shipments During January.

Despite the condition of the print paper market, and despite the fact that January generally shows a slump in production and in shipments, the month of January, 1917, showed a great increase both in production and in shipments over the same month in 1916,

The production of news print paper for the month of January, 1917, was 137,998 tons, which is 7,622 tons more than for the corresponding month of 1916, and is 91.2 per cent, of the maximum production. The average is almost 100 tons a day more. In addition this figure for January production is larger than any month in 1916, excepting only May and June. The shipments for the same month (January, 1917) agaregated 144,585 tons, as against 126,-104 tons for the same month in 1916 These figures are also larger than any shipments in one month in 1916, exceptmx only June and November.

The total stocks of news print on hand at all points February 1 were only 43,332 tons, as against 49,401 tons at the end of December, a drop of 6,069 tons. This is the lowest point that mill stocks have reached in the history of the industry.

The above figures are taken from the report of George F. Steele, secretary of the News Print Manufacturers' ciation, and covers both United States and Canadian mills. Of the total for January, 1917, Canadian mills furnished 47,667 tons and United States mills 90,-331 tons. The Canadian mills shipped 51,851 tons, and the United States mills 92.734; these totals are substantial increases over January, 1916.

Ads on Flag Forbidden

Congress has passed a law probliniting the use of the American flog for advertising purposes. This law, of entirse, only applies to the District of Columbia, and to the Territories of the United States.

The story so written that it is susceptible of but one meaning, is never misunderstood.

its business in order that it may maintain its organization, management, and conduct of business in accordance with las w.

The proposition which has been taken under advisement by the Federal Trade Commission is and by Government officials to mark a new era in American life. The Commission was created to provide an expert body for scientific and economic adjustment rather than prosscution in order that the public might not be compelled to walt and suffer for relief during the slower processes of the criminal law.

The offer of the news print manufacturers is the first practical recognition of the new idea by American business men. Official Washington is amazed at the completeness of the Commission's accomplishment, and already there is a behef that the action of the paper manufacturers will be followed by other groups that have been charged with monopoly and extertion

If the Commission accepts the offer, It is in a position by nasen of facts gathered in the last each mouths to make its desirion of ore March 1. This done, a first step line been taken for the establishment of annual relations hes tween publishers and manufacturers. emons while on eye lifting the formal fractal secstant and the public interest safeand the at every point. -431 Ma

CALLOWAY AND MOORE

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NEWSPAPER MAKERS AT WORK



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EDITORIAL OPINION OF NEWS PRINT SITUATION

Papers Generally Espress View that Federal Trade Convenience Has Accomplished Something Worth While in the Interests of Arbitration and of a Fair Bank All.

Herewith are presented nome of the editorial expressions of well-known data newspapers as to the findings of the Poderel Trade Controlssion after its long investigation of controlssion in the arms point people industry.

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nerved the freedom of the American press.
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to determine a price that will be fairall around it will corn laurele for meets and the general vender will be talkwell that code well."

NEW TORK WORLD.

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manage as sent 20 Coogle

TRADE COMMISSION WORKING TO RESTORE

COMPETITIVE MARKET FOR NEWS PRINT (Continued from page 5) order to arrive at the present approach different mills of the country. These in said, in a few days, in order that the report to Congress before its adjournment, the desire being to complete the work, and point out at the same time which.

The magnifurneess who have made



Joseph E. Davins.

Joseph E. Derme, of Wisconsin, forhas practically the same powers exas the Interstate Commerce Commisglob has ever the railroads. It constate menually, and a secretary at \$5,000. in the future, and so bedge the manuwill be impossible for them to do again what was done test year. It is asserted phortage in news print that has been

White continuers generally are agreeable to accepting a reduction in price

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machines on news print to supply the "The whole tiers" said one reciliater this end. Not enty that, but that the



Was R Power. Was, H. Passy, of Seattle, Work In 1899 by lecome a Seattle new-paper man, and was later elected this then troller later be became connected tieship Nebesska. As president of a conducted the fight to put

save to publishers during the next six porting they can, something like \$10,-With competition between the mile, the of the price. We admit that there has leen an increase in manufacturing costs, want the price revised. The maguingfaith by letting the Commission set the

WANT CONTRACTS DATED BACK. In this respect it may be said that there are a number of publishers who believe that any offer made by the may not date back to January 1, gir-

order to make effective the offer wx counts, the consent of a sufficient number of Canadian monadacturers



Wm. J. Barner.

Witness J. Harms, of Atlanta, Go., was in Washington Mr. Harris Is a has had much experience in hardling

it is said that in the end a extracen-

print is not so prest as it was, while Carada. New the entred is approxiped to a very small amount. The touis new available for allipment to this country, while the Canadian consumpmakes available for shipment to the ream of 1,750 tons daily-as against

On the other hand, three has been an amount to about 2,000 tons daily. Just polped into different grades of paper le making of a mureler of paper articles.

Attacnes General took the matter up is restraint of trade, and to what on

PUBLISHER SOUNDS WARNING Sees Danger in Proposed Plan to Arbi-

teste News Print Prices. A peribodor who has aree to close

"Judging from press depatches, I should say that accompany would be certainly not sound in proposels and to

MAY BE COMPELLED TO PAY CANADIAN PRICES

President Rosebush, of the Patter Paper Company, Tells Chicago Bankers He Thinks American Publishers Face Prospect of Buying in Dominion at Monopolistic Figures.

That publishers in the United States are facing the prospect of being forced to pay monopoly prices to Canadian manufacturers after the war is the conclusion of Judson G. Rosebush, president of the Patten Paner Company Ltd. of Appleton, Wis.

In an address last Saturday night before the Bankers' Club of Chicago, Mr. Rosebush referred to the alleged "influence" of the publishers with Congress, and then said:

"Whether this particular Congressional campaign will ultimately prove a success to the publishers is even yet uncertain, as the question of the ruling price for print paper after the war may be largely influenced by the strength of the recently formed Canadian Association of Export Print Paper Manufacturers. Since the frontier mills have heretofore controlled the price of print paper, it is easy to see that a strong Canadian association, which would be essentially removed from the operation of the Sherman Anti-Trust act may resuit not alone in stable prices for print paper, but also in prices that contain an element of monopoly value."

Mr. Rosebush's address, which had for its subject "A Cycle of Paper Prices," was regarded in many ways as a remarkably frank analysis of the present situation from the paper manufacturer's point of view. He concedes that the high prices of news print do not correspond to the cost of production in the big mills, but, rather, to an economic condition which makes the smaller mills "pivotal."

LOUKING INTO THE FUTURE.

In concluding his speech, Mr. Rose-

"While to-day the paper industry of the United States is enjoying the prevalent prosperity, and there apparently exist no signs of an immediate let down, It would be a most grievous mistake to assume that the full force of frontier paper mill competition has permanently ment itself on the older paper making sections of this country. On the contrary, the truer and wider view is that when heave returns, when demand slackens, and when paper stocks increase, the frontier mills will again bocome the pivotal mills, again endeavor to complete the capture of the print market, and while doing that, or even before, also turn their attention generally to book and wrapping paper and thus re-introduce on those grades that competition with the mills in the older sections of the country which has so recently existed as to print paper.

"Once again, then as theretofore, the pulicy of the older companies will necessarily be to turn from ordinary book and low grade wrappers to papers in which raw wood and immense water power play less and less importance in the fixing of total mill costs. and in which skill, intelligence, and quality are larger factors in the making of the finished product.

"While this is not a pleasant prospect for the older companies to contemplate they at any rate clearly see that their whole movement must constantly be away from print paper in the direction of higher grades. If they pursue this policy with the same diligence as they LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHEN THE COPY-READER BUMPED INTO THE MANAGING EDITOR, WHILE SNEAK-ING IN LATE THROUGH THE BACK STAIRWAY WITH HIS HAT AND COAT OVY, TO MAKE BELIEVE HE HAD BEEN ON THE JOB EARLY.

their properties, like the cotton mill properties of old England, should not be able to hold their own as against mills which are located in newer manufacturing districts close to the source of the raw materials.

WISCUNSIN GETTING BEADY.

"t'onerious of the struggle which may be ahead of them, paper manufacturers. in Wisconsin at least, are using wisely their present carnings. There has been a marked reduction in their bills payable and bonds; there has been some realignment of mill ownership, in order to promote the integration of individual companies; there has been but little new construction, because the present conditions are considered epheneral; there has been a steady attempt to spectalize on grades farthest removed from

have since 1903, there is no reason why frontier competition; also, I am giad to say some paper mill money has been put into foreign secured bonds partly for investment and partly also for the purpose of doing a bit to conserve ultimately this country's credit abroad and its present stock of gold at home."

Ad Show Was Big Success

The Advertisers' Show, recently held under the auspices of the Milwaukee Advertisers' Club, in the Auditorium, Milwaukee's largest building, netted the Ad Club more than \$1,000. The first ad show was held a year ago. Three rooms in the First National Bank Building were used for the display, and the pub-He showed considerable interest. The club is already at work on plans for next year's exhibit, and will try to double the number of exhibitors.

THE EDITOR & PUBLISHER

ANNOUNCES

ITS NEW SUBSCRIPTION RATES

(Effective March 1, 1917)

Domestic Canadian Foreign \$3,00 per Year \$3,50 per Year \$4,00 per Year

H. C. HANNA EXPLAINS

Tells Ohio Publishers Cost of Paners making Governs Price.

Eighty-two publishers of country newspapers in Ohio attended the twenty-first annual midwinter meeting of the Buckeye Press Association, held in Marion, O., on February 15 and 16.

The consensus of opinion, as indicated by the addresses delivered and the papers read by the different publishers, reflected the words of W. J. Mortal, editor of the Somerset. Press, and president of the Association. when in his annual address he said:

"The time is at hand when print paper and all of the materials used in newspaper-making will have increased in cost so much that all of us as publishers of weekly newspapers must increase our subscription price and raise our advertising rates or else go out of business." The Association went on record as opposed to the newspaper which sells for one dollar a year. An appeal was made to the 200 members of the organization to raise subscription rates to at least \$1.50 a year.

On Thursday afternoon H. C. Hanna, of the Central Ohio Paper Co., read a paper on "Why We Charge So Much for Print Paper." Mr. Hanna's answer was: "Because it costs us so much."

Carl A. Jettinger, editor and publisher of the Delphos Herald, spoke on job printing prices, and George H. Speck, publisher of the Pemberville Leader, followed with a talk on "Raising Nubscription Rates."

Thursday evening the members of the Association were the guests of the Marion Chamber of Commerce at the Marlon Theatre.

Friday morning's session opened with shop talk led by E. Benjamin Yale, publisher of the Waynesfield Chronicle. Mr. Yale emphasized the value of an efficient cost system in a country shop. S. F. Smith, publisher of the Pomeroy Leader, read a paper on "Foreign Advertising-How to Get and How to Make It Pay." Joseph S. Myers, head of the department of journalism of the Obio State University, spoke on "The Rela-tion of the Ohio School of Journalism to the Country Publisher." Mr. Myers told the publishers that he believed they did not pay enough attention to the editorial side of their business. CR Huntress, secretary of the Marion Chamber of Commerce, declared that a newspaper could make or break a Chamber of Commerce or anything else.

SECOND PULP MILL BILL

Parific Coast States Seek to Have Federal Paper Plant.

Representative Baker, of California, has introduced in the House at Washington a bill authorizing the Public Printer to provide a pulp and paper mill or mills for the manufacture of print paper for the Government, and for other purposes.

The bill appropriates \$1,000,000 for the project, provides that such mill or milis have a daily capacity of not less than fifty tons of paper, and be located in a Pacific Coast State. If the Un.ted States owns no suitable site, such site shall be acquired by purchase.

The bill further provides for cooperation between the Public Printer, the Secretary of Agriculture, and the Secretary of the Interior for the obtaining of lands, woods, materials, etc., and that surplus products shall be sold by the Public Printer at not less than cost. under such regulations as he may proscribe.

This is the second bill introduced on the subject, the first being that of Rep. resentative Tavenner, of Illinois.

TWO-CENT NEWSPAPERS IN PITTSBURGH SOLVE SERIOUS PROBLEMS OF PUBLISHERS

Representative of THE EDITOR AND PUBLISHER Finds That Big Advertisers Fully Approve of Higher Priced Papers, That Readers Generally Pay Extra Penny Without Protest, and That Small Losses in Circulation Have Been Practically Recovered.

N Pittsburgh, not only the publisher but the advertisers agree that the raise in price of the evening and Sunday newspapers was a wise move. Not only are they well satisfied, but an interview with five suburban news dealers by the correspondent of THE EDITOR AND PUBLISHER discloses two more mitinfied parties-the newsdealers and the suburban buyers of newspapers.

"I wonder if they could tell if the advertiser and the public weren't pleased?" was the query addressed to the correspondent by a news-writer after reading the Philadelphia view of the twocent price of papers. "But the advertiser could and no doubt would tell a good story about the effect of the raise of the price." So in Pittsburgh, without the knowledge of the publishers, the biggest space buyers were the first persons asked to give their opinions of the increased rates.

VIEWS OF RHI ADVERTISIES.

"Kaufmann's, the Big Store," are perhaps the largest buyers of newspaper space in the country. Edgar T. Adams. manager of advertising, had no heattancy in saying that he thought the raise in price was entirely justifiable. Furthermore, he believed that "the reader, not the advertiser, should be asked to pay the increased cost of paper."

Miss Grace C. Hansen, advertising manager of McCreery & Co., was of the same opinion. "To pay two cents for a paper makes a reader appreciate it more I think the reader will be a more careful reader of one paper from cover to cover at the two-cent rate. Of course, we all know that duplication of circulation will be cut to a minimum. I have no records of the results or of any benefits or otherwise that came to us as advertisers, but I do think that this time it was the public who had a right to meet the increased costs, and we are satisfied."

J. T. McCandless, vice-president of Boggs & Buhl's, watched the results from observing his employees. In this large store the concession to sell papers to employees has been given to one man, who stands at the door each evening and hands the papers to employees as they pass out on their way This was done to prevent the home. newshoys from causing confusion in the store by the delivery of papers before closing hours.

"Most of our employees, almost all of them, buy only one paper. There was no lessening of sales when the twocent rate went into effect. From inquiry and observation I learn that they take the same papers as formerly, and have said little about the new price.

Why shouldn't good papers sell at two cents? The Cincinnati Inquirer gets five cents, as other papers do in the South and West I can readily apprestate the fact that this was the only practical move for the publishers to make."

TAKE OF TO MORRE CARS OF L. BEATING.

D. A. Garber, advertising manager of the same firm, says he has heard argrims hits pro and con, and has been deeply interested in all sides of the question "I am agreed, however, that the public should pay two cents for their naper with the increased cost of production facing the publishers. If there is a lessening of circulation, due to a person taking one or two instead of three or four papers, no doubt this is offset by careful reading of a few papers instead of careless reading of all. It is a bit unhandy to break into a dime to buy a six-cent Sunday paper, but I suppose, like everything else, the public will soon get used to it. I know men who used to buy four papers daily to get the different stock quotations. Even these buyers of stock now are not buying four dailies. They buy two, and while it is inconvenient, they seem to make the best of it."

Bert L. Traub, advertising manager of the Kaufmann & Baer Company, says: "In all the stores of this city people are buying liberally at increased prices. All stores had to raise their prices, owing to the conditions of limited merchandise and limited and highpriced labor. It is quite natural that newspaper publishers should have increased their rates. In Pittsburgh our store advertises in every morning and evening paper, so with this method the careful reader of one paper benefits us more than the careless reader of two or three papers. But if we were not using all the papers, this possible curtailment of circulation would affect us and work a hardship."

At Rosenbaum's Department Store. Alden Webster Adams, advertising manager, was even more enthusiastic about the prosperity existing in the entire Pittsburgh district. "Everybody but the salaried man and woman are geiting wages two and three times greater than ever before. The people getting wages in this district are very many, and so a small thing like a cent increase in the price of their paper, at this time, is not taken very seriously. Certainly it has made no difference in the mie of our advertised merchandise, for our store has done an enormous business all year and there has been no decrease from any circulation losses,

ERRAINING SMALL CIRCULATION LOSSIN.

A. K. Oliver, secretary, of the Chronicle-Telegraph and Gazette-Times, says the expected drop in circulation did not materialize to the extent they had thought it might. "We are glad we made the price two cents, and we figure that we always had a paper of the two-cent standard. At most our circulation on the Chronicle-Telegraph dropps d 10 per cent at first, and it is coming back. We fleure if you give the public a good paper they are willing to pick out that paper at the two-cent rate and read it carefully. It is not practical to print papers at a loss as we were doing

'At the six and Sunday sale price the Gazette-Times dropped only 1 pet cent in circulation, and here, too, we and we are regaining it. The rotogravitre section which we have dropped did not linns a word of complaint from our readers. Although we were already in eight-column paper, the charges in makenp in very satisfictory as far as gency from 13 cm to 1.1g cm are conarened."

A. E. Braun, vice-president and manager of the Pittsburgh Post and Sun. mays the loss in circulation was small.

"December is, of course, a poor month for circulation, but even this did not produce a decrease in sales to the extent that we thought the increased price at that time of the year would do.

"The changes in the typographical makeup were good. We saved 4 per cent. on our paper by making them. We have dropped the magazine section and have had no complaints, which seems to prove that readers are interested in good news Items. We covered the increased cost of news print with the advance."

TWO-CENT CIRCULATION MORE VALUABLE.

T. R Williams, business manager of the Pittsburgh Press, a paper that has made world-record advertising scores many times, says "the circulation with the two-cent rate is the kind that does the greatest amount of good to both the advertiser and the newspaper.

"The loss in circulation small. In a few weeks we will publish some very carefully compiled figures that we are now preparing, and they will only prove what a good move the increase of price really was.

"For the convenience of advertisers the change in typographical makeup was good-we conform with the standand of other papers and this was the great point on that question."

Col. C. A. Rook, president of the Pittsburgh Dispatch, says that the sixcent Sunday price caused no drop of any proportion in the Dispatch circulation. The advertising was not affected.

At the office of the Pittsburgh Leader, John K. Emge, managing editor, reports the circulation and the advertising to be larger ever before. "Why shouldn't it be? he queried. "Prosperity is everywhere in the entire Pittsburgh district. People are paying higher rates for everything, and to the majority the cent increase in our price was only commented upon for a day or so. They have money to buy all kinds of things, and are willing to buy papers at two cents. for they understand the publishers' increased costs."

COMMENT OF NEWSDEALERS.

Five newsdealers were interviewed by THE EDITOR AND PUBLISHER'S representative. One was in a very high-class restdence section, two others in a locality where persons of medium pocketbooks resided, and the other two in localities where a great many millmen lived.

"It must have been the street sales that dropped," was the comment of one newsdealer who lived in the millmen's district. "I get more out of my route now, and I work harder getting new customers. My old route did not drop off when I explained the high cost of juper and of printers' wages, and told how, even with this, I was going to make a little more from my sales. But a good many of my customers left it to their wives to buy the papers with the new rate and to get them delivered to their homes."

All the dealers agreed that at first the six-cent Sunday rate had seemed bothcreome and a nuisance, because a dince was usually broken. But they agreed also that few sales were last from the fact that the paper was six cents or that any sections had been dropped.

All admitted that they worked harder because they not a little more profit. Several perceived that it was funny how much more people would fust about unising a paper or having it delivered a little late, or on its being a little torn or otherwise damaged, with the two-cent rate. this dealer with a sense of hu-

mor remarked, "they will be making parlor albums out of the funnies and cook books from the woman's pages. because they think they are so precious at the new price."

In the very high-class residence section the dealer said he was still delivering two papers to the majority of his patrons

REVISION OF PRICE WAS NACIONARY.

"Ordinarily newspapers do not consider their business arrangements to be of any particular interest to the public," said Elmer R. Stoll, accretarymanager of the Pittsburgh Newspaper Publishers' Association, when asked by a representative of THE EDITOR AND PURLIANUE concerning the recent change in newspaper prices. "But since the discussion of the subject of print paper shortage became a topic of general conversation, I have answered more questions pertinent to the newspaper business than during my entire experience in the work.

"I have always believed that a twocent paper could better serve the reading public than a one-cent paper, becirculation meant something more to the publisher than what it represented in figures that were only beneficial to the advertiser. Therefore the idea of increasing the price of newspapers did not first occur to me with the increased price of print paper, and I advocated it for several years prior to the change; but it did not seem practical until a revision of prices became absolutely necessary in order to meet changed conditions.

"Naturally there was some resentment on the part of the reading public when the price of their newspaper was increased and no doubt the impression prevailed among many of them that the publishers were simply taking advantage of an opportunity occasioned by a general increase in all commodi-I heard that charge many times following the change in Pittsburgh, and derived considerable satisfaction in being able to correct the false impression Often I invited the one making the accusation to place his daily paper on a scale and weigh it, giving him the cost of print paper in order that he might make his own computations, after which, the argument was ended,

"The increased price of afternoon and Sunday newspapers has now been in effect for a period of very close to three months, and one no longer hears any comment concerning it from the pub-He. As a matter of fact. I doubt very much whether the public would have given it very serious consideration had it not been for an unfortunate misunderstanding that arose among some of the transient saleshoys who thought their profits were being cut down through a revision of wholesale prices. A serious disturbance among the newsboys followed the increased retail price of the papers, which resulted in a generel strike, and a large portion of the public was quick to extend their symnathies to them and by so doing virtually placed a boycott on the sale of newspapers. This continued for very rearly a week and I believe that it was more because a portion of the public thought they were alding the newsboys in their cause than a resentment over the increased price of papers that resulted in the slight shrinkage of cir-

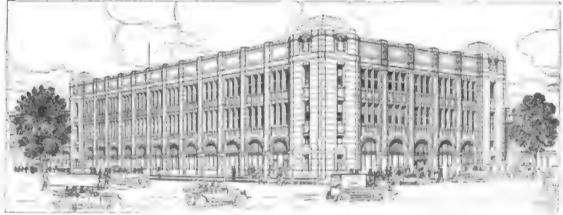
EXTENDING CUSTOM TO EVENING FIELD,

"For a number of years, the morning newspapers have sold at 2 cents per copy and therefore the public was ac-

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• TRADE LINOTYPE MARK •

THE MACHINE THAT LASTS



New Home of The Detroit News and Sunday News Tribune

An Important Decision by the Men Behind the Detroit Daily News

The Detroit Daily News installed its first ten Linotypes in 1893 on "lease basis"—the only way in which the News would consider Linotypes at that time.

More than twenty years of satisfactory service was the record of these machines. Today there is no doubt of Linotype economy in the minds of the men behind the Detroit News.

Into their new home will be placed the following new equipment: Five Model 9, six Model 17, and fifteen Model K Linotypes, and a Linotype Lead and Rule Caster.

The Detroit News and Sunday News Tribune will now be composed on thirty-six Multiple Magazine Linotypes equipped with Electric Linotype Pots.

George G. Booth, William E. Scripps, H. S. Scott, E. G. Pipp and J. M. Tracey are the men who make decisions on the Detroit News. Their Linotype decision is a sign-post that points the way to maximum profits in *your* composing room.

Write To-day for "VISIBLE PROOF" - A Circular That Convinces

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO 1100 So. Wabash Avenue SAN FRANCISCO 646 Sacramento Street TORONTO: Canadian Linotype, Limited, 35 Lombard Street NEW ORLEANS 549 Baronne Street

MINNESOTA EDITORS IN SESSIONS AT ST. PAUL

Two Days' Annual Convention Discussed Many Problems of Vital Interest to Newspaper Makers-Will Employ Paid Field Secretary-Good Speeches and Important Action.

The Minnesota Editorial Association held its annual convention in St. Paul February 16 and 17. Fred F. Hadley. of Winnelago, was elected president; Finley E. Dare, of Walker, first vicepresident; A. O. Moreaux, of Luverne, second vice-president; J. R. Landy, of Olivia, third vice-president; H. C. Hotaling, of Mapleton, treasurer (redlected); John E. Casey, of Jordan, secretary, and Frank Meyst, of Minneapolis; E. K. Whiting, of Owatonna, and William Wilke, of Grey Eagle, executive committee.

Steps to increase advertising revenue and promote other trade interests were taken. A certified list of publientions and a paid field secretary were provided for. Simplified spelling was Indursed, support pledged to the national Government in defending American rights, representation approved, efforts to relieve print paper and pulp shortage indersed, and favored revision of the constitution to bar from active participation in the association of all members not actively engaged in newspaper work.

To get on the guaranteed list of pubtications, editors must accept a minimum advertising rate to be set by the executive committee; publish and hold to an advertising rate card guaranteed paid circulation; designate whether they publish "home print" or "patent innide" papers, and pay additional dues based on circulation. The purpose of the plan is to facilitate obtaining foreign advertising and a better rate for 12.

Charles K. Blandin, publisher of the St Paul Dispatch and Ploneer Press. said:

"You will probably never see a return to old prices for print paper. I predict that the minimum prices after peace has been declared will be \$50, and most likely nearer \$60 a ton"

A. O. Moregux, of the Luverne Herald, after an investigation of the plan to establish a publishers' cooperative paper mill in Minnesota, which possibly could be backed by 900 newspapers in that State, the Dakotas, Iowa, and Wisconsin, declared the plan not feasible. The project would probably require \$2,-000 000. However, the committee will be continued further to investigate the altuation, particularly in reference to lease of pulp lands from the State and the obtaining of waterpower sites.

RATE-CUTTING CONDEMNED.

"The meanest man on earth is the man who cuts rates," Courtland Smith. of New York, president of the Ameriran Press Association, told the editors in an address devoted to foreign advertising in country newspapers. "Adser. tising rates are shockingly low. Now. when everything else is increasing, is the time to raise them. The advertisers expect to pay more," he declared. He said there is an unlimited source of revenue in foreign advertising, and no publisher should fall to secure less than \$4,000 to \$5,000 a year from R. if he has a proper rate card and holds to It, swears truthfully as to his circulation. cooperates with the advertiser in legitimore beesting of the product in his ing told, and patronizes honest advertising

dional advertisers are anxious to

By the Side of the Road By Thomas Dreier

"The men who have arbiered aucross are the men who have worked, rend, thought more than was absolutely necessary, who have not been content with knowledge sufficient for the present need, but who have sought additional knowledge and stored it away for the emergency reserve. It is the superfluous labor that equips a man for everything that counts must la life." Cushman K. Davis.

A SPECIALIST IN BEAUTIFYING cities recently found himself before the Mayor and City Council of an Eastern city. He wanted them to spend a vast sum of money in buying

a score of square blocks in the heart of the city. His plan called for the razing of the old buildings thereon and substituting a great park, town hall. and other public buildings.

"Well, mister," said the presiding officer, "we see what it's goin' to cost. But what does this town get out of

"Good, hard dollars," was the answer. "You see all this mile or more of property fronting on the proposed park; what is it worth to-day?"

of the The real-estate member Council answered the question.

"Well long before the park is done it will be worth from two to ten times that amount. That would make some difference in your taxes. The fact is, that another city the same size as this found their park a money-making bet-The adjoining propertyowners really paid for the park in raised valuations, and they had a permanent attraction and a breathingplace for the people thrown into the bargain."

More and more people are accepting the City Planning Idea. Why do you not introduce it into your community. if it has not already been introduced there? If you want practical information, write to John Nolen, Harvard Square, Cambridge, Mass.

He is a master of the art of making cities beautiful, and he knows how to make beauty profitable.

IT GROWS INCREASINGLY HARD for me to tell where service to a friend ends and "butting in" begins. I remember that a number of us who were interested in a man who was unhappy because, as he told us, he was unappreciated by the world and was not given a chance to express himself.

At some cost and much inconvenience to ourselves we attempted to give this man what he wanted arranged meetings for him, had his name placed on lists of lectures, offered to publish his book-did every thing we could think of for him. But it wisn't long before he interpreted our interest as an unwarranted in-

get space in country weeklies because they can get a kind of cooperation and reach a kind of buyer to be reached through no other source, according to Mr. Smith. He strongly opposed free publicity that has the character of advertising, and asserted unpuld-for that legislation against newspapers can be traced directly to pulitical advertis-

G. L. Caswell, of Denison, Iowa, field secretary of the lowa Press Assectation, outlined some of the benefits ac-

trusion upon his personal rights and privileges, and he told us in no uncertain tones that we were a lot of numbskulis and ignoramuses, without the mental equipment requisite for the proper understanding of a genius.

As a matter of fact, this man had at his disposal the brains of men who are known to the world as successful men of affairs, men who have behind them an enviable record of past achievements. His refusal to make use of them was a confession of his poverty. He had nothing to give the world and the offer of his sympathetic friends was in reality not an offer of service, although those friends did not know it. He knew that they were calling his bluff. By their willingness to help him they were threatening to take from him the pleasure he found in telling them of his struggles against an unappreciative world.

So, as I said, one must be careful when dealing with those who say they are in need of help. Maybe their grievance is their most precious pussi indipati.

I HAVE OFTEN THOUGHT THAT there should be in every important bank a man who knows enough to handle husiness men the way Colby handled the natives of Sisset. Many business men who think they need capital to tide them over a rough spot really need good advice-advice which . if followed, would change them into successful men to whom it would be profitable to loan money, instead of being, as it is so often, a risk that few banks care to take.

Many a business is failing because the man at the head of it, hard working as he is, does not know what he ought to know about his own affairs. These new men in the banks ought to be Eye Openers-fellows who go about performing surgical occations on the minds of business men so that the true pictures of their own affairs can penetrate to the brain and be properly recorded.

The whole husiness world is like Staget. For one business house that is well-kept, clean, orderly, attractive, successful, there are thousands that are always on the verge of ruin.

Let us all pray for more Spencer Colbyst.

cruing from a central bureau. He described his office as a clearing-house of information, dispensing model cost can's, pamphiets, and the like, fling data regarding the members of the Association, looking after newspaper interesis in the Legislature, and acting as a publishers' agency for foreign advertising. As a result of the bureau, Mr. Caswell said, a blue-ribbon list of 200 publishers, who have established an advertising cost card and pledged themselves not to cut rates

CANADIAN PRESS ASSOCIATION

Toronto Chosen As Meeting Place Because of Railroad Congestion.

The annual meeting of the Canadian Press Association will be held in Toronto on June 14 and 15, in the Central Technical School and arrangements for general and sectional meetings will be the same as last year. A ballot was taken regarding place of meeting, members being invited to vote on Winnipeg. Halifax and Toronto. The result was virtually a tie. As railway service has been considerably curtailed, owing to congestion of freight, it was deemed advisable to schedule the meeting for Turonto, as being the most central point. It was provided, however, that as soon after the war as possible, a meeting be held in Winnipeg, followed by one in Halifax.

The schedule for annual meetings of the western division of the Canadian Press Association is now complete. The Manitoba Division meets in Winnings on March 2; the British Columbia and Yukon Division in Victoria, March 12 and 13; the Alberta Division, in two sections, one in Edmonton on March 22 and the other in Calgary on March 23: the Saskatchewan Division in Regina on March 20.

STOCK EXCHANGE TAKES ACTION

Governing Committee to Deal with Members Who Employ Tipoters.

News leaks at Washington may be less profitable in future, if the action of the New York Stock Exchange Governing Committee means anything. The Committee, after meeting and considering the matter from every angle adopted the following preamble and resolution:

"Whereas, It appears from the investigation of the Committee on Rules of the House of Representatives that certain members of the New York Stack Exchange have employed newspaper representatives for the purpose of obtaining confidential or privileged information, therefore, be it

"Resolved. That the direct or Indiroct employment of representatives of the press by a member of the New York Stock Exchange, or by his firm, for the purpose of obtaining advance or confidential information, is an act detrimental to the interest or welfare of the Exchange."

TO GUARD NAVAL NEWS

Duniels Will Ask Press Not to Publish Certain Information.

A Washington, D. C., dispatch says that Secretary Daniels is preparing to appeal to American newspapers to refrain from publishing for the present any information as to the movements of American naval vessels or as to activities toward defence precautions that may be in progress at various yards and harbors. He probably will seek the cooperation of the American Newspaper Publishers Association, as there exists no authority for establishment of an actual censorship.

The Navy Department suspended publication of its routing ship movement list when the international situation became tense. It has no control over the press, however, to prevent publication of navy arrivals and departures at American harbors, and these have been printed very generally, particularly in Pacath Coast papers. Publishers will be asked to refrain from this practice in future as a patriotic duty.

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THE PHILADELPHIA BULLETIN

AS LOOKED AT BY WILLIAM B. FREEMAN

In looking over some figures while in The Bulletin office in Philadelphia on Wednesday last, I remarked to the boys: "Why, you have as much circulation now at 2c. as you averaged in 1915 at 1c.—which to my notion is remarkable."

They smiled. Then William Simpson, Business Manager, spoke up and said: "Yes, we will average for this month as much circulation as our average for the year 1915. The gratifying part of it is that at the 2c. price we are still giving advertisers as much circulation as at the time our advertising rate went into effect in March, 1916, when The Bulletin sold at a cent."

"You don't say," said I. "Then you have one of the greatest stories I ever heard of to tell the advertising world." Whereupon Mr. Simpson said: "Go ahead, then, and write about 'The Bulletin' in your own way and tell general advertisers and agents what we have here. But do not forget the fact that The Philadelphia Bulletin has the largest 2c. circulation in the United States."

That's how I came to write this story.

Let me first plant in your mind these figures: The net paid circulation of The Bulletin during 1915 at 1c. was 356,531 copies a day.

Thus far in February, 1917, at 2c., the net paid circulation of The Bulletin is practically at this same average—justifying the statement that the circulation for the month of February will be close to the daily average for 1915.

Is it not wonderful?

Does it not show the interest "nearly everybody" in Philadelphia has in The Bulletin, and why it is the dominant newspaper in Philadelphia?

Ever since William L. McLean acquired The Bulletin (over 20 years ago) it has been conducted under the policy that the interests of the reader were paramount. The news of the day has been printed as clearly, concisely and as fairly as it could be presented. Its readers have looked to it with confidence for their daily information. Its news and advertising columns have been "made up" with only the thought in mind of pleasing and satisfying the reader, and this is the reason why "In Philadelphia nearly everybody reads The Bulletin."

Has any newspaper anywhere a finer record? Like Victor F. Lawson's Chicago Daily News, the Philadelphia Bulletin has held to the policy of presenting its actual circulation figures each month whether they went up or down, and for over twenty years there has not been a time when the figures have not appeared at the head of the editorial page.

It was on January 29th of this year that the price went from 1c. to 2c., and when it came to recording the circulation for January, 1917, The Bulletin met a situation in its usual open and above-board manner. The table at the head of the editorial page of February 5th showed that the net paid circulation for Monday, January 29th, the first day at the 2c. price, was 319,960 copies, the next day 321,682 copies, and the third day (January 31st) 322,956 copies.

It requires "sand" for a newspaper to print such changes in circulation figures.

Dealers had sent in their orders, cutting them down to a basis that they thought would meet the demand at the higher price, and many a Philadelphia home was without its Bulletin that evening.

But notice the gradual return to the fold.

For the month of February I found that up to and including Saturday, February 17th, notwithstanding the figures published for the last three days in January, the net paid daily average circulation of The Bulletin had reached 349,000 copies, which gives The Bulletin the largest 2c. circulation in America.

Now the figures are showing a steady climb daily.

I do not doubt that the daily average of 402,644 for 1916 will be nearly equalled in 1917 at the 2c. price.

But suppose the average should be no greater than it was in 1915—356,561? Will not the Philadelphia Bulletin be even then one of the best "buys" in the United States?

A newspaper that continues to hold the confidence of its readers when compelled to advance its selling price and at the same time increases the volume of its advertising patronage, proves conclusively that its supreme value in its community is of real worth to advertisers who must look for a profitable return from their advertising investment.

It pays a newspaper to always play in the open—hiding nothing from either reader or advertiser, and this has always been the policy of William L. McLean in his conduct of The Bulletin.

IOURNALISM GRADUATE HELPS CONGRESSWOMAN

Mins Belle Fligsbuan, a Gooduate of the Course in Journalism at the University of Wisconsin, and an Experienced Newspaper Woman, Is to Be Secretary

te Maetana's Congresswoman. Nearly every one can tell you that Miss Jesusta Hankin of Montage is of Congress, but few can tell you that Miss Helle Physiman, a graduate of the cupres in Journalism at the Uni-



vermy of Wisconsin, was the one who, is said, suggested to Miss Earlier that she run for Congress and who than any other person. Announcement to Miss Rankin. And thus another feeture has been added to the Montano the only woman secretary to a Congressman, or rather a Congresswoman. Miss Hankin's publishly campaign while she fought surressinity to gain a secto Converse. Mine Pitgetsune, who is o Miss Hankin's cardidacy in sees of the

Miss Physican's revenuer experiwriting. Before recerning to her house Although her father is a wealthy Mim Fligriman continued her Denninger work in her own beaut the by becoming a reporter on the Helena Men Placetone to our one of the last

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ. Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

to Advertising Teachers.

In a class of fifty students at work

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JOURNALISTS WED YOUNG

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Temporary Appointment Made

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peractly J. B. Powell, instructor in ad-

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lished at Shanutal. Mr. Halley has hed

To Address Newspaper Men

opened in September, 1916, of whom

sarring from \$1,000 to \$5,000 a

STATE OF THE PARTY FINDS PROJECTOSCOPE VALUABLE DIRECTORY OF

TEACHERS OF JOURNALISM (Castinued from last week.)

Strump, W. O. Prolessor of Shattab. Delamare College, Newark, Del. English, University of Orogon, Eugene, Ors. (Gires course in 'Course Editing" and "Short Blary."?

Journalism, University of Kaussia, Law- of all THORNTON, BUCHARD, Instructor in designing layoute, it is impossible for English, Lineversity of North Chrolins, Chapel Hill, N. C. Tucora, Manas. Professor of Journalleacepe he can, as it were, tean over

tor, The Nation's Bosmess, Higgs Studdg, Washington, D. C. Tunata, W. F. Instructor in English. better when every point can be iller-McKendree Celiege, Lebanes, Dl. Yamayen, J. E. Associate Professor the University of Toxas, Austin, Tex to the usefulness of a projectoscope in

Tonama, Europ E. Assistant Professer of Journalism, University of Washper cupy, and in fact, in traching comington, Brattle, Wash. Townson, Grosen. Professor of Journalises, University of Oregen, Eugene,

Van Vann, R. W. Superintendent of Plant, Indiana University, Boverington, Ind. Vancuus, W. H. Amiscant Professor of Drawing and Dusign, The University of Winnessin Madison, Win Address; Applied Arts Laboratory, Medicon, Whe dilives course in "Houstrating and

Cartespine" in course in Journalism.) Wateren, Havmoor, Instructor to English, Lebigh University, Bouth Bethlabor. Fa. WEAVER, O. W. Instructor in Agriulteral Journalism, University of Plor-WHARL CHARGE Professor of Greek

and University Editor, in charge of the instruction is Advertising. The State WESTPALL, CHESTER HARGE. Instructor in Journation, University of Oklaborna Nursian Olda Western, Lance. Adjunct Professor of Jaconalam, The University of Vir-

Va. Address: Bux WEFFER, O. J. P. Professor of Englist, University of Utah, Bult Lake City. WHENE IMINO ALICE E. Professor of English, Buena Vista College, Storm.

WHALLAMS, TALLUTS, Director and Profeature of Jearnalism, Columbia Urd WILLIAMS, WALTER, Professor of Hisity of Missouri, Columbia, Mo. Address Glenwood Avenue, Columbia, Mo. WHEN ALBERT PRESENTS, Momber

(To be continued.)

LOUISIANA DEPARTMENT ENJOYS RAPID GROWTH

Proce a Single Course in 1913-13, on Which 19 Students Were Encelled. Work Has Been Expanded Until Today 41 Sendents Are Encolled in Four Different Comprehensive Year Courses. From one three-hour course in newswriting, offered in 1912-12, instruction to journalism at Louisiana State Liasversity, in Baton Rouge, has developed L. N. Flint, of Kanaga, Makes Suggestion. A projectoscope is a valuable piece of ment for the close in advertising according to L. N. Flint, chairman of tuner, with daily exercises in the varithe department of Journalians in the I niversity of Kansas, who has been res binds of writing used in modern the compan and in the city. Special attention is given to vocabulary and

> reading, bending writing, and general realer-up are also studied and practiond in connection with the college The second year's work consists of actual practice in reporting for the Natur Rouge State Tieses, with addithe newspaper office. This work has two years that the editor of the paper new uses the students on regular reporters and has creptoyed many of then at the end of the college year. there have chimned positions on the Dates Bange Chronicle, the New Orleans ltern, and the New Orleans Times-

conful writer. What are community

studied as models. Copy-reading, proof

Establish Themselves Early, Sure Dr. Talpaper in Louisiana, several correspond for Northern newspapers, and another Assembled many early according to in one of the advanced courses a report just issued. He adds that the pers was made. The results were prenucling cants by signific receives and seated at the mosting of the Louisseas Private Assertables. Another yearse includes lestraction who have left the school since the first

Ninetura students were enrolled to - 1214-15: 10 to 1915-16, and 42, not

counting depitcutes, this year Hugh M. Male, professor of English. is director of the department of jour-

Appeals for Truthfulness "The Government belongs to the pec-

ple, and when you mareproper it to them so that they less confidence in Hee," declared Gov. E. L. Philipp. of Wisconsin, in addressing the 15 membern of the "Scoops" and the "Cuba," the two organizations of Jeurnalism stulents at the University of Wisconsin. at a joint meeting. "Freedom of the press is not liveree. A newspaper manrean in any other walk of life."

Journalius Teacher Dies t. I Diskuty officered writer on the

Charlengti Commercial Tribune. chol a few days ago, was an instructor In Assemblers at St. Navier c'ollege, Cin-

of Journalism Paculty, New York Uni-Wisconsin Press Association meeting at

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

IS READ BY 85 PER CENT OF CLEVELAND'S WORTH - WHILE BUYERS

After proving-up this statement automobile advertisers have endorsed it, by regularly placing more advertising in the PLAIN DEALER than in any other two Cleveland newspapers, combined—frequently more than in all of the other three Cleveland newspapers combined. The PLAIN DEALER also leads in Display Advertising, in Classified Advertising and in Total Paid Advertising, because its

CIRCULATION

DAILY:

145,000

SUNDAY:

185,000

covers 85 per cent of the thrifty buying families in Cleveland and adjoining territory.

Western Advertising Representative:

JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative: JOHN B. WOODWARD Times Building, NEW YORK

THE EDITOR & PUBLISHER

Entered as second-class mail matter in the New York Post Office.

New York, February 24, 1917.

A sense of duty pursues us over. If we take to ourselves the wings of the morning, and dwell in the uttermost parts of the sen, duty performed or duty violated is still with us, for our happiness or our misery.

-Webster.

The contents of each issue of Tith EDITOR AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

THE readers of THE EDITOR AND PUBLISHER are the most expert judges of the value of a publication in the world. They know that this trade newspaper is worth \$3 a year, and that the advance in the domestic subscription rate to that figure, on March 2, is fully justified. Old friends of THE EDITOR AND PUBLISHER, who have watched its steady growth in usefulness, will need no assurances from us as to the future. To new readers we merely say that THE EDITOR AND PUBLISHER will hold fast to the ideal of every worth-while trade journal—to make every issue worth the full amount of the annual subscription prices.

NEWSPAPERS printed in the German language in the United States. all of them "pro-German" when the German Empire's interests had to be weighed against the interests of the nations at war with her, have railed to the American cause with gratifying unanimity in the present crisis. It is gratifying-but not surprising. The camential loyalty of Americans of German blood to their new country has never been widely doubted. If war should come we shall have fanatics to deal with, of course: but the vast majority of our people, who are of German origin, will prove anew their undivided allegiance to the stars and stripes. Under the sorely trying conditions confronting them, our citizens of German blood, and the newspapers speaking for them, are showing admirable Americanism.

No other member of the Cabinet has been the target for so much criticism as Josephus Daniels. Yet it is probably true that there is no abler man among the immediate advisers of President Wilson, and it is to be prenumed that the President appreciates this fact. Why the continual hecking of Mr. Daniels from his old confrères of the press? Is it because more is experted of a newspaper man, placed in high office, than of any other man? Is numer-efficiency assumed, as a matter of course, in a man who has been trained in the newspaper calling? Now that Secretary Dancis is confronted with tremendous problems, why should there be withheld from him the cordial recognition, by his fellow-citizens of the new-paper profession, of his great abiltties and of his entire consecration to the public service?

IS IT VICTORY—OR MERELY COMPROMISE?

WHEN the Federal Trade Commission announced, a week ago, that the manufacturers of news print had made to them "the remarkable proposition that the Commission shall arbitrate and determine a fair and reasonable maximum price for paper from March 1 to September 1, 1917," the news appeared to indicate a sweeping victory for the publishers. There was jubilation. It appeared that the news print men had been forced, through the arguments presented to one of their representatives by Secretary McAdoo, spokesman for the President, to consent to loosen their grip upon the throats of the newspapers—to cease to exercise such "restraint of the press" as the Government itself was forbidden to do.

The news dispatches indicated that Secretary McAdoo had hinted to the paper men that unless they should consent to the fixing of a fair price at this time, legislation of a drastic nature, giving to the agencies of the Government full power to intervene and to fix prices of necessities when extertion appeared to be practiced, would be enacted.

The statement of the Commission refers to the fact that its investigation had shown that the paper shortage was "largely artificial," that prices were "extortionate," and that "free competition had ceased to exist." Also, that "it was evidence procured by the Commission, and turned over to the Attorney-General, that led to the recent preparations for criminal prosecution by the Department of Justice."

As a matter of fact, a Federal Grand Jury, in New York, started an investigation last week, and had called as witnesses various representatives of the manufacturers. Eminent counsel, including Bainbridge Colby and Francis J. Hency, have been retained to assist the Government in this investigation and in possible prosecution of men who might be charged with filegal acts. On Tuesday, February 20, the sessions of this Grand Jury were suspended until the following Monday, owing to the absence of Mr. Colby, who had gone to Washington.

In various news dispatches from Washington it has been stated that the proposed plan of arbitration of prices is of no interest to the Department of Justice—that its outcome will have no effect upon the plans already made for such prosecutions of offenders as the evidence may justify.

Within a few days after the announcement of the proposed plan, publishers found their arder cooling. They realized that the manufacturers are advised by very able legal counsel, and that their surprising "surrender" might wen to planned as a bit of strategy to weaken the case of the tiovernment in proposed criminal prosecutions. It was suggested that by accepting such arbitration the publishers might be trapped into condoning and compromising the "extertion" to which, according to the Commission, they have been subjected.

It has been pointed out that in consenting to fix prices the Government will, unotherally, place the stamp of approval upon the alleged policies of the manufacturers in regard to the elimination of competition—as a maximum price, established by the Commission sitting as a board of arbitration, will of itself act to lessen competition, or the need of it, for the six months' period.

The aim of the publishers is to have a competitive market restored in the news print industry. When that is accomplished, the interests of the publishers will be fully safeguarded. The policies of the manufacturers have led steadily toward the establishment of a controlled market. If criminal prosecution is justified by the evidence in the possession of the Department of Justice, no temporary compromise should be made which might tend to weaken the case of the Government. If the manufacturers, or any of them, have broken the laws, they should stand trial for the offences alleged. If they are innocent, they should be so adjudged. That is their right—the right to vindication if the facts afford it.

Publishers generally do not believe in the principle of Government regulation of commodity prices. It would tend to destroy initiative. It is a Socialistic panaces, and would be an economic disaster. It might be excused as a wartime measure—but not as a peace-time policy. The Eurore and Publishess has repeatedly pointed out to manufacturers that the intolerable situation in the news print market invited such regulation, and that it was still within their power to avert its coming.

The present plan, an expedient for temporarily ending extortionate prices for news print, must not lead to theoremental regulation of prices for the future. But it is an entering wedge. The proposed anti-extortion law would place that weapon in the hands of the Government when similar situations should arise.

It is not doubted by the publishers that the Commission will, if the plan is adopted, fix a fair and reasonable price for news print. IF THAT PRICE SHOULD BE ACCEPTED IN ADVANCE BY A REAL MAJORITY OF THE MANN FACTURERS, controlling most of the output, it would amount to a saving of many millions to the publishers during the six months' period. But what effect will it have upon increased production at the miles? What effect will it have upon the increased production at the miles? What effect will it have upon the increasing of criminal responsibility of the manufacturers for present intelerable conditions when those very conditions are temporarily relieved by the submission of the manufacturers to the arbitration plan? These are questions which the publishers must weigh carefully inforce becoming parties to the arbitration of prices.

THE news writer who can tell a story Clearly in short phrases—who can make a quarter of a column serve for a story for which space-gradiers would confise to a full column—is the man who, in these days and in the days to come, will clime the ladder of preference. Nowadays, more than ever is fore in news writing brevity and clarity are golden assets.

I T is said that there are a number of men in Washington who hold credentials from small newspapers, who are nothing more not less than tipsters. It might be a good plan for the editors of small dailes and weeklies, who may be thus "represented at Washington," to assert in to what uses the credentials hold by these men are being put.

THE CALLOWAY CHARGES

EWSPAPERS are usually content to pass, with little serious notice, calumnies aimed to discredit the independence and integrity of the American press. That policy has not always been a wise one, for it has made it easy for irresponsible men to throw mud at newspapers, and to select themselves with the reflection that some of it will slick—that some people will believe even the wildest sort of charges unless they are effectually refuted.

In charging in Congress that a group of twenty-five leading American newspapers are subsidized by powerful and selfish interests to carry on a propaganda for preparedness, out of which these interests hope to reap great profits, Representative Calloway, of Texas, has aroused nation-wide resentment. It seems quite prohable that a Congressional committee will be named to sift his charges.

The lay mind sometimes conceives grotesque notions about newspapers. Among these is the fantastic one that the "influence" of a newspaper is one of the commodities which it has for sale, and that its editorial support for any project whatever is on the market, subject to the highest hid.

No "predatory interest" would desire to subsidize a newspaper unless that newspaper could influence public opinlon. And no newspaper which has won an influence on public opinion could be bribed to prostitute that influence. The very logic of the facts defeats the charges.

We have a free press. Editors night themselves on both sides of most public questions. On this question of national preparedness the newspapershave been divided. Those advocating adequate military and naval establishments have been accused of working for the profits of the munition-makers, while those opposing so-called "militarism" have been accused of acting for the enemies of the nation. Both accusations are childish. Both militarists and pacifists have acted upon their highest convictions.

Newspaper-makers will welcome the fullest light on the Calloway chargesfor they constitute an attack upon the press as a whole.

THE THIRD NECESSITY

SOMETHING to Eat, Something to Wear, Something to Head—these are the three primal necessities of life in this stage of civilization. The first of the trinity is the oldest—a purely material necessity, yet one which will always hold its primacy, the second dates from the dawn of individual consciousness, and was the first step away from ulter materialism; through the third came the reign of reason and human fellowship, the exchange and development of ideas, the march of mankind steadily toward the clearer light.

The newspaper holds together the fabric of social life in the world. It is the high device through which the neighbor-spirit is made all-embracing. Through its service to us we comprehend our fellows in the remote places of the earth. We understand their aspirations, realize their kinship to us, and make them our neighbors and brethren.

The newspaper answers, more effectually than any other form of the printed word, to the Third Necessity

To impede its progress, to halt its usefulness through good of gaph, is to menage the common good.

PERSONALS

Try first thyself, and after call in God: For to the worker God himself lends - Euripides.

N EW YORK-Roy Howard president of the United Press Associations. is one of the speakers scheduled to address the Pittsburgh Press Club on March 15. Senator Warren G. Harding and Sir Gilbert Parker are also expected to speak.

Charles H. Caffin, art critic for the New York American, gave a lecture on "What Have Pictures to Do with Life," at the Parish House of the Church of the Ascension, on Sunday afternoon lust.

THER CITIES.-B. J. Leven, who Ofer four years has represented the Illinois Staats-Zeitung in Chicago, has taken charge of the Rand-McNally list of publications in Detroit and surrounding territory

John P. McConville, of Portland, Me, secretary to Gov. Curtis, and formerly a reporter on the Express-Advertiser staff, has been made publicity agent for the Maine Theatres, Inc., which owns or controls many theatres in Maine, New Hampshire, and Massachusetts.

James Hogan, of the Providence I.) Tribune, is spending a few weeks in Florida.

Arthur W. Talbot, of the Providence (R. I.) Journal staff, and president of the Providence Pen and Pencil Club, has been confined to his home with sciatic rheumatism.

W. M. Tugman, who was on the border with the Ithode Island troops, is handling the local "war" stuff for the Providence Journal.

Miss Julia M. Traver, formerly of the Hartford (Conn.) Post staff, now of the Post-Express of Rochester, N. Y., is convalescing at her home in the latter city, after two operations in the Rochexter Homeopathic Hospital, for kidney trouble. She was in the hospital twelve weeks, and only recently possed the critical stage.

On February 17, A. C. Studer, pub-Usher of the Montelair (N. J.) Times, celebrated the fortieth anniversary of the establishment of the Times, and his fortieth anniversary with the paper.

OSTON O G. Draper, formerly Bwith the Boston Journal, has joined the city staff of the Post. He is an expert in military affairs and is handling army affairs for the Post at presens.

Proctor P. Lincoln, city editor of the Cambridge Standard, has joined the maff of the Boston Sunday American. He is getting up a special Cambridge and Somerville section each week

Roy Atkinson, who covers hotels for the Post, is confined to his room by illness. He was scheduled to lecture on "Resource" before the journalism class of the Y. M. C. A. Tuesday night, but was forced to cancel his talk.

Edward H. Harkins, former dramatic editor of the Journal, is with the Tranmuript.

James H. White, vice-president of the Press Club and political editor of the Heraid, is being talked of as the "Administration" candidate for president of the club at the election next month.

Edward J. Dunn. State House reporter for the Post, who was resently named a candidate for a major's commission in the reserve officers' list, received Monday a modal for service in backed by the Advertising Club of St

the Philippone war. He served in the Massachusetts cavalry during the war.

Carl Wilmore, who has been away from the Post on sick leave for several weeks, has returned to his desk in the city room.

Francis A. Corrigan, for the past five years a member of the staff of the Fall River News, has been named a Deputy Collector of Internal Revenue.

Newspaper Row has graduated another lawyer in the person of Frank A. Lavelle. City Hall reporter for the Globe. Mr. Lavelle was among the recent successful candidates who passed the bar examination. He will give up newspaper work and associate himself with a Boston law firm.

WASHINGTON.-W Sinkler Manning, of the New York Times Bureau, who has been on the border with the South Carolina troops, has returned to his duties in the press gallery. Mr. Manning is the son of the Governor of South Carolina.

Curtice N. Hitchcock, of the New York Times, has been transferred to the House side upon the return of Mr. Manning to his duties.

Richard T. Hooper, editor of the Springfield Republican, was a visitor to Washington this week.

HICAGO.-E. S. Beck, managing edi-Ctor of the Chicago Tribune, has returned from a vacation trip in the West

C. F. Carpenter, veteran police reporter, has joined the staff of the Chicago Evening American. He was formerly with the Chicago Herald.

George Clifford, formerly private secretary to Walter B. Brown, manager of the Chicago City News Bureau, has shifted to the reportorial staff of that organization.

James Keeley, editor of the Chicago Tribune, was one of the principal speakers before the twenty-seventh annual convention of the Illinois Lumber and Builders' Supply Dealers' Association Last week

Charles N. Wheeler, war correspondent and political writer for the Chleago Tribune, delivered an address last Sunday in Temple Judea, Chicago, on "The Collapse of Civilization.

Iting Landner, of the Chicago Tribune, whose bumball stories have won him considerable recognition, is reported to have submitted a baseball comedy to Bert Williams of the "Follies."

Jack Lait, of the Chicago Herald, is the author of a forthcoming photodrama called the "Black Stork." Harry Habelden, a Chicago physician, plays the leading rôle.

Curey Orr, a distinguished young eartoonist, will join the Chicago Tribune staff after February 28. For the last tive years Mr. Orr has been cartoonist for the Nashville Tennesseean and American. His cartoons have been widely copled.

T. LOUIS-Joseph Pulitzer, publisher Sof the St. Louis Post-Dispatch, is a patient at a Washington, D. C. hospital for the treatment of his eyes. His condition is reported not serious.

Wesley A. Stanger, formerly a newspaper man with the Chicago Tribune and various Hearst papers, is now distributing promoter for the Hen-Hur Motor Company in St. Louis.

Griffin McCarthy, recently manager of the new-business department of the St. Louis Union Trust Company, has ussumed the duties of manager of the Hetter Business Bureau of St. Louis This Rureau is made up of business men,

Louis and the Associated Retailers. Its object is to make St. Louis a truth centre, where the square deal is the rule, brings crooked merchandising speedy punishment. McCarthy is the organizer and president of the Junior Advertising Club of St. Louis.

Prof. Edgar James Swift, teacher of psychology in Washington University, has been prevailed upon to instruct a class in St. Louis in business psychology. Advertising managers, sales managers, and advertising solicitors are members of the class.

ILWAUKEE, WIS -Wallace Reim, M former Milwaukee newspaper man and later an instructor in the public schools here, has announced his candidacy for a sent on the Board of Educa-

Frederick Palmer, war correspondent, will lecture in Milwaukee February 28 under the auspices of the Wisconsin division of the Tealning Camps Associa-

John Martin is now a rewrite man on the Milwaukee Leader.

Lieut. M. Swartzkopensky, formerly a member of the Czar's bodyguard. who was sentenced to Sheria and who made his escape, addressed the Milwaukee Press Club following a dinner in his honor on February 17,

J. W. Bollenbeck, Milwankes newspaper reporter and private in the Second Wisconsin Regiment, Is now at Fort Sheridan, Ill., for muster out, and will join the staff of one of the Milwaukee papers in two weeks

Harry Croy, of the Free Press staff, is passing the cigars. Miss Croy arrived recently.

AN FRANCISCO. - Joseph Blethen, Spresident of the company which publishes the Seattle Times, is passing a few days here. He recently visited Coronado with Mrs. Blethen, who remains there for the season.

Mr. and Mrs. O. G. Gilmer, of New Orleans, have arrived here from the South for a short stay. For many years Mrs. Gilmer has been a feature writer for the Hearst newspapers under the nom de plume of "Dorothy Dix."

Clarence P. Kane, who was formerly editor of the Architect, published in this city, has joined the staff of the San Francisco Daily News.

David C. Keith, owner of the Sait

Lake Tribune, and mining partner of former United States Senator Thomas Kearns, is here with Mrs. Keith motored here from Los Angeles to meet their son and daughter-in-law, upon their arrival from a honeymoon-visit to Honolulu.

The versatile Eddle Boyden has been putting in some of his time, since he returned from the Legislature, in writing a daily column of humorous ancedotes for the Chronicle, under the head of "The Market Street Gossip."

"EXAS .- J. M. Kennedy, editor and publisher of the Martin (Tex.) Daily Democrat, has been nominated for Mayor of Marlin over E. W. Bounds, the present incumbent.

Tom Finty, jr., editor of the Dallas (Tex) Evening Journal; C. H. McMaster, editor and publisher of the Galveston (Tex.) Tribune, and Hugh Nugent Fitzgerald, editor of the Fort Worth (Tex.) Record, all members of the special committee appointed by the Texas Prem Association to make efforts to secure revision of the Texas libel laws, have been in Austin in connection with the three bills new pending in the House and Senate, the object of which are to clarify the Texas statute governing civil libel.

Joseph Emerson Smith, managing editor of the San Antonio (Tex.) Express, has resigned.

Lee J. Rountree, editor of the Georgetown (Tex.) Commercial, and chairman of a special committee on news print paper, appointed by the National Editorial Association, has been in Washington and New York for several weeks in connection with investigation of the paper situation.

VISITORS TO NEW YORK

D. B. Smith, treasurer of the Pittsburgh Chronicle-Telegraph and Gazette-

David B. Plum, business manager of the Troy (N. Y.) Record.

E. W. Barrett, of the Blrmingham (Ala.) Age-Herald.

Col. St Elmo Massengale, of the Massengale Agency, Atlanta, Ga.

E. C. Davis, of the El Paso (Tex)

Victor H. Hanson, of the Birmingham (Ala.) News.

The Wilkes-Barre Times-Leader has signed a contract for the Haskin Letter for twelve months.



PERSONALS

18

PITTHIUMH.-A. P. Moore, editorhis wife, Lillian Hussell Moore, are sotiertrade Gordon, of the Pittsburgh is coiling at her home in Pitisburgh. Charles M. Dreeg, dramata; critic of the Pittsburgh timeste-Times, and It-

ANADA-John Hos Holerton, the durieran publisher of the Youseho brother publishers on his display of strength of character is refusing to no J. L. Stewart, publisher of the Chat-

ticorgo M. Thompson, catter of the Colgary (Alla.) News-Telegram, voited W. A. Walls has succeeded Paul fiftery, appointed editor-in-chief of the deat at Ottown of the Tuconto Mail and

Croasiett, who was forced through ill-health to resign the position of publicity agent of the Canadian Northern Hallway Company, some time man, has sufficiently recovered to accept a conttion on the staff of the Toronto W. Logan, legislative correspondent of

the Turneys News has been elected provident of the Press Gallery in the Ontario Legislature for the present seati. Cooper, Toronto Globe, in the president, and Hew Trill, Turonte

MARKET BENEFIT CONCRATED ATEN National Press Club Responders Veteran Editor on His Birthday. Wasser Pelcone 11-Mars

gram was west bles of Misred, Pla. representations and good wither. It is the organisation that the deun of many more yours of health, happiness

taken extraplica proving Time Six.



NEWSPAPER MAN'S ROMANCE Frank P. Stockhridge, Former Managing Editor of Mail, Weds Fashion Editor. Powek Darker Stackbridge former managing editor of the New York Econing Mail, and Mrs. Sortha E. L. Ostrove-

Mrs. Arthur H. Hole, in Westfield, N. J. formed the commony. The bride was originated the fashions run the departand Dr. William S. Thomas was the best Stockhridge want on a short honeymoon irip, and on their return took up their

PERGUSON'S LIBEL SUITS Texas Governor Withdraws One But

Has Stated Another. Closernes James E. Personen Teans, has first out in the Dispets. County Court of Washington County, at Brenham, Tex., against the Son Anbusing liter and seking decourse in the orn of \$10,000. It is alleged that the political articles during the campaign July, said articles being made basis of

Correction Programs has nithdown against the Treasty (Yex.) Triograms.

Cal. McBar Declines chd. Million A. McHar, of Debruit

non-under way. This position carries a

his resignation from the stoff of the Mail. His plans for the future are all made, test are not yet ready for unexceptions. They will take him along the general line of newspaper work. ing relater of the Mall since August. 1315. He had written for newspapers was her first dally. She designed and ment known as "The Expert Shapper and the darly recipes. Hhe will continue On Monday the members of the staff resented Mr. and Mrs. Hisrateldge with

Resource Heat Was Come bargh, Pa. was burt while on his way while trying to avoid a collision with a from his wounds, instated upon ceiling

L. D. Webster Held for Shooting L. D. Webster, of Austle, Tex, mannerr of a string of newspapers publish-Tue. The absoling took place at the Union Passenger Statton as Dr. Emery stopped from the train. Mr. Webster fermerly resided in Bryan, where he

was business manager of the Bryon Godwin Gers to Ponsea national News Perries. He will open a

COLVER AND FORT NAMED

Newspaper Man and Ex-Governor Numinsted for Federal Trade Commissioners A newspaper man and an ex-Gover-Trade Commission, to fill the vacqucira left by the resignation of Chairman Edward N. Hurley, of Chicago and Commissioner George & Rubies, of New Harmoshire. The nominations on Franklin Fort, of New Jersey, and Willlam H. Colver, of St. Paul. Mr. Colver 150). Ex-Gov. Fort is a Republican, and missioner Rubbe, who was nerricated by President Wilson, hot was never confirmed by the Henata, because of the opposition of Senator Gallinger the "Claver Leaf" newspapers, and in oto of the best-known newspaper men

Suppose's Creditable Rice

Minnesota furnishes a rare instance gianings. Three years ago C. N. Seanson was on Hingrant force band. He is now owner and editor of the Truwan Tritune. He has a valuable plant. all paid for, a good circulation, and large cheet of Tiffany silver as a wedlarger town. He was only twenty-ner years old when, last May, he took newspaper office at Fremunt, Minn The publishers soon learned that fixaninn, and German, as well as English and code him advertising equities to borum enough money to buy the

Out Clob's Annual Disput The date for the sanual dispass of the that, recovered of the official Herald, has been fixed for March 4. at 2:80 A. M. and notices of the same the Della Hetein room in the Hote Vanderbill, and in addition to the excellent menu, the entermineness

Onto-St. Louis Auto Tone The San Francisco Advertising Clab-

the bear and were prospective applica loon are being considered. The Klosel

NEWSPAPERS SUFFER BY "BONE DRY" AMENDMENT

House Passes Drastic Prohibition Measure by Overwhelming Vote of 329 so 12. President is Expected to Anpress New Law Within a Week-Some

Anticipated Results. The United States House of Deprsentatives, on Francusty 11, passed, withment to the Past Office Appropriation the so-called item amendment, even though State loves may permit

shipments in limited quantities. neutred mili-call result being 521 to 72. but a subsequent rechecking of the

Wilson within a work, adding to the centisental United States. excepting to would be possible under Bow to millions of dullars annually, into

DESCRIPTION OF LABOUR. The provision adopted on Wednesday egalasi interstate abijecenta declares that "whoever shall order, purchase or for scientific, margarental, medicinal

male therein of intersecting tiqueen for The use of many for advertising its mer is problished by the following pro-

"That my letter, nestal rand circular, for said ilusers, or any of them, shall firm, corporation or association, or other which it is by the law to force to

The punishment provided for viola-Box of either advertisement or inter the first offence, subsequent violations to be punished by imprisonment for not more than one year.

New seriously newspaper circulation "wet" ada will be affected is shown "The following States, whose laws prohibit the magulacture and rale of Colorado, Georgia, Jown, Malue, Nicola

appt, Nebraska, North Dakota, North Carolina, Uniaheena, South Carolina. Twos. dry.' or soon will be by laws exacted by their own Legislatures, and

Arkanssa, Armona, Musiana, Oregon, Tennesser and Wush The following Blates have exacted umbidding laws, but yet effective, and bone dry' when their State laws be-"Those twenty-three States comprise

'Unity four Stathern States remain in which liquor may be shipped or sold

ACHESON ON ADVERTISING Talks to Evening Past Adventising Staff

on Methods of Effective Appeal. "Twenty-five years ago necestrates verticially not her an art nor a Tu-day it is a combination of oil these things," said Arthur Acht-

an analytical psychologist, and at least have a sense of art," continued the His address had been preceded by remarks by Advartising Mansger H. A. Abrara, who was toustonesonal business experience successfully

coordinate his advertising policy dising plane of his clients, he is not so dvertising man, unless for is usedified experience, and observe reate consumer, and evolve thereby a

so that it may safely be used as the standardized seethed of the advertis-For every free, article, or proposi tion that can be logically advertised

A solicitor sometimes makes the mis that the advertiser sees his paper in the same light as the newspaper man reports it, whereas this may not be to changed by a forceful presentation stated he our who has studied that sub-

Basistes Doubled in a Year According to the bulletin of the Au-This is an increase of 50 per cent. over NEW AD MANAGER FOR MAIL

Charles A. Myers, Texas Publisher, Joins Staff of New York Daily. Charles A. Myers, well known in the newspaper field of the Brathwest, has accepted the position of advertising

Mr. Myers galend his first experience in newspaper work on the Kanana City Star, under the tutelage of the late Col.

CHARLES A. MYRES. William R. Nelson, and on the Indian-

apolis News Later he joined Marcellas E. France papers of the Bouthwest. They made he Chronicle a two-cunt newspaper, face of the fact that in those days pernos were not in general use in Tenan papers adopted the one- or where fee cents had been the presailing price of papers throughout

prayrapers. The Heuston Chronicke policy gained such favor with both ad

cetteer and readers that other large on the Evening Mail a ripe experience.

Boston American's Counsel Arques Ro.

fore Maine Consulties. At Augusta, Me., a few days ago. to prohibit the circulation of newspapers yeard law would be neither an effective

"Such reactically and ethically the

from Maine unbilications basing a circulation limited to Maine. In the case chare of liquor within the State, because the circulation of the paper or the man solve causing the Squar advertisement the advirtiser could have easy the intention of petting trade in Maine con-

But a newspaper tike the Boston pose of selling liquor in Maine contrary "A very insignificant part, not more than 10 per cent, of the total daily cir-

to pay for his advertising in the Beston American on the basts of the total obpaper with good total circulation can selling liverer in Males. "It is clear that there is no purpose on the part of either the Fosten American or the advertiser in the Boston

Warnan's Perss Clab The active newspaper women of the a press clab of their own, and have



WHITE PAPER

Adoma features hore never had a vicious appetite for white paper

They present their idea or their hit of daily entertainrecent then and This has been the Adams idea from the very start-that a assall, brief, concentrated fea-

ture can make just as many harmy, habitual readers for a paper as a big, long-winded. Adams features don't fatten the white paper magnates. In original cost and in "un-

keep cost" they are the most Nesespapers that want to "keep bright" and at the same time keep one eye for Adams samples.

GEORGE MATTHEW ADAMS SERVICE 8 W. 40th ST. NEW 108X

ANTI-ESPIONAGE BILL WILL CERTAINLY PASS

Senator Reed, of Missouri, Makes Strong. Plea in Its Favor, and Shows How Unlimited Newspaper Liberty in Printing News Might Imperil the Nation's Vital Interests.

WASHINGTON, February 19 .- The bill now pending in the Senate to define and punish esplonage, important parts of which have been published in previous issues of the THE EDITOR AND PUBtistics, and which is certain to pass Congress at this session, contains several sections dealing directly with what news matter may not be printed by newspapers and other publications relating to information applying directly or indirectly about the national defence. These sections of this bill have been given serious consideration by the Senate, and Section 2 of the bill, which relates directly to the printing of news. has been amended at the auggestion of Senator Reed, of Missourt, by the inwritten of the words "and whoever, knowing the same to be false," so as perfected the section reads as follows:

"Section 3—Whoever in time of war shall, by any means or in any manner, spread or make reports or statements, or convey any information, with intent to cause disaffection in or to interfere with the operations or success of the military or naval forces of the United States, and whoever, knowing the same to be false, shall wilfully spread or make false reports or statements or convey any false information or interference, shall be punished by a fine of not more than \$10,000 and by imprisonment for life or any period less than thirty years."

MEGHT COST BLOOD AND TREASURE.

Replying to certain criticisms made on the floor of the Senate that the bill was too stringent in some of its features. Senator itsed said in part as follows:

"It is seed that 'this bill will circumseribe the liberties of the press." In tone of war, or threatened war, it may be necessary to limit the right of the press to send out information which will be limit the right of the press to send out information which will be limit the right of the enemy as it is to limit the right of the private citizen. In time of war, or grave danger of war, the ordinary liberties and rights of all of the citizens of a country must give way to the supreme necessity of the hour.

"Newspapers perform a most useful function. For the complete liberty of the press all of us have always stood. And yet, if we were in a state of war and newspapers were permitted to print every movement of our army, every movement of the navy, they might be performing an office more dangs rous to us than would be the presence of a thousand spies who were operating only through secret channels. It might be

that information would thus be given to the enemy which would result in the sinking of the American many, it might be that the publication of the plans of a fortress or the location and character of a line of defence conveyed to the enemy would give to the enemy commander such an advantage as would enable him to overwhelm our troops. The price of a single article giving important information might be paid in the blood of thousands of gallant mem."

DANGIOUS IN TIME OF PEACE.

Here Senator Reed read several headlines and paragraphs from a newspaper relating to the President's preparedness plans, secret conferences, etc., which the Senator said should not have been printed. He concluded:

"I do not impugn the motives of this paper. I say that it is a part of the general policy that has been pursued by the press for many years, and yet I venture the opinion that if the editor had been asked to convey that same information to a German officer he would at once have said, 'If the Cabinet desire that this shall be secret, and if the military authorities desire that it shall be secret. L as a patriotic American citizen, will not breathe a word of it' I know he would have said that.

"Possibly no harm was done by the publication of the press of the statements I have referred to. Nevertheless, it serves to illustrate what is likely to happen if international relations remain strained. Likewise, it shows what is certain to occur if unhappily war does come, namely that the proprietors of the press, desiring to furnish their readers with information, having that motive and that purpose in mind, will print everything they can get to print. They will not psuse to consider what uses an enemy may make of the information.

"So when we propose this character of legislation it is not out of enmity to the press, neither does it spring from a desire to throttle public discussion or to subvert the liberties of the people. but it is because the safety, aye, perhaps the life, of the nation may be jeopardized by the indiscriminate publiention of information. The measure, therefore, viewed in that light, is not hard measure directed against the press or against the rights of the citizens; it is, on the contrary, calculatof to protect the country itself, and hence to protect the rights and liberties of all its inhabitants."

Popularizing High-Class Music

During the past season the Chicago Tribune, in cooperation with the American Symphony Orchestra, of Chicago, has been conducting a series of "dime concerts". The last of the series was given Sunday, to a crowded house.



The Evening Mail New York

announces the acceptance by

Mr. Charles A. Myers

of the post of

Advertising Manager



Mr. MYERS was one of the founders and first owners of the Houston Chronicle and publisher of the Fort Worth Telegram

ALLEGED "NEWSPAPER" SPIES

Two Men Arrested in New York and More Are Being Sought,

Seven men who call themselves newspaper men are the centre of the latest spy plot uncovered in New York city. Two of them have been arrested in New York and have been held in bail for appearance in the Federal court. They are Charles W. Wunnenberg and Albert A. Sander. The latter is a German reservist and is the dramatic critic of the Deutches Journal. A third member of the hand, George Vaux Bacon, of Cleveland, Ohio, is under arrest in England and is understood to have been the man who gave the plot away. It is also understood that he will be brought to New York to testify against the other members of the band as they are brought to trial.

According to Bacon and the secret service operatives, all the men involved were of the free lance variety and were well known along Park Itow, New York In obtaining passports to go abroad they represented themselves as correspondents of small Middle West papers. They received \$50 per week and all expenses. It was their duty to go to England and France and pick up whatever they could in the way of military and naval secrets, trasmit them to Wunnenberg and Sander, and the latter would then find a way to get them to German authorities.

CITY HALL REPORTERS' FROLIC

New York News Writers Have Fun with Notable Guests.

The annual froit of the City Hall Reporters of New York was held Sunday night last at the Hotel Astor, and was a top-notch success. The usual caricatures of city officials took up the most of the evening, but on this occasion Mayor Mitchel, and "Tom" Smith, secretary of Tammany Hall, were each unconsciously made to help along the A meeting of the con-fusionists had been held, at which Mayor Mitchel was renominated to succeed himself, and of Tammany Hall, represented by Charles A. Murphy, and a dozen dummies, at which a rival candidate was nominated. The scene next showed the night of election, and when the returns showed Mayor Mitchel reflected, the crowd cheered and demanded a speech from the real Mayor. The Mayor goodnaturedly acquiesced, and had no more than seated himself when further returns showed the election of the Tammany candidate. Then Mr. Smith was called on and spoke. When he had finished a tall dark figure. marked "liloom," appeared and announced himself as the prohibition candidate, who had really been elected, and he proceeded to clamp on the lid. The impersonation of former President Roosevelt as a Fiji Islander was also one of the hits of the evening, and was much enjoyed by the ex-President himself. who was present.

DR. BARTHELME STILL HERE

Berlin Misinformed as to the True State of Affairs.

Washington from Berlin to the effect that Dr. George Burtheline, correspondent of the Cologne Gazette, had been deported from Washington for some dispatches he has cabled to Berlin about peace, show that there has been some misconception of the true status of affairs.

Dr. Barthelme did not sail with Count von Bernstorff, and is still in Washing-

ton. At the time of the departure of the former German Ambassador it was said that the State Department had expressed to Dr. Barthelme a "willingness" to obtain for him a safe conduct aboard the Frederik VIII, but he did not accept the offer. The interest of the State Department was accredited to a dispatch sent by Dr. Barthelme to his paper, which was believed to have been the inspiration for Germany's offer to discuss means and ways to avoid war after diplomatic relations had been severed.

The Berlin dispatch is just another evidence of the garbled form in which news from the United States is reaching Germany and leaving the German public with a misconception of the attitude of the United States toward their Government.

"LEAK" PETERS OUT

Committee Investigating Agrees to Make Reporters the Goats.

The famous Washington leak investigation has been concluded. As a result all of the Government officials named have been given a most beautiful coat of whitewash, and two poor reporters, who have no comeback, are made the greats. The committee is reported to be ready to report to Congress that the "leak" on the President's peace note is traceable to two newspaper reparters who furnished a forecast of it to stock brokers. It will say that the wholesale charges involving public officlais and men in private life have not been supported by evidence produced before the Committee.

It is believed the report will include a statement that members of the Rules Committee and of the Standing Committee of Correspondents, in charge of the press galleries of Congress, have conferred regarding possible changes in the rules governing the admission of newspaper correspondents to the pressure and that the correspondents are expected to take action discouraging the employment of any newspaper man by a stock-brokerage concern, even though the connection be friendly and not a financial one.

The report probably will contain complimentary reference to the corps of Washington correspondents and a tribute to the integrity of the newspaper profession. There will be no severe condemnation of the two correspondents who in this particular instance sent out forecasts of the "peace note." It is also understood the report will say that none of the newspaper men present at the Lansing conference on December 20 violated the confidence of that conference and that forecasts of the "peace note" were sent by men not present at the conference.

Frisco Auto Show's Success

NAN FRANCISCO, February 22.—The success of the Pacific Auto Show surpassed expectations, as the time for arranging it was short. When the show opened, the local newspapers ran special automobile acctions of large size, containing much descriptive matter and many pages of display advertising for the leading automobile concerns. The Examiner led in automobile advertising; the Chronicle, the Call, and the Bulletin also carried large volumes of display.

The fellow who takes charge of the conversation is generally a bore.

A "highbrow" is a man with intelligence enough to keep the hair out of his eyes.

Fire Service

F. M. COLLINS Secretary M. F. COLLINS President and Editor

The Troy Observer Publishing Company

TROY, N. Y.

February 17, 1917.

The Interty pe Corporation, Terminal Building, Brooklyn, N. Y.

Gentlemen:

The destruction of our plant by fire put us to the great inconvenience of having our composition and other work done outside. We, therefore, have been much pleased with the prompt and efficient service you rendered us when we were once ready to place the order for machines. You certainly have a most efficient service organization, and after a three years' use of the Intertype, and a comparison of your multiple magazine madels with other makes, we are cunident that in again installing Intertypes we chose the better machine.

Yours very truly.

Troy Observer Pab. Co., Per M. F. Collins, President.

FMC/MFC

The Troy Observer following the destruction of its plant by fire placed an order for

TWO INTERTYPES

Order received at our factory Saturday.

Shipped Tuesday. Running Thursday.

If YOU have a fire, wire us.

INTERTYPE

Terminal Building, Brooklyn, N. Y.

NEW YORK World Building NEW ORLEANS 5:19 Carondelet Street CHICAGO
Old Colony Building

SAN FRANCISCO 86 Third Street

TWO-CENT NEWSPAPERS A SUCCESS IN PITTSBURGH

(Continued from page 10) customed to now that sum the newspapers they read, and it was simply a matter of extending a custem to the evening field. While there still may be a falling off of circulation. I believe it is due to a stoppage of duplications rather than to an unwillingtiess on the part of the reading public to pay 2 cents per copy for their paper. Whatever may be the cause of the circulation shrinkage, it is not serious enough to worry any of the publishers, and I firmly believe that, before another three months have passed, as many papers will be sold at the increased price as were sold when the price was one cent.

"I was especially glad to learn that the representative of THE EDITOR AND PUB-LIBRER had secured interviews with some of the leading retail merchants of the city, as an interview coming from that source would have less suspicion of having been colored to suit the views of the publishers than if it had been procured at the solicitation of any one of the publishers or through the Asso-It is quite evident that all of these large space-buyers are well satisfied with the change, and since none of them have complained of a falling off of their business, it is apparent that the results obtained from their advertising are an natisfactory to them as they were prior to the change. It occurs to me that no better testimony could be procured than through the man who spends large sums of money for newspaper advertising, and I, therefore, see little need for further comment in that direction.

"When the print paper situation beame so alarming, the Pittsburgh publishers were confronted with a problem that was perhaps a little more serious than in any other of the larger cities of the country, as they had already put into effect all, and more, of the various economies which had been generally recommended to effect a saving of print paper. Some four years ago they discontinued the practice of allowing the return of unsold newspapers, and as this was one of the higgest economies recommended. there was nothing further to be gained in that direction. The attention of the publishers was next directed to a plan to limit the size of newspapers, but this was not found to be practicable other than to try to confine the size of the papers to actual necessity. However, one plan that had been under consideration for two or three years was put into effect in order to bring about a saving of paper. This was the standardization of column widths and margins, all of

which was reduced from 13 cms to 12½ cms, which now allows the publisher to print his paper on a 72½-inch roll for four-plate-wide presses and a 36½-inch roll for two-plate-wide presses. As it has already been pointed out on various occasions, the vast amount of paper that can be saved in this manner, it is hardly necessary to go into the subject again.

"Still another economy that was put into effect was the elimination of roto-gravure and magazine sections. It was the belief of the publishers that neither of these features benefited circulation to any great extent, and that, therefore, they could be dispensed with without serious loss, and, as proof that they were correct in their opinion, I have yet to hear of any reader having entered complaint for failure to receive these additional sections in the Sunday newspaper

One of the very first reforms attempted by the Pittsburgh publishers was to limit the number of complimentary papers issued to advertisers, it having been a custom of long standing to give them as many free copies as requested. The first step was to communicate with many of the advertisors and ask them to voluntarily reduce the number of papers drawn daily to meet their actual needs, but when they failed to respond to the auggestion, the publishers arbitrarily cut down the list. In some instances as many as seventy-five copies were drawn by advertisers from each newspaper, and in revising the list the publishers, through a committee appointed for that purpose, set a maximum of five copies to the very largest advertimer and graded others proportionately to the amount of space purchased. Cards were issued showing how many papers each advertiser was entitled to, and these must be presented when papers are drawn. In addition to this, all free or complimentary newspapers going to hospitals, libraries, and charitable institutions, as well as to city officials, policemen, firemen, and street car men-except in the latter instance where an actual service was rendered were withdrawn, instead of a falling off of circulation from this source, as might be experted, these copies that had previously been given away were purchased, that in itself resulting in a splendid increase in revenues.

"The Pittsburgh publishers, through cobjectation among themselves, have done much toward standardizing the newspaper business, and have established conditions that would no doubt result in great benefits to publishers all over the country if they were to follow their example."

Faultfinders live in an atmosphere of

Timely Feature Suggestions

Scoop in the Southland Worth-While Pages Commercial Problems Sedgwick's House Plans Hints for the Motorist Loiled Down Comics Feder Fashions Attractive Art Needlework Space-Saving Puzzles Gettier's Portraits "Roof-Tree" The Weather Kid The Ad-Route

The International Syndicate

|Features for Newspapers

Established 1889

Baltimore, Md.

NEW YORK DAILIES TWO CENTS

All Will Double Price Outside of Greater City Limits.

On and after March 1 all the New York dailies which now charge one cent a copy will charge two cents for their paper, outside of the limits of Greater New York. This means that outside of Manhattan and The Bronx, Brooklyn and Staten Island, and parts of Long island contiguous to Brooklyn, the charge will be doubled. For a great many years Jersey City, Hoboken, Newark, and several other Jersey towns and cities have enjoyed what was known as the metropolitan rate, paying the same price as residents of New York city did. A few months ago this zone was extended to the north, taking in Yonkers, Mt. Vernon, and a few smaller pinces in Westchester County, and some towns in Connecticut. The raise in rates to the outside towns and cities will not, however, affect the local rate, which will remain the same as at present.

A week ago representatives of soveral of the Philadelphia newspapers conferred with some of the New York publishers relative to an increase in rates to a flat two cents in all districts. It is understood that at least one publisher refused to raise his rates, therefore the matter fell through. As a result of that meeting, however, talk has been general that a raise of some kind was necessary. Finally, on Tuesday of this week, the way was found, and the out-of-town sections were given the privilege of at least paying for the extra cost of handling their papers.

Annual subscription price of THE EDITOR AND PUBLISHER offer March 1, \$3. Heason: THE EDITOR AND PUBLISHER is scorth if.

Raises Sunday Paper's Price

The Baltimore (Md.) American editorially makes the following announce-"Beginning with the issue of ment: March 4 the price of the Sunday American will be five cents per copy. This increase is in line with the action of publishers of the best newspapers in all parts of the country, and has met with the cordial approval of the reading pub-All recognize the fact that the cost of white paper has more than doubled, that publishers have frequently been threatened with a shortage, and that all other materials used in the making of a newspaper have gone far beyond their former prices. There will be, for the present, at least, no increase in the price of the other editions of the American and no increase in the price of the Star."

Newsboys' Annual Dinner

About one thousand newsboys of New York city dined at the Brace Memorial Newsboys' Home, 14 Chambers Street. Thursday, at the annual Washington's Birthday celebration and dinner. The dinner was given by Mrs. Eliza Guggenheimer in memory of Randolph Guggenheimer. Tickets were issued to the boys, and they came in relays from two o'clock in the afternoon to five. Amoug those who spoke were William Calder. United States Senator-elect; Sheriff Alred E. Smith, and Lewis H. Pounds, president of the Borough of Brooklyn.

Up With the Flag

In order to encourage the exhibition of the national emblem during the present war crisis, the Chicago Herald is printing coupons which may be exchanged for a 5x3 American flag upon payment of 35 cents.

SAVE PRINT PAPER

The standard lengths of print paper rolls have now become:

For 8 Col. Newspapers - 71 Inches
For 7 Col. Newspapers - 65 Inches

Whatever is the size of the rolls you are now using, the WOOD MAT, assisted by minor changes to your press and stereotype machinery, will permit you to adopt one or the other of the above sizes. Send us a copy of your paper and we will tell you how to do it, quickly and with great profit.

You owe it to your property to

SAVE PRINT PAPER

WOOD FLONG COMPANY
25 Madison Ave. New York

1011

REDUCED WASTE BY HALF

How the Toronto Mail and Empire Has Effected Economics.

W. J. Darby, circulation manager of the Toronto (Can.) Mail and Empire. in telling how economies have been effected in the office of that publication.

"We have got after the concomitant's of waste which have been previously regarded as more or less inevitable and have succeeded in reducing them at least by 50 per cent., and incidentally made some new discoveries in the domain of fact.

"While we never gave an unlimited return privilege to all dealers, we made n practice of allowing all those dealers beyond this province of Ontario, full on-sale privileges. We have cut this privilege off absolutely, and have suffered no loss in circulation thereby. Also we were in the habit of giving retail dealers the on-sale privilege in this province, in cases where we thought it advisable, and we have withdrawn this privilege, and no slump in circulation has followed in consequence. We have cut off all our exchanges in Canada, as well as correspondents' copies, and now buy whatever papers we require and charge the wholesale rate to all papers that require the Mail and Empire.

"The only concession we have left undisturbed is the on-sale privilege to our wholesale dealers, of whom there are about twenty in the city and twenty others scattered in the larger towns throughout the province.

"To the wholesale dealers, who sell to other dealers, newsboys and hotel newsetands, we allow the on-sale privflege of 10 per cent, per day of their drawings.

"All morning and evening papers in Toronto, with the exception of one, are willing to increase their price. The one paper that still stands out is considering the proposition, and we hope it will soon realize the fact that the onecent paper has ceased to be a successful business possibility."

CARRIERS' CLUB OPENED

Spacious Quarters Provided for Providence, R. I., Newsboys' Association.

At a meeting of the Providence (R. L) Journal Newsboys' and Carriers' Assoclation, held on February 19, the following board of governors were elected: Stephen O. Metcalf, chairman; Governor R. Livingston Beeckman, Mayor Joseph H. Gainer, Leon Samuela, and John R. Rathom. Joseph P. Barry, circulation manager of the Journal, was appointed manager of the Association. The following executive committee of hove and Journal men were chosen: P. H. Block, H. I. Goldshure, A. Fledman, I. Dash, I. Pain, R. E. Southill, J. O'Nell, A. Peterson, Francis J. Brady, and Thomas Farrelly, and C. M. Staniels, of the circulation department.

At a mass meeting at a local theatre. John R. Itathom spoke to the boys. They were then taken to the City Hall steps and photographed, and then went to the club rooms. The place selected for the boys contains 4,000 square feet of floor space, is well-lighted, and will, when completed, consist of a library, shower-baths, gymnasium apparatus, basketball court, stage, and bowling alley. It is planned to organize a band.

There will be a superintendent in charge at all times. It will be open to 3 in the afternoon and from 6 to 9 in the evening.

Big Circulation Stunt

For two days, recently, the Kansas City Star entertained the children and grown-ups of that city with a producthe Paramount film "Snow White." The picture was shown in the big convention hall, and everybody within the Star's wide range of circulation was invited. There was no es pecial occasion for the party-no birthdays nor golden wedding anniversarles to celebrate-but the Star decided it hadn't paid enough attention lately to the children. The production of one of Grimm Brothers' fairy-tales gave it an opportunity to make up for the deficiency. The Star's party broke all records for motion-picture entertainment. A total of seventy thousand persons attended the five performances as guests of the newspaper.

Canadian Dailies Raise Price

Since the first of the year many dailies in western Canada have increased subscription rates. On the coast, the Vancouver Province, Vancouver World and Victoria Times have advanced their mail rate from \$3 to \$4. The Lethbridge Herald has also put its rate up to \$4. with a local delivery rate of 10 cents a week. The Regina evening papers. the Post and the Province, and the Saskatoon evening paper, the Star, all go to \$4 on March 1. In Winnipeg, the Free Press Bulletin, the evening edition of the Free Press, has raised its city rate to 45 cents a month, while its competitors in the evening field, the Telegram and the Tribune, are now selling at 10 cents a week. All three evening papers have a mail rate of \$4 per annum.

Carriers Got Many Ads

The Okmulger (Okla.) Daily Democrat has awarded prizes in its carrier want-ad contest. The management reports that the results obtained have been very satisfactory, the want-ad columns of the Democrat having been practically doubled since the contest was launched. Under the plan followed, every route carrier was authorized to solicit want ads, and the prizes were awarded to those securing the greatest number of ads. The prize winners are: First, Bert Clements, \$5 in gold and raincoat and cape; second, Errol Moore, \$2.50 in cash and raincost and cape; third, Carl Welborn, raincoat and cape

Newsies and the Ad Field

In an article on "The Newsboy and the Advertising Business," in the February issue of the Newsboys' World, published by the Newsboys of Milwaukee, Wis. A B. Cargill, advertising manager of the Milwaukee Sentinel, says. "By giving attention to education which deals especially with the business world, the newsboy who wants to get into the advertising business will be giving himself a practical and useful preparatory course that may fit him for a successful career in this modern profession."

Now 4 Cents; May Be 14

The London Times announces that, as a consequence of the increasing restrictions on news print paper, it has raised its price to 4 cents a copy. It says the recent increase to 3 cents did not affect its circulation. The Devespaper will retain its size and limit its circulation, and, with a to this end, will again raise its price, if recessary, even to 14 cents, for which week days, except Saturday, from 12 the paper sold at prior to 1836. It is the intention of the Times to encourage a house-to-house long circulation.

WAR **FEATURES**

that your competitor will not have and can not get

MAKE CIRCULATION

Your competitor can, and undoubtedly will get just as good telegraph news of the war as you can get, BUT BY TAKING ON THE NEA SERVICE YOU CAN GET WAR AND OTHER CIRCULATION - MAK-ING FEATURES THAT WILL BE ABSO-LUTELY EXCLUSIVE WITH YOUR PAPER. All particulars as to how and where you can get this service, and samples of it will be sent you if you will just let us know you want them.

THE NEWSPAPER **ENTERPRISE ASSOCIATION**

1279 West Third Street CLEVELAND, OHIO

TIPS FOR THE ADMANAGER

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia. Pa, is handling the advertising of Chas. Gulden, "Gulden's Mustard," 48 Flizabeth Street New York city.

Collin Armstrong, Inc., 1459 Broadway, New York city, will shortly place more copy with a selected list of newspapers for the American Tobacco Company, "Sovereign Cigarettes," 111 Fifth Avenue, New York city.

The l'Arcy Advertising Company, International Life Building, St. Louis, Mo, is again placing four-time orders with a selected list of newspapers for the Missouri Pacific Railroad Co.

The Geo. Batten Co., Fourth Avenue Building, New York city, will shortly make up a list of New England newspapers for the Ipswich Mills, "Ipswich Socke," Ipswich, Mass., and also ask newspapers for information for Bell & Company, "Bell-Ana," Orangeburg, N.

The Dillard-Jacobs Agency, Empire Life Building, Atlanta, Ga., is placing too-inch, one-year, orders with Mississuppl newspapers for the Shiver Springs. Shelton, S. C.

The E. P. Remington Agency, 1280. Main Street, Buffalo, N. Y., is sending out orders to some Pennsylvania newsmaners for the Atterbury Motor Car Company, Buffalo, N. Y.

The Golden Gate Advertising Agency, San Francisco, Cal., is placing orders with some large city newspapers for Wesley & Co., "Freezone Corn Remedy." Cincinnati. O.

The J. Walter Thompson Company, New York city, is handling the advertising of the Winchester Repeating 'Arms Co., "Winchester Rifles," New Haven, Conn.

Street & Finney, 171 Madison Avenue. New York city, are again placing copy with some Connecticut newspapers for the Kibbe Bros., "Kibbe Social Whirls," candy, Springfield, Mass.

The Gundlach Advertising Company. Peoples Gas Building, Chicago, Ill., ia making contracts with a selected list of newspapers for the D. D. Co., modical, 3825 Ravenswood Park, Chicago, 111.

11 H. Levy, Marbridge Building, New York city, is again placing orders with n relected list of newspapers for the Humania Hair Co. 120 West 29th Street. New York city.

The Maton Advertising Company, Bulletin Building, Philadelphia, Pa., is placing new copy with newspapers for the Pratt Food Co., "Pratt's" Veterinary Itemedies, 128 Walnut Street, Philadelphia, Pa

The H. K. McCann Co., 61 Broadway, New York city, is handling the advertising of the American Thermos Bottle Co., Norwich, Conn., and 35 West 31st Street, New York city.

The Frank Prestirey Co., 456 Fourth Axemic, New York city, is placing fortyfive-line, c. o. d., tf., orders with a sebelied list of newspapers for the Traymore Hotel, Atlantic City, N. J., and placing orders with practically the same list of newspapers as last year for the Equitable Lafe Assurance Society 120 Broadway, New York city This compurs will also shortly place orders with cowspicies for the American Totacco 111 Fifth Avenue New York city

The Gardner Advertising Communy 315 North Tenth Street, St. Louis, Mo., to be in thicking confined with a secin the first read the second of the fielder. Lotte, to, bestameted Booting,

Boatsman's Bank Building, St. Louis, Mo.

Ruthrauff & Rvan, 450 Fourth Avenue. New York city, are sending out orders to newspapers generally for the U. S School of Music, 225 Fifth Avenue. New York city.

The Sales Service Co., Peoples Gas Building, Chicago, Ill., is placing \$4line, 4-time orders, with some Middle West newspapers for the St. Louis. New Orleans Navigation Co.

The Greenleaf Company, 185 Devonshire Street, Boston, Mass. In handling the advertising of the Waltham Watch Co. Waltham Mass.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are planning another newspaper campaign for the R. J. Reynolds Tobacco Co., "Prince Albert" Tobacco and "Camel Cigarettes." Winston-Salem, N. C., and gathering information, and later will advertise with newspapers in cities that have a population of 10,000 or over, for the Encyclopædia Britannica, 116 West 32d Street, New York city.

The Federal Advertising Agency, 6 East 39th Street, New York city, is again placing orders with some New York State newspapers for the Carrett & Co., "Virginia Dare Wine," Norfolk, Va., and will shortly send out orders to a selected list of newspapers for H. Stern, clothing, Broadway, near Bleecker Street, New York city.

The Blackman-Ross Co., 95 Madison Avenue, New York city, will shortly send out orders to newspapers for the Earl & Wilson, "E. & W." Collars, 33 East 17th Street, New York city, and is making up a list of Pacific Coast newspapers for the United Cigar Mfrs. Co., "Owl Cigar," 1016 Second Avenue. New York city.

The Auburn Commercial Club, Auburn, t'al., is considering the raising of an advertoing fund of \$20,000 to be spent in the Eastern and Middle Western centres of population for the purpose of increasing the demand for Plac-County products, such as penches and offices.

The Phillip Kobbe Co., 212 Fifth Avenue, New York, is again sending out orders for the Talcum Puff Co., Page Perfumer, Bush Terminal, Brooklyn, N Y.

Klau-Van-Pietersom-Dunlap, Manhattan Building, Milwaukee, Wis., is placing orders with city newspapers for the Harley Davidson Motor Co., Milwaukee, WIR

The Otto J. Koch Adv. Agency, University Building, Milwaukee, Wis., is again making contracts in selected sections for David Adler & Sons, "Adler's Collegiate Clothen," 246 Broadway, Milwaukee, and for the F. Mayer Boot & Shoe Co. "Mayer's Shoes." Milwaukee.

Walker, Dudley & Co., Peoples Gas Building, Chicago, are making contracts for the Grand Trunk Railway System

The Gardner Adv. Co., of St. Louis, handles the account of the Mobile & Ohio Haitroad.

The Hawley Adv. Co. of New York. handles the "BR" lace account of Birkin & Co., 73 Fifth Avenue, New York.

Mumm-Romer Co., Columbus, O., handies the advertising of the Agricultural Line Association of Columbus, O. This company also has the account of the Dosson-Evans Co, school supplies, and that of the Nitrate Agencies Co. of the same city

Uplift Corset Co., Christian, Ill., Is placing past copy in magazines through Taylor Cub lifted Closes Co. Chicago, H. M. McCormick is advertising man-

Eugene McGuckin Co., 105 North 13th Street, Philadelphia, is placing orders with newspapers for Standard Paint Co., 283 Broadway, New York, and for F. W. Devoe & C. T. Reynolds, paints, 101 Fulton Street New York.

Federal Adv. Agency, 6 East 39th Street, New York, is placing orders for Bradley Knitting Works, Delavan, Wis.

Geo. A. Murphy, Association of Commerce Building, Grand Rapids, Mich., is placing business of Wolverine Soap Co., Portland, Mich., in weeklies, farm, and popular publications.

Canfield & Walkley, 341 Avenue, have secured the account of Progressive Knitting Works, Inc., 422 South Fifth Street, Brooklyn, N. Y.

NINE STATES OPPOSE STAMPS

Pacific Court Retail Geocers' Association Takes Drustic Action.

t'oupon and trading stamps are strictly taboo on the Pacific Coast States among the grocers. The retail grocers of nine of the Parific Coast States have revived the Pacific Coast Retail Grocers' Association. A report states that apparently the new organization represents a new high tide in aggressive and defensive trade cooperation and seems to have been formed at just this time to entrench the associations of those States against all efforts to shape anticoupon laws so as to differentiate between manufacturers' coupons and trading stamps.

Among others things, the announcement that has been sent out by the association states that visiting sales managers will be informed in an official way that manufacturers' coupons, trading stamps, cash checks and all similar dewhere are tabooed within the borders of the nine States, viz., California, Colorado, Washington, Oregon Utah, Nevada, New Mexico, Arizona, and Wyoming. Sales managers will also be told that the association-owned trade papers will not accept advertising of any kind for manufacturers' coupons, trading stamps or any other scheme inconsistent with the association's policies.

TO BAN TRADING STAMPS

Oklahama Gavernar Will Sien Bill II Legislature Passes It.

Trading stamps in Oklahoma are to be placed under the ban if a bill that has been introduced in the House by Speaker Paul Nesbitt, of McAlester, becomes a law.

This bill, which has the united support of the newspapers of Oklahoma and the merchants' associations, would levy an annual license fee of \$6,000, payable to the State Treasurer, against all merchants who desired to give trading stamps with purchases of goods or to conduct any other kind of premiumgiving scheme.

The bill is regarded as having good chances for final passage, and if passed will be signed by Gov. Williams.

Referendum on Trading Stamps

The National Retail Grovers' Association is conducting a referendum to ascertain the wishes of the membership with reference to be advocacy of the bussage of a uniform anti-trading stamp and premium coupon law. The referendum is to determine whether the proposed law shall be changed to apply only to trading stamps issued and redeemed by a third party. The members feel that compons packed with goods and redeemed by the manufacturer, should be exempt from the open ation of an anti-trading stamp law.

WRITING EFFECTIVE ADS

Keep Customers' Viewpoint in Mind, Says S. L. Krehs.

In an address to 300 retail merchants in St. Paul. Minn., S. L. Krebs, president of the Institute of Industrial Art. Philadelphia, said:

"Advertising should be so worded that it appeals to the person or class you are trying to reach. Use your customers' viewpoint."

Iteration, indirect suggestion, attractiveness, and persuasion were held up as the five leading points of salesmanship by Mr. Krebs, "These five points are fundamental points of human nature," he declared. "Iteration means the continual repetition of the point you are making. Utilize indirect suggestion. Arguing arouses opposition. Make posttive statements, free from negative words. 'Don'ts' are bad advertising words. When a mother tells her child not to so near a fire she brings the templation before the child's mind, when instead she should divert its affention to another subject."

The retailers addressed are taking the short course at the University of Minns-Krebs spoke under the auspices of the St. Paul Association of

Watching the clock is as profitiess as indulging in the luxury of self-pity.

New Orleans States

Member Audit Suress of Circulations. Sworm Net Paid Circulation for 8 Months Ending Oct. 1, 1916

36.660 Daily

r guarantee the largest white home rend evening circulation in the trade lory of New Orleans.

review of New Orleans.

To reach a large majority of the traderespects in the local recritory the States
the logical and economic medium.

Circulation data sent on request.

The S. C. SECKWITH SPECIAL

AGENCY

Solo Foreign Represes mtative St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO. 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York, Tel. Beekman 3636

PAYNE, G. LOGAN, CO., Bidg., Chicago, 747-748 Marquette Bidg., Chicago, 111; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bidg., Detroit, Mich.

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AD FIELD PERSONALS

H. C. Daych, for three years executive secretary of the New York Advertising Club, has resigned, to take effect At that time he will join March 17. the Standard Aero Corporation as assistant to the president, H. B. Mingle.

Mansfield House, formerly head of the Advertising Service Company, Montreal and Toronto, has severed his connection with the firm. His interests have been purchased by Messra. Solomon & Cockfield, who will continue the business as usual, Mr. Solomon taking charge of the Toronto office, and Mr. Cockfield of the Montreal end of the business. The firm has recently added to its personnel by securing Mr. James Gallagher, formerly with the Acton Publishing Company, as a copywriter.

Following the death of Anson McKim, hend of the A. McKim, Limited, Advertising Agency, his brother, J. Nelson McKim, has been elected president, and W. B. Somerset managing director.

E. J. M. Profiltt, head of an advertising firm of Providence, R. I., has asked through the Town Criers, an advertising club, that the Governor appoint a committee of 100 to atudy business conditions and existing interests throughout the country in the present national ortala.

Herschel Hunt has resigned as president of the Fort Smith (Ark.) Ad Club, and the board of governors has elected Louis Cohen to fill the vacancy. W. B. Wilmans was chosen to fill the unexpired term of Mr. Cohen as vicepresident.

Henry F. Gillig, an advertising agent, is in a hospital at Springfield, Mass., with a broken leg. He was attending the funeral of a friend in that city when he slipped and broke his right The New York Press Club, of which he is a member, received notice of the accident through a mutual friend, C. W. McMorran.

The New York Advertising Club has appointed the following as delegates to the St. Louis Convention of the A. A. W.: George French, H. R. Doughty. William L. Roberts, P. V. D. Lockwood, George W. Hopkins, Henry Hale, jr., Hugh Burke, Louis Gliman, F. St. John Richards, Miss F. C. Meister, and E. K. Gordon

Hal Fink, for the past two years advertising manager of the New York Evening Mail, has resigned. Mr. Pink has made an excellent record in the development of business for the Mail, and is very popular with all advertising men in New York. His former associates on the Mail regret his leaving, and pay high tribute to his ability. His future plans have not yet been announced.

Edward M. Power, president of the Power Advertising Company, addressed the Pittsburgh Real Estate Board recently on the relation of advertising to selling.

At an afternoon ten of the New York League of Advertising Women last Sunday T. H. Moore, associate director of the Bureau of Advertising of the Amertean Newspaper Publishers Association, ably covered the subject "What the Newspapers Think About Free Publicity."

Elbert Wortman has been made advertising manager of Yawman & Erbe, makers of office equipment, Rochester, N. Y.

L. E. Page is now advertising manager of Hart & Hutchinson, New Britain, Conn., manufacturers of machinery aupplies

William G. Beecroft, formerly editor sociated with Maclay & Mullally, Inc., cent. is provided

general advertising agency, New York. Mr. Beecroft will have charge of the department of general advertising.

The advertising agencies of Arthur C. Rogers and William Henry Baker have merged and will continue business in Cleveland under the name of Arthur C. Rogers.

W. I. McCrory of Chicago, succeeds H. C. Sturt as advertising manager of the Kirksville (Mo.) Daily Express, the latter going to the Kansas City Star advertising department after two years in Kirksville. Mr. McCrory has been doing agency work in Chicago the past few years and has had considerable advertising experience.

Mansfield F. House has resigned as president and general manager of the Advertising Service Company, Limited, Montreal and Toronto, and has been succeeded by Clarence T. Solomon.

Thompson Agency to Move

The New York office of J. Walter Thompson Company moves into larger quarters in the Murray Hill Building. 242 Madison Avenue, corner of 28th The new offices Street. March 3 will occupy the fourteenth and fifteenth floors of that building. main entrance and reception room will be on the fifteenth floor, with the offices of the executives and representatives, the media, auditing, billing, and checking departments. The production departments-art, copy, mechanical, and statistical-together with the exhibit and conference rooms, will occupy the fourteenth floor.

Fined for "Sargol" Advertising

Wylie B. Jones and Herbert Woodward, both of Binghamton, N. Y., were fined \$20,000 and \$10,000, respectively, by Judge Ray, in the United States District Court, at Auburn, N. T., for fraudulent use of the mails and false advertising. They were the proprietors of a patent medicine, bnown as "Harwhich was advertised extensively gol." as a flesh-producer. Their trial lasted thirteen weeks, and resulted in a verdict of guilty. Pines, instead of jail sentences, were imposed when the defendants agreed not to take advantage of any appeals in the cases.

Non-Advertising Failures

Startling figures relating to failures and non-advertisers were in business given to the Cincinnati Ad Club last week by Jesse M. Josephs, of the Josephs Advertising Agency. In his address on "What Should a Retail Store Spend for Advertising?" Mr. Josepha said among other things: "Figures I obtained from a financial agency shows that out of all the failures in a large American city during the year, \$6 per cent, of the firms had not spent a dollar on advertising, 14 per cent, spent about fifty dollars a year apiece; not one had really advertised. Judicious advertising is founded on facts, figures, and research. I want to warn you not to stand still in advertising. don't advance every year your business is slated for the grave."

Papers Exempt From Ad Tax

The Government of Uruguay has issued a new schedule of taxes on advertising, covering all branches of the advertising business, excepting only newspapers. The taxes are levied according to the time, place, and manner of display. For advertising alcoholic of Porest and Stream, has become as- beverages, an additional tax of 10 per

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified austors or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA	MONTANA		
NEWS Birmingham Average circulation for December, Dully 41,075: Numbay, 42,087, Printed 2,891,112 lines more advertising than its measure competitor in 1916.	MiNUM		
CALIFORNIA	NEW JERSEY		
EXAMINEM	JOURNAL Elimberi- PRESS-CHRONICLE Paterson COUNTEN-NEWS Paterson		
GEORGIA	NEW YORK		
JOURNAL (Ctr. 87,881)Atlants	COURTER & ENQUIRER		
CHRONICLE	IL PROGRESSO STALO-AMERICAN New York		
ILLINOIS	DAY		
HERALD-NEWS (Circulation 15,190)Jeliet	Webbase		
IOWA	NEBRASKA		
REGISTER TRIBUNE Des Moines Basenial to covering Des Moines and vicinity.	TRIBUNE		
attucinesput PARMING Des Moines More than 700,000 circulation guaranteed and groves or no jay. Messher Audit Burens of Ulreshtions.	VINDICATOR Toodgetown		
KENTUCKY	PENNSYLVANIA		
NIX-VIC HOME JOURNALLesteville, Ky. (A-m: Munchi), 22 to 64 pages, 1 Graranteed surgest circulation of may Masselly obtinities to the world, 10 strong of 90,000 copies monthly.	PASEY DEMOCRAT JUNESTOWN		
LOUISIANA	Pinka-LEADER		
TIMBS-PICATUNE New Orlotto	TENNESSEE		
MICHIGAN	BANNESE		
PATRICT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11.403; Sunday, 12,566 Member A. B. C. and A. N. P. A. Plat Ratos—One time ads. 50 cents toch; yearly contracts. 35 cents toch; position 20% extra.	TEXAS CHHONICLS Houston The Chronicle guarantees a circulation of		
MINNESOTA	\$5 (bid) delty and 45,000 Nunday		
TRIBUNE Morning and Brening Minneepelle	UTAH		
MISSOURI	HERIAALD-RESPUBLICAN Sait Lake City		
POST-DESPATCH	VIRGINIA		
Daily Evening and Sunday Moraing. In the only newspaper in his territory with the heautiful Sutegravure Picture Section. The POST DIMPATCH soils more papers in	DAILY NEWS-RECORD Harrisonburg in the fanness valley of Va. only jaguer in the richest Agricultard County in United States.		
54 Louis every day in the year than there are homen in the city. Circulation entire year, 1916:	WASHINGTON		
7-1-1			

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any adversives the privilege of a careful and exhaustive investigation.

NEBRASKA

FREIE PRESSE (CB 128 084)

NEW YORK

Limedo

ILLINOIS

SKANDINAVEN dilene horitetting belga skra.... Digitized by

EDITORIAL OPINION OF NEWS PRINT SITUATION

(Continued from page 1)

"The World has no interest in the case except to secure justice in the public interest. It makes its own paper and is not at the mercy of the Trust. But the practices the manufacturors have ourened have been confincatory in the case of many smaller newspapers, to which the price of paper has been arbitrarily doubled and trobled. Because of their greater resources the larger newspapers have been better able to protect themselves; but through no fault of the combination of manufacturers.

"If ever there was occasion for rigorous enforcement of the law, the news print paper people in their greed deliberately created it, as they now admit by their headlong retreat."

THE CHICAGO REGRALD.

"This is the most striking recognition to date by American business men of the idea which underlies the creation of the Trade Commission and has ruled its judicy from the start. It is the first appeal on a big scale for the application of the method of reasonable adjustment as opposed to the long and tedious procensus of littgation. It is significant of the vast and valuable potentialities of this body as an agency for the aid and counsel of husdness.

"The Commission has taken the proposal under advisement. But the precedent set even by the appeal to that hady's good offices is of the highest importance. In its basic form the problem of the news print manufacturers and the publishers is largely the problem of other industries necessary to the orderly life of the people. It is not rush to assume that as the general understanding of the essential soundness of the new idea embodied by the Cominjusion grown clearer, the resort to it will become more and more frequent.

"In this case, as in most other cases involving industrial questions of farreaching importance, what every one concerned, from manufacturers to genral public, wants most is a satisfactory wittement that will safeguard the rights of all. An ounce of settlement is worth a pound of prosecution from almost every point of view. The climination of the evit condition, where it exists will do the public more good than long, tedious, and expensive litiention

"Another aspect of the serious news print situation is as important to the public as the evidence afforded of the potentialities of the trade commission; it is concerned with conservation of national resources. The tremendous advance in the cost of print paper has given a point to the business value of referestation that will hardly be overlooked. Just as the printing industry has denuded the forests of a number of States, so will its demands make reforestation a highly profitable under-Exhibited "

WASHINGTON POST.

"Ited tape has been cut and a direct and practicable solution of the printpaper situation has been found character of the emergency fully warranted the adoption of a remedy which under ordinary circumstances might have seemed undestrable.

"Justification for the acceptance of the proposal that the Federal Trade Commission act as an arbitrator and fly file price of news print paper is to he found in the general principle of neighbotion which has been found to be this decide to the processes of fustice and in fustrial harmony.

"There has been no great shortage of print paper. The figures of the trade commission demonstrate this conclusively. The scare was largely an artificial growth. Publishers, finding contract prices going up, wrote to many manufacturers to get better prices, thus creating the false impression that there was an enormously increased demand

"Secretary McAdee, of the Treasury Department, especially deserves credit for the part he played in bringing about this harmonious arrangement, which distinctly is in the interest of the public, as well as the small newspapers and magazines whose very existence was threatened. It was he who, in a friendly way, called the manufacturers to Washington and explained to them the effect of their uncompromising attitude with reference to the public welfare.

"The individual members of the Federal Trade Commission have likewise shown a disposition to disregard technicalities and accomplish something worth while. What has been accomplished in this pact of peace is an augury of a bright and useful future for the Commission. It shows that the Government can be businesslike and helpful when the right sort of officials take hold of a national problem."

ILLINOIS STATE REGISTER.

"The news print paper manufacturers of the United States and Canada, realizing that they were face to face with criminal prosecution, have agreed to be good. The Government had the 'goods' on them, and by their requesting that the Federal Trade Commission fix a reasonable price for the output of the principal plants of the United States and Canada, the manufacturers admit the weakness of their case.

"The news reports state that it is generally believed that the Federal Board will agree to fix resonable prices for print paper, and that the criminal prosecutions which were threatened will not be carried out.

The high cost of print paper in the United States during the past six months has forced a large number of newspapers to suspend publication.

"The disposition shown by the print juster manufacturers to abide by the decision of the Federal Trade Commission, in the matter of fixing prices, is a big victory for the Government. The manufacturers are to be congratulated upon the attitude they have assumed. All the newspapers of this country want is a 'square deal." The Government, if it decides to agree to adjust prices, will see that both the manufacturers and the users of print paper are treated fairly."

"American manufacturers may all read with profit a bit of current history which is just being written in the printpaper industry. Appealed to by publishers threatened with the extinction of all profits by the productous rise in price, the Federal Government took up the question of manufacturing and selling costs in the paper trade. Now the manufactum on have offered to establish a maximum price, dictated by the Federal Trade Commission; and the Gov. ernment is said to be about to close with the offer, and fix the price

"With such a society as ours, Government price-fixing is a poor and uncertain will-didute for that natural pricefixing which goes on in every normally consisted industry all the time. No one who has watched they rument price-fixric on the selling of rallway framsporta-

habit of appealing to the Government CALLOWAY AND MOORE instead of to the natural laws of trade grows upon the American people. But here is the thing that ought to be laid to heart by manufacturers: The arbitrary and artificial interference of Government in the realm of price-making would never have been thought of if only the industries in which Government control has been invoked had held their would-be pirates in check by the influence of the great majority of reasonable men, and had done their own housecleaning.

"There has never been a time when shortsighted selfishness has plundered the pockets of the American people when a very considerable section of the industry in which the freebooters operated has not strongly disapproved of such exploitation. But such disapproval has remained inarticulate. It has not gone on record

"There never was a time, in the days of the worst railroad abuses, when there was not character and conscience chough in the higher circles of railway officials to put the wrongs right, and vindicate the public's rights-had this character and conscience been mobilized. But it was not-and the public went to legislating on the theory that all railroad men were crooks, and all railroads mines of wealth-with the result of trafhe congestion on the heels of many receiverships.

"We are our brothers' keepers in this world, in more senses than the one the words usually suggest. You are your brother's keeper, not only when he needs your help or your mercy, but also when he needs your sharply expressed disapproval. The reasonable and decent and conscientious men in a calling have no right to sit quiet and see the whole business or industry condemned for the faults and fallings of a few men. They ought to do their own housecleaning. When the 'gouging' of purchasers of print paper began, the reasonable men in the industry ought to have called a halt. Are we to have the Government invoked to put things right that popular conscience and common-sense mucht to cure without resort to governmental machinery "

Will Amend Libel Law

Wisconsin newspaper publishers have won their fight before the Wisconsin Legislature. The Hennett Libel and Slander bill, now before the Senate, will be so amended to meet with the approval of the Hadger editors. A hearing was held on the bill before the judiciary committee of the upper house on February 15. Senator Bennett approved of the publishers' auggestions for amendment, and the newspaper men left for their homes satisfied with the result of their trip. The measure will probably be reported to the Senate by the committee next week,

January Quill Appears

The January number of the Quill, the official quarterly magazine of Sigma Delta Chi, the college national journalisin fraternity, is as usual, a very creditable one The Quill is edited by Lee. A. White, merciary to George Booth. publisher of the Detroit News.

Texas Daily's New Home

The Corstana (Text Daily has just occupied the two-story brick tonideng built by the sweets to house their plant. The Sun has added the third linetype and other equipment tion can exame a twinge of fear, as the to its mechanical department.

JUMP INTO LIMELIGHT

(Continued from page 7) the expense of Mr. Moore when he earnestly endeavored to convince Speaker Clark that a question of personal privilege was involved, insisted that the Post editorials had referred to "demagogues in the House." Speaker, looking gravely over the top of his glasses at Mr. Moore, said, "I know"

SECOND CHECK OFFICIAL

H. C. Cutting, of New York, sent the World \$500 to add to the \$1,000 offered by that paper to Calloway, saying in part:

"If Mr. Calloway's charges are correct, it is worth \$500 to any patriotic citizen to have the facts established without question. If Mr. Calloway's charges have been made lightly and on frivolous grounds, he should be forced to applogize to the press of this country. I am moved to this by my ideas of what constitutes real patriotism, and I wish at this time to commend you for your prompt challenge of such charges. If such charges by public men go unnoticed, the dignity of the press and the dignity of the American people must auffer incalculable harm "

In Congressional circles it is not now deemed likely that the limelight pones of Calloway and Moore will lend to an investigation.

THE CHICAGO TRIBLING.

"There is one worthy measure before Congress which has even less chance of passing than a proper army bill. It is a resolution to investigate the ownership of newspapers to find out if any of them have been acquired in the interest of foreign governments to sway public opinion for the benefit of those governments against the interests of the United States.

"Nothing is more probable than that this should be so. Newspapers are property and can be bought and sold. Buying the editorial service of a newspaper and buying the newspaper itself are two very different things. Men who would scorn to take money for aditorial expression would not hesitate to sell their properties. Pew, Indeed, are the newspaper properties which would not be sold at a sufficient price, and unlimited are the funds to buy them, and unlimited the needs of all the warring nations for friendly publicity in the United Hence it is more than likely that there are newspapers in the United States which now belong to alien governments and are being conducted in their behalf.

"Congress will not investigate, how-Congressmen, smarting under merited criticism, will charge newspapers, both sangly and collectively, with treasonable motives, but the majority party of Congress will not investigate the ownership of newspapers for the same reason it objected to the investigation of the 'leak' of the President's message, namely: for fear that it will find something.

"For years there has been on the statute books a law requiring the publishing of the actual ownership of newspapers, and for an equally long time the Administration has failed to enforce this law. An investigation of the ownership of newspapers might not only bring to light some interesting concealed owner. ships, but might prove also that the Administration permitted the evasion of the law in return for political support. There will be no investigation."

Indifference is the mother of careleasness,

SMALL PUBLISHERS WIN SAYS ERNEST G. SMITH

Fixing of the Selling Price of News Print Marks an Epoch in Their History and That of the Manufacturers, Pennavivania Man Declarer, in Interesting

BY ERNERT G. SMITH

(Chairman, Pannsylvania Publishers' Purchasing Boreau.)

Smaller publishers of the country have been electrified by the sweeping announcement of the Federal Trade Commission that, beginning March 1, the selling price of news print would be ascertained and fixed by that arm of government. Electrified, because it is a signal and almost revolutionary justification of the claims presented by organizations of smaller publishers who have, for the first time in the history of the publishing industry, solidified their interests and found their strength.

Up until the Federal Trade Commission's first hearing on the news print situation last August the average inland publisher was satisfied with a group organization, if he belonged to one at all. whose name may have seemed formidable but whose accomplishments ranged from an annual dinner to an occasional weak-kneed petition to a State legislature. A small percentage were members of national publishers' hodies. but the great majority, while not disnaraging the many commendable efforts of these, were indifferent to their possibilities. The pinch of necessity changed all this. When the alarming truth dawned by degrees last fall, that competition among news print manufacturers had mysteriously disappeared, and that sterectyped answers to inquiries for news print supplies hore a striking resemblance in their discomforting advice "to stick to your present source of supply." It became a question of not how little but how much we were to be stuck.

PENNSYLVANIA SENSED SITUATION.

Pennsylvania sensed this alarming rondition of affairs early. The voice of J. H. Zerbey, of Pottsville, was a voice crying in the wilderness for a time Others of us became interested in a fight. ing organization at a meeting called by him at Reading in September, followed by another gathering at the same place a month later. The Federal Trade Commission, at its August hearing, had hinted that conperative buying was a logical means of protection for organizations of publishers against the jobher and speculator, and might enable wich associations to establish as direct and advantageous a connection with mills as the large consumer was able to secure

I'pon that suggestion we organized the Pennsylvania Publishers' Purchasing Bureau in October, with only a few members at the start, but which now has an encouraging membership scattered through several States. We made strenuous efforts to place tonnage, but to no avail under conditions then exfating. By a comparison of experiences we found that each member was being supplied with alarming information as to his 1917 supply at any price, that his mill or jobber was shipping less than promised through November and December, and that during December was advised that unless he signed a contract for the entire year at an increase above nny price he had theretofore paid, his source of supply would be cut off great majority of the smaller publishers of the country were therefore forced into contracts by this system of durees during the fag end of 1916. It is these centracts that the decision of the Federal Trade Commission affects to greatest advantage, and will result in the end of millions saved to struggling in. land publishers who were fighting for cry existence.

Aside from the immediate and continuing financial advantage gained for publishers in general and the smaller publisher in particular through the unprecedented accomplishment of the Federal Trade Commission, indirect benefits accruing from a final settlement of the controversy are in my judgment of even greater importance.

A BLENSING IN DISCULAR.

Tremendously increased costs of newspaper production due to the price of news print impelled conservation and efficiency which but few publishers had over voluntarily imposed upon themselves. The whole unhappy nightmare was a blessing in disguise. The day of returns, of free copies, of loose circulation methods, of selling advertising space below cost and a hundred other ills of the business or lack of business have departed never to return to a publication that can hope to hold up its head among clean cut business enterprises. We needed a Moses to lead us out of the wilderness of indifferent management. He came with a red that hurt while it was being applied. We have not yet quite forgiven the hurt but it toned up the whole budness system to somewhere near that state of efficiency to which our captains of industry have brought other lines of enterprise.

A second highly important benefit has followed from various publishers' organizations, which before had little excuse for existence, really finding themselves. At the first public conference with the Federal Trade Commission in August of last year, Pennsylvania alone was represented among the States. At the third conference in December, sixteen live State organization were ably represented, covering every district of the country excepting the Pacific slope. The pink tea tendency was obliterated. These were business organizations headed by business men. Petty Jealousies never rose to the surface. They were soldiers in a common cause, and pledged their organized strength to the task of defeating what they believed to be an unjust and unnatural detriment to the publish. ing husiness.

The Evening Telegraph Advertising Gains for 1916

aix days a week, are not only larger by over HALF A MILLION LINES than the gain of ANY other Philadelphia newspaper AND MORE THAN DOUBLE the gain of one other Philadelphia evening newsgaper, but are for larger than the percentage of pa il advertisting gains ever made by any Philindelphia newspaper, ely ce seven days a with the new for larger than the mercentage of gains in paid advertising, made by any to webajer in any important American city. during 1916 or any other year.

The Evening Telegraph, Phila.

Close to the People

The Wisconsin Unity Which has Grown Stead ily in the Good timers of its putrens in the last Twenty Years is The Sorthwestern nt Onlikesh Printed in a City of 25 000 it Has a

Plant to Compare with One in a City of two both High Speed Green Press, 72 6000 an the r. 10 Mergenthylers, Both Associated Proces and I pitted Proce factored Wires and All the saws for All the Prople

G. LOGAN PAYNE COMPANY.

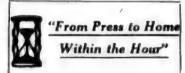
several occasions in Washington was transplanted to the recent Chicago con-The smaller publisher there, as at former conferences, told his story frankly and with such skill as to gain the continuing sympathy of the Commission, and, I believe, the respect of his larger conference. He had been hit the bardest in proportionate increase of price, and his opportunity of recouping losses was far less in the smaller than in larger communities.

At this conference the manufacturers committed themselves to a policy of giving the utmost consideration to cooperative purchasing hureaus like OHE OWN

LOOKING INTO THE PUTURE.

The logical conclusion of the conference was that through group-buying the same price would be obtained as for an equal tonnage sold to the most favored consumer. And this will mean in future a new price era for many publishers who have heretofore been passed from pillar to post in tonnage distribution. Had the manufacturers then accepted in the same spirit a suggested plan which they finally agreed to under compulsion-which plan is the recent announcement of the Federal Trade Commission-they could have hoped to have witnessed a speedier coming of the day when a sense of the interdependence of the publisher and the manufacturer of news print of each upon the other would mark an epoch in the business history of both.

Like a case of troublesome boths, the experience leaves the newspaper husiness better off, but thankful that it is over. The day of the long-term tonpage agreement between mill and consumer at a fair price for supply is at hand. This will mean a sense of se-



It a exclusive carrier service enshies the Evening and Sunday Star-to be delivered on every city block in Washington, D. C., "from press to home within the hear." The enormous exclusive city circulation of the Star makes it the

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives World Endiding
C. GEORGE KROGNES,
Marquette Building,
CHICAGO

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

The aplendid spirit evidenced upon curity and an ability to stabilitate a great industry on one hand, and community institutions, which we call newspapers on the other. Our little organization has come through it feeling somewhat the worse for a hard fight. but nevertheless with a sense of appreciation that the newspaper fraternity can accomplish results if it organizes for a worthy purpose. If other publishers feel about it as we do, the future will tell a different story of purpose and accomplishment in the making of newspapers.

Washington's Libeller Jailed

At Tacoma, Wash., on February 16, Paul R. Haffer, Socialist, began serving sentence of four months in the County Jail for having libelled the memory of George Washington. A stay of execution was granted pending a review of the case by the Supreme Court. When a hearing was denied Haffer accepted gentence, which included costs of \$100. Haffer's conviction was due to a letter written to newspapers a year ago in which he deplored the growth of hero-worship, and said Washington was a slave-owner, drank liquor, and used had language.

The Favorite

In 1916 The New York Times printed 2,581,449 agate lines of Dry Goods and Specialty Shop advertising—a greater volume than any other New York morning newspaper.

The Times has the largest effective circulation.

Topeka Daily Capital

culation for the six months ending Sept. 30, 1916, as sworn to in Government report.

And as confirmed by report of The Audit Bureau of Circulations Atten Capper

Publisher KANS. TOPERA.



NOTED MEN'S VIEWS ON NEWS PRINT SITUATION

John Temple Graves Quotes Several Senators and Predicts Presidential Action Chairman Glass Defines His Attitude Toward Government Regulation of Prices.

Frank P. Glass, editor of the Birmingham (Aia.) News, and chairman of the paper committee of the American Newspaper Publishers Association, declares that a substantial reduction in prices and restoration of a competitive market will follow joint action of the Federal Trade Commission and the Department of Justice in clearing the print Deper situation.

In a statement to the United Press Mr. Glass said:

"My attitude toward Government regulation of print paper is distinctly fa-It has been clear for some months that some power stronger than the combination of many print paper manufacturers and more rapid in action than the obvious association of newspaners must intervene if relief for many papers, large and small, was to be obtained in time to be effective. It is clearer to-day than ever that the Federal Trade Commission and the Department of Justice working together are about to produce the necessary relief.

"These two arms of the Government, I believe, will bring about a substantial reduction of prices and restore a competitive market. The reduction of prices will apply to the value of contracts made under panicky conditions, and the competitive market will insure a safe and comfortable future for producers as well as consumers.

"I have confidence in the outcome of to-day's bright prospect and regard the changed attitude of the manufacturers as indication of the wisdom and justice of the persistent struggle of the American Newspaper Publishers Association particularly for relief through Government intervention."

PROMINENT MAY TAKE ACTION.

In a special dispatch from Washington on February 18 to the New York American, John Temple Graves said:

"President Wilson will take personal action to restore normal prices for news print paper, it was learned to-day This is part of the Administration programme for a new era in business, a notable expansion of the functions of government, and impartial arbitration between producer and consumer

"A special session of Congress to pass the necessary legislation is part of the Administration's plan. Secretary Mc-Adoo aiready has communicated this idea to the news print manufacturers. and has warned them that a monopoly will not be tolerated."

PRICE PERING BY LAW.

Quoting Senator Hitchcock, of Nebraska, as "distinctly one of the students and thinkers of the Senate," Mr

"The creation of the Federal Trade Commission was an act of progressive legislation vigorously attacked and much reiticised, but its achievement just announced is full vindication. For many months it has struggled patiently and ntily to protect the newspapers and magazine publishers of the country from n threatened paper famine, accompanied Is an extertionate and rulnous increase in prices. In doing so it was also seeking to protect newspaper subscribers and magazine readers from an inevitable incress in subscription prices that would have resulted from a great iners in the cost of paper.

"The triumph of the Commission is triumph of reason and fair dealing

manufacturers have chosen wisely Great manufacturing interests cannot afford to defy public opinion and live on terms of enmity with their customers. Sooner or later a day of reckoning would be sure to come Extortion and big profits would certainly be followed by depression and lowers

"The achievement of the Federal Trade Commission in this case becomes a precedent and the action of the paper manufacturers becomes an example in other cases. Price-fixing by law under our form of government has seemed impossible, but we have now apparently been shown a device for securing its benefits without encountering its dan-

Mr. Graves gives the views of Senator Walsh, of Montana, as follows:

"It is a radical departure in our nol-For many years an agitation has been going on in favor of regulated monopoly as against the effort to maintain competition. This seems to me a frank example of regulated monopoly. It practically admits a combination in violation of the Sherman Anti-Trust law.

"This Government board is to fix prices. If that policy is to be adopted it should be adopted through direct legislation. It is wrong to countenance an organization existing in violation of law, whether or not you may consider the law just."

HOKE SMITH'S VIEWE.

Senator Hoke Smith, of Georgia, according to Mr. Graves, said:

"The adjustment of the dispute between the newspaper publishers and the paper manufacturers is a splendid triumph of law and justice.

"It is a practical illustration of the value of legislation which Congress has enacted during the past four years.

"It should gratify every one that the manufacturers did not hold out until legal proceedings were instituted, but yielded to the law and permitted the Federal Trade Commission to use its good offices to bring about an adjustment.

"I carnestly hope that this is only the beginning of a line of action which will protect the consumer against unfair combinations and bring results by negoliation and agreement.

"Of course, I do not mean by this that I would favor conceding to parties the right to continue organizations in deflance of law. As I understand it, the adjustment goes further, and the parties concerned consent to subordinate their organizations also to requirements of law.

The Vittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore hest for

WALLACE G. BROOKE Brunswick Building, New York THE FORD PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK,
Real Estate Trust Building, Philadelphia

The New Orleans Item

Largest Circulation of any Louisiana Newspaper Largest afternoon Circulation in the

entire South (October Post Office Statement)

Sunday 68,942 Daily 55.365

In bowing to the Commission the paper PUBLISHERS PETITION COMMISSION

Car Shortage Threatens Tie-up on Transportation of Paper.

As if the rising cost of news print and everything else entering into the making of a newspaper was not enough of a burden to place on the shoulders of the publishers of the United States. they are now confronted with still another difficulty, that of being unable to get the news print they have finally succeeded in buying. The car shortage now looms up on the horizon of the publishers as the latest bugaboo, just as the price burden seems about to be settled amicably.

For several weeks past the tightening of the transportation problem has been felt, increasingly so each week. About two weeks ago a well-known evening paper published in New York city had to cut down the number of pages of every edition because it was impossible to get their paper through In this case the paper was on the car, but was held up outside of Jersey City and could not get over. Then came complaints that the paper companies could not get cars to load, as thousands of freight cars are being held up in and around New York and other large cities, packed with war munitions and other goods, awaiting bottoms transportation to Europe Meanwhile. the freight cars are held there, loaded. when, if it were possible to unload them, they might be in use for further transportation. This has created a car shortage that is rapidly assuming menacing proportions, not only for the paper trade, but for others as well.

Members of the Southern Newspaper Publishers' Association have been the first to take up the matter officially. and the situation, as it threatens to af-

The Acid Test of Efficiency-

of any newspaper as an advertising medium is its ability to SELL GOODS—not to aimply "carry no many lines." Put the Free From to the test on your next campaign. Advertisers know why.

The Detroit free Press "Michigan's Greatest Hecepaper."

VERREE & Foreign Chicago
CONKLIN Representatives Detroit Largest fuo-cent morning

Buffalo News EDWARD H. BUTLER

Editor and Publisher

"The only Bufalo newspaper that con-sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-MEMBER A B C

Formen Advertising Representatives KELLY-SMITH COMPANY CHICAGO ADD Fifth Avenue

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Fereign Advertising Representatives

feet their members, is well set forth in the following telegram which was sent Thursday to B. H. Meyers, Chairman of the Interstate Commerce Commission at Washington, D. C.:

"We appeal to you to do everything within your power to relieve the car shortage situation. Members of this association, all publishers of daily newspapers, are confronted with nonsibility of suspending publication on account of inability of mills to make shipments. Paper now being held up at milis awaiting cars. Many of these mills haven't adequate storage facilities to take care of accumulating stock, thus forcing them to shut down, which will also compel them to cut down shipments to their customers. South-ern Newspaper Pub. Asen. Rob't S. Jones, pres't; W. C. Johnson, sec't'y."

Conference Called

Officers of the Allied Printing Trades Council of New York State have called a conference for Thursday, March 1, at their offices in the World Building of publishers of business and other trade papers and magazines, and representatives of the Allied Printing Trades Coun-The object of the conference is for the purpose of considering in a practical way a programme" in connection with the attempts of Congress to pass a bill increasing the rates of second-class postage.

Keeping up with the times is the art of not falling behind the times.

The Boston Evening Record

and

The Boston Daly Advertiser

are now represented in the general advertising field by

I. A. Klein

Metropolitan Tower

New York

THE Indianapolis Star reaches more people on rural routes than any other Indianapolis paper.

The Shaffer Group: CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR ROCKY MOUNTAIN NEWS DENVER TIMES LOUISVILLE HERALD

> Hearty co-operation extended to advertisers. Address

> > Promotion Dept.

SHAFFER GROUP 12 S. Market Street Chicago

Today's Housewife

newspapers over 52,000 towns where only 18% of the dailies circulate

> More Than a Million Net Paid Guaranteed

GEORGE A. McCLELLAN General Manager

The McClure Method

Our features are sold on individual morit, Any service may be undered singly TRIS MEANS.

The greatest possible variety from which to chiuse. The abstitting of each feature to your own editorial indepent.

own editorial judgment.
The apportunity to order a budget conditing only of what you wast.
A material reduction from individual prices on bridgets.

write us for samples of our Bunday Colored counce, daily comics, women's feutures, bedfine stories, fistion, ste.

The McClure Newspaper Syndicate 120 West 32nd Street. New York City

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of interret to you, printed in over 93 per cent. of the newspapers and publications of CANADA.

We cover every frot of Casada and New-

74 76 CHURCH ST., TORONTO, CAN. Price of service, regular press climing rates—special rates and discounts to Trade and Newspapers.

C Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

(Many special representatives who know through years of observation recommend

AD ART SERVICE

212 Press Bldg. Cleveland, O. to all papers on their lists.

Successful

Men in every walk of life are all familiac with

Romeike's Press Clippings

Among our patrons are professional and husiness men and women, public person-ages and the loading Banks, Trust Com-panies and Corporationa.

Romeike Clippings are an indispensable adjunct to every busi-ness. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC., 96-110 Seventh Ave New York City



THE WORLD ATOP O'

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

DERCY STRAUS, OF R. H. MACY & CO., IN HIS recent testimony before the Congressional Committee, investigating the pros and cons of the Stephens Price-Maintenance bill, made sundry diverse, numerous, and various statements, asserting high, wide, and handsome assertions, relating and appertaining to branded and advertised merchandise, its inferiority, and general worthlessness.

Whereupon certain manufacturers, who have spent many dollars- regular United States of America he dollars-in advertising these self-same goods, refuted Mr. Straus's testimony, even unto the last refute, and then some.

Some one imbued with a spirit of Charity that self-same charity which, as has been said, "covereth a multitude of sins," suggested that perhaps Mr. Strans had been misled by his buyers.

Far be it from us to pass judgment upon Mr. Straus or those gentlemen who questioned the authenticity of his statements. Far be it from us to doubt what any of the gentlemen said, but-taking the testimony given pro and con, there seems to be some difference of opinion as to relative values as promulgated by

GIMBEL BROTHERS HAVE ENTERED SUIT AGAINST the New York Tri-Adamsing they received.

Gosh all fish-hooks! but that sets some standard for value of advertising. Just think of it!

Now, if space is worth that much if it can hart to that tune- why can't it help to the same tune?

Granting that Samuel Hopkins Adams is some good writer, he is not the only one Richard Harding Davis left here on earth-and if he can make it hurt that bad, why can't some one make it help in an equal ratio?

Gimbel Brothers have set a pretty high market value on the power of the press for exploitation.

TT MIGHT BE A GOOD THING FOR SOME of our merchants to see just how much backing their advertising has before they mart to condemn advertising.

Advertising may be strong, forceful, vigorous, and truthful, too. It may have meritorious merchandise behind it, and then be queered by sloppy, inattentive service, careless salesmanship, and poor attention from salespeople, or poor delivery service, or any of a hundred and one causes which generally are blamed on to non-productiveness of newspapers. How about it?

LIVE TOPICS DISCUSSED BY OUR READERS

it note this coption we shall print, each used letters from our conders on subjects of interest connected with new-paper publishing and chi-retains. Any publisher who desires to interest the following the product of the product of

FVERT FYENING, WILMINGTON, Del., 19th, 12, 1917 THE EDITOR AND PUBLISHER

I notice by The Entres and Publishers of February 10 that New York papers abowed a gain in advertising for January over the same point, etc. It course to me that they used less news point, etc. It course to me that many news-papers omiside of New York have probably done the same thing, although the fest has not been explicited in the trade journals. For instance, Every Evening used 6 per cent, less white paper in January, 1917, then in January 1916 while at the agree time we increased our volume of paid advectising by about 10 per cent in face of a 25 per cent, increase in rais, effective the first day of the year. We feel, by the way, that this cutting down

of nous print consumption by the newspapers of the country is of far-reaching impeciance just at this time, and I would very much like to hear from other newspapers throughout the esuntry he to just what they have been able to do in this connection since January 1.
Www. F. Mentale, Business Manager.

"Another Day Coming"

DAILY NEWS, Firemental Mass Figure 50, 1917.

THE PIETOR AND PUSE SHIPE!

Hinto via noticed the almost entire abserve of any retrievaluitie of the terral Northern Paper Company one of the largest manufacturers, at the topol inferences. Have you noticed that I relection here early if no thing, had sting that he must make the fearing contributed on him contructs or have been word a lich y manner? A

contract with a concurr, like that is worth a great deal to any publisher these days, and we regret that we're not one of the lucky ones. The man-agement of the Great Northern apparently conother day coming."

Piremain Daily Nuws,
Manage ducts its lessiness on the basis of "there's an-

F. A. ROBERTSON, Manager,

Press Room Eliminated

Washington, Pebruary 21 -The press room at the War Department has been discontinued and hereafter correspondents are requested to use the Navy press room. All desks, telephone booths. and bulletin boards have been removed from the press room of the War Department, and newspaper offices with private telephones in the press room were requested to discontinue their wires. It was explained at the War Department that the press room has occupied a partitioned space in the alcove leading to Secretary Baker's reception room, which blocked the entrance to this room, and took up space otherwise needed by the Department.

Club's Birthday Dinner

Celebrating its fifth anniversary, the Brooklyn Press Club will give a dinner. dance, and entertainment on February 26 at the Plaza Restaurant. Acts from the vaudeville theatres of Brooklyn and specialties by the "So Long Letty" company will be features of the entertain-Among thuse who have promment bed to attend are Lewis H. Pounds, Borough President; William A. Prendergust, Controller; Justice George O'Keefe, Bird S. Coler, and John H. Me-Cosey. Cinton H. Hoard is chaleman of the committee in charge.

The True News -FIRST-

Always-Accurately

International News Service 238 William St., New York City

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

QUALITY

circulation is our field. The best class of readers in every town follow our articles every day.

Write or wire for rates. National Editorial Service, Inc., 225 Fifth Ave., New York.

NEWSPAPER prosperity is based on circulation.

FEATURE nexts of the right kind make and bold circulation.

SERVICE by experts means material and methods that have been PROVED.

Let us send you semples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KORNIGSBERG, Manager 87 WEST DOTH ST. NEW YORK

FLAGS-MAPS-ATLASES TIMELY SUGGESTIVE **PREMIUMS**

Patriotic, Educational, Historic Write today for Samples and Quantity Prices-ACT PROMPTLY DELIVERY GUARANTEED

BLAKE WILLSDEN Premium and Adaptining Specialties, 1606 Heyworth Bldg., Chicago

USE

UNITED **PRESS**

FOR Afternoon Papers

General Offices, World Bldg., New York

Ott

DEATH OF GEN. J. R. O'BEIRNE

F ormer Newspaper Man Was Long Prominent in Public Life.

Brig -Gen James Rowan O'Beirne. who was for many years Washington correspondent of the New York Herald, and who also represented that paper in many of the Indian compaigns following the Civil War, died February 17 at his home in New York city. Gen. O'Beirne received the Congressional medal for bravery in the Civil War, and was more recently Commissioner Extraordinary in the United States for President Kruger of the Boer republic. He was seventyseven years of age. He was born in Ireland, and, after coming here when a young man, was educated in St. Francis Xavier's and St. John's Colleges, from which he received the degrees of A.M. and LLD.

At the outbreak of the Civil War Gen. (PReirne joined the Seventh Regiment, later foining the Thirty-seventh New York Regiment, the Irish Rides. With this command he served through the Peninsular campaign, and was seriously wounded at Chancellorsville. Later Gen. O'Beirne was Provost Marshal of the defences north of the Potomac and took part in the pursuit of Booth, the assessin of Lincoln. Gen (Flieirne was officially in charge of the deathbed of President Lincoln, and was the last of those engaged in that duty.

After the war Gen. O'Beirne was appointed Deputy United States Marshal and later Register of Wills in Wash-Ington, D. C. Gen. O'Beirne was formerly in charge of the immigrants at Ellis Island, and later served as Commissioner of Charities under Mayor Mirong.

OBITUARY NOTES

AARON AUGUSTUS CHARR former owner and editor of the Scranton (Pa.) Times, and for many years famous local character and figurehead in public life, was found dead in hed at his home in Fleetville, February 10. He was in his seventy-eighth year.

Ezra N. Doneon, one of the best known newspaper men in Queens County, died fom pneumonia in Saint Mary's Hospital Brooklyn, on February 19. He we fifty-six years old.

CHARLES D. CROSSMAN, for the past year correspondent at Vera Cruz for the New York Herald, died on the steamship Monterey last Tuesday. He had left Vera Cruz on the Monterey to come to New York for hospital treatment for a kidney discase.

FREDERICK W. WHITE, dramatic critic, who started his newspaper career in Albany, being one of the founders of the Albany Union, died in Denver Feb-He was mixty-seven years rusry 13.

ORVILLE B. PINE, aged forty-three, for many years a valued employee of the New York World, died at his home in Dort Highmand S I last Saturday, He feined the World staff in 1891 as a bill clerk and was mon promoted to be nesistant cashier. Four years ago he was stricken tlind. He is survived by his widow and two children.

CRIANE MIRREAU, aged sixty-seven. nevelist, journalist, dramatist, and dramatte critic, died a few days ago in Paris.

FRANK COSTRILO, editor and manager of the Hobart (Okla) Democrat Chief. and former State Senator from Miscourt, died at his home in Hobart on Pelicunty 13 at the age of fifty-seven. ofter an illness of two days of spinal

meningitis. The body was shipped to Mayaville, Mo., for burial,

MAJOR THOMAS E. Davis aged eightytwo, for years editor-in-chief of the New Orleans Picayune, and regarded as one of the best known newspaper men in the South, died on February 20, in New Orleans. Major Davis was a native of Lynchburg, Va. He attained the rank of major in the Confederate Army, and was with General Lee at the surrender at Appomattox. Major Davis had not been actively engaged in newspaper work for several years.

Hugh J. Connin, for fifteen years connected with the stereotyping department of the Providence (R. I.) Journal, died last week of peritonitis. He was forty-one years old, and was at one time employed by the old Providence Evening Telegram.

Miss Francis to Wed

Announcement has been made of the engagement of Miss Margaret Francis, daughter of Charles Spencer Francis, late proprietor of the Troy (N. Y.) Times, and one-time United States Ambeassdor to Austria-Hungary. Charles Balley McEwan, of Albany.

WEDDING BELLS

R. M. Brinkerhoff, a cartoonist on the Evening Mail staff, and Miss Edna Patterson, of New York, will be married March 2, at Mr. Brinkerhoff's studio in West 67th Street. A wedding breakfast will follow at the Hotel Majestic. Havana is said to be the objective point for the honeymoon.

Verne E. Buchanan, editor of the Aubuen Evening Star and Dispatch and Miss Ida Mary Hatchet, of Garrett. Ind were married February 10 at Fort Wayne.

W. J. Hill, former publisher of the Hannibal (Mo.) Courier-Post, and later business manager of the Alton (III.) Times, and Miss Mary L. King, were married at Hannibal February 9.

The Tarrytown, N.Y. Daily News

Circulates in the wealthiest town in the United States

The Pittsburgh Post

Democratic Paper In Pittsburgh.

ONLY



CONE, LORENZEN & WOODMAM, Special Representatives New York, Detroit, Kansas City, Chicag

The new Sport Call

Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PREFFRENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

CHANGES IN INTEREST

OMAHA, Neb.-Announcement been made that Victor Rosewater, editor of the Bee, has acquired a majority of the stock of the paper, through purchasing the holdings of his brother Charles. The latter goes to Los Angeles to take over the management of the Examiner and Tribune.

MARKED TREE, Ark .-- T. D. Harris, for twelve years editor and publisher of the Gazette, has severed his connection with that paper, and has founded the Tribune.

MERIDIAN, Miss.-The Dispatch cently announced that James A. Metcalf, of Chattanooga, had purchased a controlling interest in that paper and would become president of the corporation and editor and publisher of the paper.

LAURES. Del -Edwin C. Tolten, formerly with the Passaic (N. J.) Daily News, has purchased the plant of the Laurel Printing and Publishing Company and will continue to publish the Delaware Leader, Harrington Journal and Henlopen Journal.

Marion, Ala.-The Times has purchased the Standard and the two papers hereafter be published as the Times-Standard, Charles H. Greer, editor of the Standard, retires and Irby Pope continues as editor of the consolidated papers

MEMPHIS, Tenn.-Men are soliciting subscriptions for stock in a proposed new morning daily for this city, the capital stock of which will be \$25,000. Abe Goodman, McCay Van Vliet, and Frank Hill are among those reported to he back of the movement.

NEW INCORPORATIONS

BRONKVILLE, N. Y .- The Dancey-Davis Press, Inc., general printers: capital, \$75,000; directors, E. R. Davis, East Orange, N. J.; F. S Shields, Clifton, N. J.; Charles E. Dancey, Lynnbrook.

FREEPORT, L. I.-The Long Island Bulletin Corporation, general advertis-ing business; capital, \$10,000. Directors, Charles H. Lusk and George W. Darenberg, of Freeport, and George L. Miller, of Rockville Center.

NEW YORK-Groller Craft Press, Inc., printing and publishing; capital, \$16,-000. Directors, W. J. Fisher, W. M. Lawton, C. R. Clifford.

FOR SALE

Goes High-Speed Straightline Five Roll Double Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and so page papers at 72,000 per hour; 23, 24, 26, 38, 30 and 32 page papers at 36,000 per hour

> Walter Scott & Co. Plainfield, N. J.

Food Medium of New Jersey Trenton Times A. B. C.

-12c Per Week

KELLY SMITH COMPANY

NEW YORK

Latter H. Id. g

NEW YORK-Rapid Service Linetyping Company, printers, etc.; capital, \$20,000. Directors, A. and H. Warshauer and F. L. Commanday.

PHILADELPHIA, Pa.-W. Hart Smith Company, printers and publishers; capital, \$50,000. Directors, F. R. Hansell, of Philadelphia; George H. B. Martin, and S. C. Seymour, of Camden, N. J.

BUFFALO, N. Y .- Three Star Advertising Company, general printing and advertising; capital, \$100,000. Directors, W. E. Caldwell, of Buffalo; J. E. Caldwell, of Moose Jaw, Canada, and J. M. Thompson, of Buffalo.

STEVENS POINT, Wis.-The Journal, a daily in the field for several years, has filed articles of incorporation. The capital stock is \$30,000. The incorporators are E. McGlachlin and L. T. McGlachlin.

GOLIAN, Tex-Goliad Printing Company has been organized at Goliad, Tex., and charter has been filed at Austin. The company has a capital of \$4.500, and the incorporators are J. A. White. J. L. Talley, P. L. Campbell, and others.

Some braggarts make good, but most braggarts are good for nothing.

We can increase your business—you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City Established a Quarter of a Century

Daily Features for Women

The women folks generally select the home paper, so why not cater to their wants? The

Great Philadelphia North American Daily Women's Service

is recognized as the most authentic service of the kind published.

Do you want proofs? World Color Printing Company R. S. GRABLE, Mgr. ST. LOUIS, MO. Established 1900

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE Editor and Publisher

> 742 Market Street SAN FRANCISCO

FAVORS INVESTIGATING ADVERTISING AGENCIES

William H. Rankin, of Mahin Company, Proposes Including Them in Work of Audit Bureau of Circulations, and the Suggestion is Greeted with Prolonged Applause.

Curcago, February 20. Observance of "A. B. C. day" by the Advertising Asanciation of Chicago to-day developed an idea for the extension of the work of the Audit Bureau of Circulations which was received with great enthusi-

William H. Rankin, of the Mahin Advertising Company, was the author of the proposal.

"The next big step for the Bureau is the inclusion of advertising agencies in the scope of its investigations," Rankin said. "Why shouldn't the Bureau report on agencies as well as on the newspapers? It would solve the problem of agency recognition. A. B. C. would become the court of last resort and eliminate agency friction. And when that is brought about the millennium will be here."

This was greeted with prolonged applause both from the advertising men and newspaper representatives who were present. Inasmuch as the time limit for speeches had arrived, there was no opportunity for public comment on the suggestion, but in the informal discussion that followed the meeting it was highly commended.

TERRUTE TO A. B. C. EFFICIENCY.

The programme as a whole was an impressive tribute to the value and efficiency of the A. B. C. on the part of advertisers, advertising agencies and publishers.

"Our greatest aim is standardization." sald Louis Bruch, advertising manager of the American Radiator Company and president of the A. B. C. "There are three things about circulation that advertisers are entitled to know. First, how many; second, how distributed; and third, how obtained. We have done pretty well in obtaining information, standardized information, on the first two questions. The third, 'how obtain,' we have not yet solved, but we are doing good work along that line.

Ultimately we will succeed. slogan is 'above board circulations'; we want to bring about 'above board circulations."

"When we first started, less than sixteen newspapers had a set of books by which their circulation could be vertfied. Even the best publishers left much to guess at. That condition has gradually been eliminated till now the majority of publishers have adopted standardized records. Eighty per cent. of them have adopted the A. B. C. book which costs \$2.50 and lasts three years.

"On February 1 of last year we had 1,062 members; on February 1 of this year we had 86 more. During our history \$5 have resigned or been suspended and 70 per cent, of these have come back to us; we hope they will find it in better to come back.

We have found very few publishers who faisified their records; wherever our work has been hampered it has been chiefly due to pure carelesaneas on the part of the publishers.

"There are still about fourscore publishers who probably have everything they claim who decline to join with us. They are imbued with the conservative idea that rejects anything savoring of inquisition. Unfortunately, back of these high-grade publishers are some who are trying to hide from the light

of investigation. We want to get these eighty men so the shady ones can no longer hide behind them."

NUMBEROUS COOR SPERMINER.

Charles H. Stoddart, representing Munsey's Vagazine, described the great change that has taken place as a result of the work of the A. B. C. In the old days, he said, the chief requisites of an advertising manager were unlimited nerve and an elastic conscience.

"But all that is changed with the advent of the A. B. C." he continued "Advertieers who are members don't have to take the word of the advertising representatives; they can turn to the authentic reports of the A. B. C."

"We are now able to convince the adertiser without the necessity of multifarious investigations," said Hopewell Rogers, business manager of the Chicago Daily News. "As Mr Bruch has said, the dishonest publisher hides behind the lorrowed veil of connectability and for that reason the honest publisher belos the work of the A. B. C. It. is possible to sell advertising on vague statements, but we should not be a party to selling a gold brick."

Stanley Claque, of the Taylor-Critchfield-Clasue Company, who presided, paid a tribute to the work of Russell R Whitman, managing director of the A. E. C., who was at the bedside of his son in Boston.

Mr. Rankin said he believed the A. B. C. "has been more useful to the triangle of advertising service-advertisers, advertising agencies, and publishers-than any other force.

is the greatest force to-day in advertising, he continued "In our office, the publisher who is a member of the A B. C. is given the preference. other things being equal."

"Basis of Advertising Copy"

At the luncheon of the New York Advertising Club on February 15, Frank E. Fehlman, vice-president and advertising and sales manager of the Gussard Corset Co., talked on "The Basis of Advertising Copy." He pointed out five buying motives: Gain of money; gain of utility; satisfaction of pride; satisfaction of caution, and yielding to weakness. Mr. Fehlman emphasized the importance of adjusting copy to the market sought to be reached, and indicated that national advertisers were less interested in volume of circulation than in the character, purposes, and clientèle of a publi-

MISCELLANEOUS

Advertisements under this clearification, Afternants per line, each insertion. Crund six words to the line.

WANTED to but or rent a large electric base-tail score board to be used by a newspaper. Board must be in good order Address E. B., No. 10, may Editor and Fubilsher.

FOR SALE

Advertisements under this elasoideation, Afternants per line, each insertion. Count assumed in the line,

LINGTYPE - Model No. 3, Serial No. 1010B, magazine, mesorizent of matrices. Fort Wayne Printing Co. Fort Wayne, Ind.

LINOTYPE Model No. 1, Serial No. 8010, and Model No. 1. Serial No. 8011, with I maga-tine, there, elector binder foul of matrices for each machines. Iribana Printing Co., Charleston, W. Va.

LINEFITE Model No. 4, Serial No. 11980, magna he matrices spacelands, liners and bindles Winston Printing Co., Winston Saletin, V. C.

Condition of the Property of the Condition of the Conditi

SITUATIONS WANTED

Afterflowering under this classification, fen-cate per their, each insection towat six nords to the line, For those unemplaced, nor in exceed 30 words, two insections FREE,

Els' Italital WRITER—Workly quoted para grapher and editoria writer a first rescrib-tions). Found analyticus well inference and in the lather of making poud a condite taking type consistent of America. Address P. 2024, and 150 or and Publisher.

CHEVRATISING SOLICITOR, 23 years of agwhere the reprise and reserved a years of age of the resonance to a selection of the resonance to a selection of the resonance to a bottle in set of the resonance of the resona

PROPERS ABBIETANT—Well-educated roung may (A2) with energy and originally wales-connection with New York tradeous formation with New York tradeous to be the main in the property of the prope

COVERTISING MAN—Toting man, 21 years are having 5 years expectance in all forms attentising of since politics. Commention with arises Agreeve or any comment ofting a large month of advertising professed. In mediate to three Henry Schmidt, 653 Seneca to I tooklyn, N. Y.

CLASSIPIRIO CD, MANGERR who has a good, an record wants to noth a classes in local relationship of the little good recorded, good references as to character hide ability. Not constitution of the little and Pulson.

MECHANICAL SUPERINTENDIONT wants justices in newspaper giant as augesticewisen of green point and deressipping departments. Hatsa 17 years' caperione in the press room—job and sewsjaping Copenho of hand ing most like in the press room—job and sewsjaping Copenho of hand ing severheded but rin into motory if negocied foud pressured, alterestyper, and mechanic Notice in the pressure in the pressure of the pressure

CIRCL LATION MANAGER desires position with a live upote the ninuse daily. Have had 10 years a cilium nowapaper experience and record about this results were attained at a minimum root. Am 28 years of age and a therefore of the laternational timulation Managers Assir. Can furnish all references from former employers as to obstractor, results and alkilly. If you need a joing man who is not affected of work and who will just his whole otengo to the tank of build lad up tour circulation department, get in tooch with the Can increase year carrier distribution and the efficiency of your carriers by personal supervision. For references address P. 2214 care Editor and Publisher.

RDITOR of leading daily in medium sixed city wants to make change. Known nowspaper work from its different angles, measured an a reporter and five years on city desk. Experienced as a telegraph editor, good bless as to make up. Not a "has-heen" int a young man, age giving full astisfaction in present position, but desires a greater expectionity. Address P. 3216, care Editor and Publisher.

AIM ERTISING SOLICITOR and copy writer, whose chief sweet is phility to write compelling copy and prepare actractive "injusts," seeks connection with Newspayer, Agency or Realises Plins in the middle west. Can conduct "Copy Revises" department of paper and write copy for self and other allegates—copy that ardia. Addition P. 2217, care Editor and Publisher.

HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

MAN WANTED.

The owner of a seas-weekly newspaper published in a health peasure town, win has been been publisher and cellior, desired to get a man who will take charge of the editorial, news, ord reporterist cent also the makesup. There is a man semesthere who will fit into the cuspitation life of harmar lake as live will approvate the necessity of heiding the interest of anteceiver in the sparsely active mountain-resort section surpainting Saranan lake. The matter of subservines in the sparsely active mountain-resort section surpainting Saranan lake. The matter of subservines in the sparsely active mountain-resort section surpaintile. Saranan lake The matter of some section of some explicit of the servines, and resorts, but who will not properly a see the weeks to the betterment of highways, farma, and resorts, but who will not properly the samilition of found character which hold circulation and keeps advertisers in the paper. It is small-town journations but the man must have velou and even and discensive, either in the office or in the hold. The owner will give his attention to the hosticess and planteen! There is a work and a future for the sar in the editorial end. Only a man who feels that he can get into the right resort will after be has had a resonable time to get acquainted with the field function self-interest prescribed. When the Affirmation freely apply, age in an exercisence, when and living three and in the Affirmation for the man has experience.

Fig. (1918). We cled, a live Republican Editor; more to first a new fine in headthine. Moreolog page, east plant in excellent torus of 20,000 George extended, and state lines are good over the less P 3210, one Editor and Online for

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

The City Grind

This firm has feen responsible for many changes from the "tity grint" to successful secondly by carter newspace near the country offices moved opportunities for supplying methods in the smaller feeds.

I reference, we helleve the print paper situation is about to every, and that the new state of the U S are entering open law are est or of property in their ide-

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

Has the Faculty of Instilling Enthusiasm

Seeks justitin as managing, news, or city cell or Are 3d; over receive years with isoting dailies in the larger cities, has run the gasts of sirest, dask, and executive justinus; waste concental work and permanent connection in a progressive town "Has exaceting valuable assets in his very con-prehensive monething a clean-out, haghedness man." Worth 3do a work or more. Ask about No. 5756.

The adverticements have described only a few of the mile newspaper has supported by the control of the control of the control of the control of the mile newspaper men who are lived on the mile newspaper men who are lived on the mile newspaper men who are

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg. Springfield, Mass.

PUBLISHERS' NOTICE

The Editor and Publisher majorates efficient corps of paid correspondents at the The Editor and Publisher minutes an efficient corps of paid correspondents at the following important trade contract Research, Philadelphia, Detroit, Chevalaid, Pittaburgh, Cincianati, St. Louis, Chicago, Atlanta, New Oriesana, Baltan, Indianapolis, Wambington, Patri, more, and San Francisco. Other correspondents will be added from time to time Advertisers and newspaper mes will find a ready market for stories of advertising archievements, news leavis, etc., by addressing the main office, 1117 World Building, New York City.

Brauch effects San Pranciae, 742 Market St.,

Brunch office San Francisco, 742 Market St., J. Bildwell, manager, 'phone Kearney 2121.

m. J. Hidwell, manager, phime Kearney 2121. The Politier and Publisher page contains 672 agate lines, 165 on four. Columns are 13 plans wide and twelve inview deep.

Advertising Rate is 25c. as agate line, \$100 a 1987. \$78 a hair page and \$42 a quarrer page. Position extm. Time, spare and each discounts are allowed on contracts.

Rmail advertisements under proper classifica-tion will be charged as follows: For Sale and Help Wanted, Streen certs a line Resiners Op-portunity and Miscellaneous, fifteen cents a line, and Situation Wanted, ten cents a line, count air words in the line. For those uncen-ployed a Situ words or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to be home address. This will insure prompt de-

The Editor and Publisher cells regularly at the a copy. \$2.00 per year in the Vnited States and Colonial Possessions. \$2.50 in Canala and \$3.00 faveign, and it on such each week at the following news stands:

New York—Words Building, Tribusho Building, New York—Words Building, Tribusho Building, New York—Words Building, R. Park Row: The Westworth Building, Times Building, Trity-second Street and Brandaway, at leasure entraines to Subsupy; Brentano's Book Store, Twenty situh Street and Frith Arenne and Mark's, Mary's corner, at Thirty-fourth St. entrance.

Stattmore-B. K. Edwards, American Bull-ling. Philadelphia-I. G. Rau, 7th and Chestant rects; Wm. Sobel, Bulletto Building Nova

-Parker House News Stand.

Pittsburgh-Davis Book Shop, 416 Wood

Pittsburgh—Davis Rook Shop, 910 vector Rivers Washington, D. C.—Rert E. Tvente, 5tl Petricenth Street, N. W., Rigan Blog. News State, Additional—Former's Rook Store, 37 % ever the Street. Davis Office. News Co. Montre Revort. Chas. Levy Circ. Co., 27 % Fifth Avenue Cleveland-Schroeier's News Store, Superior Street opposite Post office: Solomon News C. Detroit—Solomon News C. 60 Larnott St. W. Sen F. ractson I. J. Dilbert Co., 747 Monart.

LOCAL DRY GOODS ADVERTISING

Points the Way to Most Satisfactory Results for National Advertisers

Here are the figures compiled from the reports showing yearly totals of Dry Goods Advertising by the Statistical Department of The New York Evening Post, which show the wonderful changes that have taken place from 1903 and 1904 to and including 1916. (Agate lines)

EVENING NEWSPAPERS			
EVENING NEWSPAPERS			
	Globe	The Journal	World
1903	297,756	2,181,491	1,830,154
1904	547,609	2,318,330	2,452,140
1905	1,258,416	2,815,037	3,052,193
1906	1,422,807	3,297,502	3,102,559
1907	1,406,500	3,313,021	3,437,410
1908	1,129,880	3,504,299	3,648,926
1909	1,478,215	3,703,695	3,774,292
1910	1,692,163	4,114,154	4,141,650
1911	1,903,789	4,330,173	4,620,171
1912	2,069,754	5,424,254	4,949,205
1913	2,151,939	5,192,380	4,864,578
1914	. 1,917,705	4,753,378	4,065,239
1915	2,211,817	3,757,496	2,839,024
1916	2,416,050	2,959,137	2,332,067
MORNING NEWSPAPERS (Includi	ing Sunday)		
	World	Times	American
1904	1,755,447	1,642,761	1,826,218
1905	2,154,895	1,644,767	2,062,893
1906	2,617,854	1,361,774	2,758,064
1907	2,829,686	1,222,131	2,665,493
1908	2,711,825	1,236,247	2,623,457
1909	2,959,990	1,734,091	2,768,209
1910	3,255,959	2,004,391	3,099,173
1911	3,636,653	2,508,248	3,399,124
1912	3,867,109	2,830,722	3,799,191
1913	3,764,355	2,995,757	3,771,640
1914	3,046,297	2,594,330	3,056,417
1915	1,914,176	1,876,804	2,175,108
1916	1,650,208	1,974,376	1,906,596

The newspaper going to the largest number of homes in the community of the sort able to buy goods advertised produces the best results

Over 200,000 a Day

THE NEW YORK GLOBE

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives

NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, MARCH 3, 1917

10 Cents a Copy



For advertisers who sell goods to men during 1916 The Chicago Daily News printed more advertising of the three largest men's clothing stores in Chicago six days a week than any other Chicago newspaper printed in seven days. The figures (in agate lines) are:

The Daily News (6 days) 426,404 agate lines
The Tribune (7 days) 404,498 agate lines
The American (6 days) 333,871 agate lines
The Examiner (7 days) 139,055 agate lines
The Herald (7 days) 91,886 agate lines
The Journal (6 days) 78,456 agate lines
The Post (6 days) 33,417 agate lines

These figures should be carefully considered by all advertisers selling goods to Chicago men.

THE CHICAGO DAILY NEWS

Over 425,000 daily "It Covers Chicago"

^{*}The Huß (Henry C Lytton & S ns)

^{*}Maurice L. Rothchild

^{*}Marshall Field & Co's Store for Men

Trademark Advertising as an Investment

By ARTHUR ACHESON

MR. ACHESON'S analysis of the manner in which trademark values are created and the conclusions he reaches are the result of twenty-five years' practical experience as a writer, buyer and seller of advertising. The present monograph in a slightly different form has been used by Mr. Acheson in the past year or two in presenting trademark values to national advertisers and has been instrumental in selling an immense volume of new advertising to experienced buyers.

What They Say About It:

Mr. Acheson has placed the matter of trademark value very clearly before the reader; the subject is well handled from a standpoint that should prove interesting to men who put their capital into largely advertised productions and especially to those who are officers or directors of corporations or members of firms whose business it is to produce something that the public at large requires.

C. M. CONNOLLY,
Advertising Manager,
Cluett, Peabody & Co.

"Trade Mark Advertising as an Investment," by Arthur Acheson, is a book which can be read with profit by all advertisers, particularly by those investors in publicity who have ambitions to cover the field nationally. It is full of truth and if perused by a discerning and analytical mind should give valuable advice and provide helpful guidance.

BENJ. S. BULL, Secretary & Advertising Manager, Washburn-Crosby Company. Mr. Acheson's "Trade Mark Advertising as an Investment" is the most forceful and logical treatment of this very important subject that has come to my notice. Some of the illustrations so vividly reproduce my own experience that they seem almost personal. The contents should prove valuable to large advertisers who have not yet formulated permanent and basic methods of work.

LEN M. FRAILEY,

For many years Advertising Manager, Joseph Campbell Co., Manufacturers of Campbell's Soups

Mr. Acheson's "Trade Mark Advertising as an Investment" is written in an unusually clear and agreeable style and is of real value as an advertising text. When presented as an address here it was pronounced one of the most scholarly advertising talks ever delivered before the Club.

THE TORCH, Cleveland.

Sent to any address post-paid on the receipt of One Dollar

The New Hork Evening Post

20 VESEY STREET

NEW YORK

New York's New Money!

A Daily Force of Almost Four Million

Paid Cir.	2,500 Lines	10,000 Lines
	.06	.06
Albany Knickerbocker Press (M)	.06	.06
Brooklyn Eagle 3c (E)	.00	.00
Brooklyn Eagle 3c (Sunday)	.16	.16
Binghamton Press-Leader (E) 28,761	.07	.05
Buffalo Courier-Enquirer (M & E) 102,568	.14	:12
Buffalo Courier-Enquirer (S) 101,795	.14	.12
Buffalo News 103,303	.15	.15
Corning Evening Leader (E)	.0193	.015
Elmira Star-Gazette (E)	.04	.035
Gloversville Herald (M) 6,483	.02	.015
Gloversville Leader-Republican (E) 5,714	.0143	.0108
Ithaca Journal (E) 6,804	.035	.015
Jamestown Post (M)	.025	.0207
Middletown Times-Press 5,222	.0178	.0107
Mt. Vernon Daily Argus (E) 6,888	.0214	.015
Newburgh Journal (E) 5,076	.0107	.0107
New York American (M)	.40	.38
New York American (S) 705,224	.60	.57
New York Globe (E)	_28	.27
Van. Voek Hareld (M)	.40	.40
New York Herald (S)	.50	.50
New York Evening Post (3c) (E) 20,744	.18	.16
3° 3° 1 ° (\$1)	.39	.36
New York Sun (S)	.39	.36
New York Sun (E)	.31	.29
Your York Telegram (E)	.2925	.27
New York Telegram (S) 218,463	.195	.18
New York Times (M)	.50	.45
32 - 12 - 1 11/- 11 (37)	40	40
New York World (S)	.40	.40
New York World (E) 404,858	.40	.40
Rochester Union & Advertiser (E) 39,276	.10	06
3,661,707	6.3120	5.9179

Ratings Government Statements, October, 1916

A DVERTISERS who are using the above list of New York State Newspapers, are getting their share!

Are you getting yours?

They long ago learned the value of advertising in these newspapers for New Money!

One fair trial in the beginning of their advertising career decided them.

Now, a generous share of this New Money, which is pouring into New York, crackles in their tills and fattens their bank rolls.

Last year New York State paid 33% of the total income tax of the United States; this year she'll pay more!

Wiseacres who have worn down scores of pencils in figuring, tell us that this year's proportion will be about 40%!

Be that as it may, New Money awaits every National Advertiser, Manufacturer and Merchant, who will tell the story of his wares forcefully and interestingly in these great Empire State Newspapers.

This is the sanest way to fill the bag from New York's Big Pile, and it's quite as easy to do, as it is to find the busy end of a wasp in the dark.

DID YOU EVER CONSIDER

THE IMMENSE SAVING OF TIME AS WELL AS THE SUPERIOR PRINTING QUALITIES OBTAINABLE WITH DOUBLE-PACE PLATES
AS CAST AND FINISHED BY

GOSS DOUBLE-PAGE STEREOTYPE MACHINERY



HE GOSS SELF-BALANCED DOUBLE-PAGE PLATE CASTING BOX

We Have Furnished A Number Of Metropolitan Dailies With The Following GOSS Machinery Which Has Been Specially Designed For Making Plates For Double-Page Advertisements And Double-Page Illustrations And Displays Of All Kinds.

Double-Page Curved Casting Box Double-Page Tail Cutter Double-Page Shaver Double-Page Chipping Block Double-Page Pneumatic Head Steam Table Double-Page Form Table Double-Page Stereotype Chase

We Have Interesting Literature Describing These Machines

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave. NEW YORK, 220 West 42nd St.

THE GOSS PRINTING PRESS CO. OF ENGLAND, Ltm, HASES, MIRROLLA

summer by Lacot

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York. World Building, Gi Furk Row, New York City. Private Branch Telephone Exchange, Bestman 4330. The Journalis, enablabhed 1684, The Editor and Publisher and The Journalis, 1907. Sunses Winght Brown, President Scien Doddridge DeWit, Scientary and Trensuter.

Vol. 49 Coppriser, 1911, by The Spiter and Publisher Co.

NEW YORK, SATURDAY, MARCH 3, 1917

No. 38

HUGH GRAHAM, ONCE BAREFOOT BOY, NOW BARON

Story of the Rise of the Publisher of the Montreal Star Reads Like Chapters of Impossible Fiction at Times, but It Proves What May Be Accomplished Through Grit, Ambition, and Energy-Was So Poor He Had No Credit and Used a Big White Horse to Run His Press, Yet He Succeeded.

AHE rathing of the Hugh rimban of the Montreal Star, or the peer age is an event that crowns a life. hern rewarded by the Canadian poursal-Once it bury-first boy in Huntlegton.

He received a second elementary rate ration at Huntingson Academy and late H. W. Graham. Stat, Sko all arefor him were the to-memoran datalog However, at an easily ago he arrived in Mentreal and began his newspaper ancrer as an offer boy for the giveled that he probably own the charpromising offer bey titten half a chance, he seen a marcrastic mobilisher hes small defice. 10st Hugh Graham keeper, and in four menths additional, His next step was to the office of the

Menored timette pe secretary-treas-The young "Itsk Whitington" from Hundiandon was not then of age; \$100. Out of that he has made the prostud powerance property in Canada. he did it is a story of determination. would be reckless exceed to breeging

He was seen so far in debt that he cetfd not get credit for a penny's worth



rolleb how they had so run off an many a tiese a hig white horse was the pewer

paper would allow, rush them out on the pers thus obtained to the paper meredition. At one time he cred not buy trashed at a time. He couldn't pay for the steam power to run his presseartsh the cutire Dominion. The Dally Stur cours not only Quebec, but donal-

Nothing rould daunt the young Hugh red to blue that possibly the obstacles. and that was the last word. The Mon-English-speaking constituency open to him was then very amail, and nates the Maritime Provinces and a We first hear of Hugh Graham as a

public man apart from his position as suddenly correct from his absorbing struggle with hurnalistic difficulties to late the city. This affection was due tion brevey thru preached persistently

The count was an appointing epidemic serroial raistrace. The obvious weapons with which to fight it were conpolicery vaccination and inelation; tur the authorities were feachty afould to projective against varyingtion. ticabarn gothered about him a small

Hospital accumumodation was great need; Hugh Graham pointed to the large and resply Eabstellion buildlage. But the managers were averse, Ocabon. His conduct was characterist them to the Eublidition grounds, where habition threatened him with suits for into their grounds. But he was not to treeps murch in. Possession was taken of the buildings, and in three hours a affected patients was justing through in entering plague-stricken houses with officers for this purpose. The pest was stayed and ebbed from the day the isolation was inaugurated.

NEVER AFRAID TO LEAD.

Cases of striking and effective intervention in civic matters could be multiplied. At one time, when the civic authorities were especially lax in street cleaning, he assembled a great company of the biggest men in the communityjudges, låshops, doctors, lawyers, merchants, provided them with picks and shovels, and carts, and fed them in cleaning a leading downtown street, St. Jumes as an example to the Road Committee. In twelve hours after St. James Street was cleared, the whole civic street cleaning organization was at work. Mir Hugh Graham la especially known in Montreal for his charities, public and private. The Children's Memorial Hospital is to a large extent a monument to his beneficence and genuthe solicitude for the welfare of all suffering children. Nothing gets quicker to his heart than a sorrowing child. Early in his journalistic career he founded the Fresh Air Fund for poor mothers and their children, and devoted his time and talents to collecting large sums to carry through this beautiful charity every summer. Later he presented it with a capacious home on the Richelieu River. Several other hospitals. too, owe financial opportunities for renewed usefulness to his efforts. The great church of St. James was rescued by a campaign carried on in his paper, the Star.

But these are only outlines of the unceasing charitable labors constantly extried on by Mir Hugh. The most of them, the most appealing of them, will never be known. One is ever coming seross instances where Sir Hugh held out in shy secreey a helping hand to some less fortunate being whose path crossed his. And nothing irritates him more than to have these kindly deeds discovered. These intimate with him never let him know of such chance liscoveries. But his wayside kindnesses of this character include such actions as the education of entire families left beloless in the world, quiet provision for the feeding and clothing of individuals who had no claim on him whatever, and direct financial assistance to all sorts and conditions of people who could only he helped in that way.

ALWAYS AN IMPERIALIST.

But it is more especially his Imperial services which have been recognized by his elevation to the Peerage. Graham has always been an active and convinced Imperialist. Away back in the days of Sir John Mardonald-who was an Imperialist before the value of the movement was appreciated in Britain itself-Hugh Graham was the leading Canadian Journalistic champion of the cause. He helped bring in the He has flattering letters from dawn Sir John and his colleague and successor, Sir Charles Tupper, which reveal that he (Mr. Graham) took up the cause of Protection, which alone saved Canada from annexation long before any one class in the Dominion saw the need, and boomed it into popularity when that tulwark to British connection was menaced in 1891 by the campaign for unrestricted reciprocitya policy which no one new emports and which drove Edward Blake out of Canadian public life

A striking instance of his constant watchfulness where Impered interests are concerned was the part he played in sending the Canadian continuents to South Africa. When the Boer War opened. Canada had never taken any serious share in the wars of the Empire. The then Government was inactive. But the cables came telling that New Zealand had decided to contribute men to the fight. Mr. Graham at once telegraphed the inspiring news to every Mayor and militia officer and to thousands of public men of prominence in Canada, asking whether they approved Canada's threatened abstention from similar action. The response was overwhelming, and in favor of action. The Star published these patriotic opinions in thousands, and action immediately followed. But he was not content with this. In order to encourage recruiting for these new overseas forces he insured every man in the contingent against death or accident, paying for policies running to a million dollars. He did this anonymously at the time -another common characteristic of his charities-but the facts became known.

After the war was over he conceived the idea of raising a Children's Patriotic Fund for the families of British soldiers stricken in the struggle. This was both philanthropic and educational, teaching the children of Canada to make sacrifices for Imperial objects; over one hundred and fifty thousand of them subscribing to this fund. Sir Hugh was quite accustomed, however, to throwing his powerful papers into campaigns of this nature for far-flung Imperial purposes. When a terrible famine last devastated India he raised a great famine fund in Canada for the relief of his suffering fellow-subjects in this vast dependency, more than a hundred thousand subscribers being enlisted. He has always been a British Empire man-as far as possible removed from the parish patriot, worthy as the latter often is. So conspicuous were his services that even in the days of Queen Victoria they secured the admiring notice of the monarch, and the suggestion then came from London that Mr. Graham should be given some distinction. But he was still an active journalist and modestly discouraged the proposal.

STRENGTHENED PRESCRI PRIERDSHEP.

The successful tercentenary celebration at Quebec in Lord Grey's time owed much of its popular appeal to Sir Hugh's ardent support. The present King, then the Prince of Wales, came out accompanied by Lord Roberts, and many other celebrities were present. Sir Hugh made the Star the chief organ of the event, realizing at once not only its important Imperial character, but its effect on the Entente Cordiale with France, which was then in its infancy. It was a celebration of the French settlement of Canada by Champiain: and an influential French mission was present. When the Imperial Press Conference was summoned to meet at the heart of the Empire. Sir Hugh attended as one of the Canadian delegation, and was chosen by the United Press representatives assembled in London to reply for them to the address of welcome delivered by Lord Rosebery. His address on that occasion was spoken of by such papers as the London Times as a great success: and he shortly afterward received the degree of LL.D. from Glasgow University.

Darring the six years immediately pretesting the present war his papers personating and with the most earn to emphasis, poslibited wer with Germany Sir Hugh had himself travelled extensively in Germany rest prior to this, and had come home with reports of maryelhors millings preparations. He was ther-

oughly convinced that war was coming -that the German menace was realthat an emergency existed. One of his plans for preparing to meet the menace was that Canada should make a real contribution to the naval forces of the Empire. To this end he advocated a Canadian addition to the Imperial hattie flects. Lord Strathconn discussed the matter with him and was so impressed that he asked permission to accompany Sir Hugh to the Admiralty, where the plan was given close attention. The result of the propaganda was that this plan was afterward taken up by the Canadian Government and passed the Canadian Commons in the form of a bill authorizing the building of three Canadian Dreadnought cruisers.

MERVICION DURING THE WAR.

During the war his services have been obvious, and most valuable. He has helped recruiting with the full force of his journalistic hatteries-he has helped every patriotic fund intended for the relief of war sufferers on both Continents, the children of Belgium, the families of volunteers in Canada, the wounded in Europe. The efforts of the Canadian Government to find "silver builets" for the winning of the war have had his assistance, journalistically and individually. The time has not yet come to tell all that Sir Hugh has done in support of Imperial Interests; but, when the record is finally written, it will be found to contain much more than can even be hinted at yet.

Sir Hugh Greham has won great success: and yet he has carried his honors with a sincere modesty that disarms envy and endears him to all who have been fortunate enough to penetrate his somewhat clustve personality. There is nothing formidable or forbidding about him—quite the contrary. He does not keep men at arm's length as do some of our successful citizens. But, for all that, he is not easy to know, and so to appreciate. One must deserve his friendship to get it; but those who know it say it is wonderfully worth deserving.

His services as a public man have been very great, though much less known than they would have been if he had been dess averse to the lime-light. Those who know him in the field of patriotic devotion have the highest regard for his purposes and the intelligent energy with which he presses them to success. It is half the battle in any cause to get "Sir Hugh" on one's side. When he plunges into a campaign, his heart, his mind, his energies, his purse, are all enlisted in the struggle. He fe no "slacker," He seldom makes enemies of his opponents. He is a fair fighter, and wins their esteem and appreciation.

We may be sure his devotion to Imperial interests will continue to be whole-souled; and he will always be prepared to back his convictions with absolutely unstinted and well-directed endeavors. There was given to him at the time of his elevation to the peerige this explanation:

"For extraordinary initiative and real in promoting and supporting measures for safeguarding Imperial interests."

Old Publishing Company Dissolved

Dissolution of the Newark (N. J.)
Daily Advertiser Publishing Company
was effected by an order of Chancellor
Walker, made at the instance of the
Fidelity Trust Company reseaser for the
corporation. The dissolution is incidental to the winding up the afforce of
the company. The Tests Company is
still engaged in the Franchism of the
chains against the company.

BERNSTORFF AND COLCORD

Ambamodor Tried to Keep Newspaper Man from Going to Germany.

The Searsport, Me., correspondent of the Banger Newa sent last week to that paper a story showing that Lincoln Colcord, of the Philadelphia Ledger, had with Ambassador Bernstorff an experience which is very interesting in the light of later events.

When he was refused permission to go to Germany, Mr. Colcord went at once to Bernstorff. happened to be just before the announcement of Germany's new marine policy, and it is evider t that the Amhassador knew that this was coming, and what its result would probably be. He put off Mr. Co'cord with a few obstacles. These were soon removed, and Mr. Colcord wrote Hernstorff to that effect, as it was useless for him to go to Germany without the Ambasandor's approval. The latter then wired him to postpone his journey for a few months. This could not be done, so he went to Washington, maw Bernstorff again, and made his case stronger. Then the Ambassador seemed to be puzzled. evidently because he could not drop a hint of what was coming, and yet wished to prevent Mr. Colcord from getting into trouble. Finally he told him to wait two weeks, and he would arrange for his passage to Germany.

The very next week he presented the note from his Government which brought on the trouble. Mr. Colcord's work for the Ledger is all signed stuff, and so far has been either first-page or editorial copy. The Ledger was purchased a year ago by Cyrus Curtia, and Mr. Colcord struck it just at the time of reorganizing.

CITES N. Y. TIMES AS MODEL

John Lee Mahin Tells Dartmouth Students of Paper's Efficiency.

Addressing Dartmouth College students at Hanover, N. H., on Monday. John Lee Mahin, of New York, cited the New York Times as an example of big business which served the public best because it is big in purpose, plan, and administration.

Mr. Mahin was discussing the economic and constructive features of modern advertising. He used the Times as an example of a highly developed, efficient buying group. The famlly which paid a cent for the Times received at its breakfast table a carefully digested review of the political. economic, social, and commercial activities of the entire world for the previous twenty-four hours, he said Probably 500 men in New York city could and would pay \$1,000 a year each for the commercial information alone that they receive in the daily Times if they could not obtain it in any other Way.

The publisher of the Times, Mr. Mahin continued, was a servant of each and every reader as completely as if he were specifically hired to do the vast work which he plans, directs and stands sponsor for He was a manufacturer and merchandiser of the highest type. as his nurrows was to maintain the prestige of the Times by catering to intelligent people in so thorough and adequate a manner that they need never feel the desire of looking elsewhere for what they want to know about all that is worth knowing. He could create, ontablish and countries a group of consumming buyers that would respond to his own semications for their tellinfinera?

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READERS APPROVE NEW SUBSCRIPTION PRICE

Many Letters of Congratulation Come to The Editor & Publisher on Steadily Increasing Usefulness of Publication to Makers of Newspapers—3) Rate Meets with General Appowed.

The advance is the subscription cuts of Tiss Events ware Persussent, frees to 13 determine, which took effect to 13 determine, which took effect aware nearest entire to this et. fire a large massive of interesting left less thus subscribers. All of these income subscribers, and these income publication is held by the largeometries in held by the largeometries in the professions and the approximation of what this journal has accomplished in the way of accrete outscriptions.

chilin of what this journal has necessiable in the way of accesses to lacelize. He way of accesses to lacelize. He was not access to those letters are given below:

James C. Dayton, outsiders of the New York Resump rounnal, writes.

"I do not care to send in my subscription of the letter is not an way glain.

to pay for it at the new price, and take great pleasure in carlosing my rheck for \$3." Garder Cowles, publisher of the Des Motare Deploter and Tribuno, in renewing his subscription for two years.

"I read your publication with great interest and estern it highly, I certainly with you success." Prank P. Marlicanas, publisher of the

Topeka State Journal, writtee:
"I find Test Sheron and Principles in teresting, valuable, and entertaining to a newspaper man. It is worth 43 all

right."

J. E. Dennis, general manager, the Hartford (Cons.) Post, says:

"Your publication is worth many times what you intend to charge for it."

C. P. Roust. the Philatelist (N. J.)

Confer-News, mays:

"I appreciate This Esteron and Pro-Lithias very much indeed. It is certainby of great benefit to every man connected with the newspaper perfension, and in addition to this is of appetal interest to see because of your many kindpresses to the L.C. M., is which or

George H. Adens. Pine Bull (Ark.) Graphic, says:
"I feel that a person cannot be a conpellent menager without being a student of THE Euron and Pynamum."

Frank S Neighbor, general manager, Nowark (O.) American-Tribune, mays: "We have the paper melled to our been address, where we find more time to enjoy H. We desire to congrabulate

isher in the Sands of every publisher in the country."

J. L. Greer, manager, Dealson (Tex.)
Blendd, writes:
"We are not surprised at the advance in the price of your journal, for it is

ner the petch of your journal, for it is worth more than the price you sak for R.*

R. C. Gordon, president, Wayneshore (Pa.) Herond Co., writes:

"We value your publication very highly, and appreciate the work you are doing for the profession."

One of the publishers who, in return, light an emberghes, declared to take minutage of the old embedded to the contract of the contract of the old embedded to the contract of the contract of

man assumption, decuted 60 this measurement of the old selected effect of the St. Louis Post-Dispatch.

The man who cannot speak well of

his employer is occupying a position for which he is not fitted. He even to to blosself to work for posse one elecNEWSPAPER MAKERS AT WORK



intil to schools

Figure 30 artifacts and the New York Decompt ground is a time who will be all the control of the

Mr. dischit his a creater of tions. Now that this, the Lus negative of Mr. dischit his a creater of tions. Now that the Kennine Designation, the All States and the Contract of the Contract o

ser, recomm a personality to peasure. He is casy to approach and makes and retains friends. He knows his advertisive promonally, tolks over with them and studies their problems, He to not content with merely selling a man space is the evictions of the Eccasia Post. He puts accord behind the advertising, and makes it profitable.

stations an energity, and has not depended independ, he has been appointed on number of committees, for which he works a variation; as he has been appointed on number of committees, for which he works a variation; as he has ter the Evening Peel, for he is always dainy awarding for the notionized of season appears and newsquarper conditions. He is a norther of the previous for the convenience of the American Newsquarpe Participers, Association, and of a remaker of other committee that are obtained in historical of qualifiations.

the conversal Newspaper Politicares Association, and of a number of other committees that are obstances the inference of politicare.

Mr. Scholius hakity is suchion the life likes to go keep very suamer, band, tob, and take leng walks over the bills, through freest, and about the richards, and take leng walks over the bills, through freest, and about the richards, and tenus (sock with him a photographic record of his trip, for on these

Mr. Brock is publisher of the Evening For and the Nation. In addition he is a director in the Fevt Minogenery from their proposals, respectively, and severing and treatment director of the Garrison firstly Company, and Severing and treatment of the Macrison Bright Company, and Severing and treatment of the Macrison Bright Company, and Severing and treatment of the Athlette. Advertisers, and Stories.

"BOSS" CLARKE WAS ABSENT

Shynese Kept Him from Sen Alumni Dinner in His Honer. Seinh Merrill Clarke, better know av "Book" Clarke, brown to handreds of

editors that ever sat in a city editor's thair, set a new procedent this week when a dinner, siven by the New York Non Alarm was held without his presture. The dinner was held Wednesday syrding at the Hotel Martinique, and on the San, were present. Mr. Clarke. ness and decided to remain away To could Armylrong, chairman of the Alterni Association's executive committoo, "Bom" (larke and this characteris-"Hear Armstrong: You may you and Holly are humble, and doubtless you could save you, but so am I, too, hum-I had a ferebend of brane, I might go to a disner is my honer, but you den't it, 40 year Had you asked me before,

used to be managing editor of the Sun when "Boos" Clarks was its night city editor, acted as ionstruster. He spoke of Mr. Clarks us one "who helped to make the very best paper of its day and generation," and added: "Newspapers have changed, but they are better than they over wars. Thuy are better than they over wars. Thuy

are better than they ever were. They print more madire, they are meet they cough, they are written quite as well, and the editorial acrobat is quite as acid." He pictured Charles A. Dana as in-

spiring his staff with loyalty to their paper, kindliness toward one another, and appreciation of their profession. Me add that Mr. Dean server seaged to rist, but trusted R. and this policy later flow rates had continued.

"There was another man who was always right," Mr. Lord sold. "He was bleab Meeril Chette. All of you here.

cream referrill Chethe. All of you here force that he server issuehed years easy but to adorn it. He slid more to make the paper great than all the rest of us not together. But he worldon't come here to night—we know he worldon't but we'll drink a foast to him, anyway."

The Association sheted George Eurry Mallon, precident, and D. A. Curtis and

Buill De Thomas Davidgeton, C. J.
Pinggreek, Horese, A. Posier, ex-Julier,
William H. Henderson, District, ex-Julier,
William H. Henderson, Barpard A. Mergan, Hobert D. Hells, Richard E. Laen,
W. P. McGire, Robert E. MacMarrey,
John H. O'Richo, Hidzman Price, Edward O. Bings, Charles Seller, George
M. Sinkik, managing edited of the Kreining Sais; William, McKentti Sport, 303

DEWEY'S DEATH REVIVES TALE OF FAMOUS SCOOP

Good Guessing, Based on Kunwledge of Conditions at Manile and on Neagre Cables Received by a Business House Scored Memorable Best for the

A recent editorial in the Boston "An incident of the battle of Manils. Bay which has not yet been republished in connection with the death of Admiral Dewey was the remarkable

paper of this city. Sunday afternoon Greater Section was fooded with an extra telling of the batthe and the destruction and capture of the Spanish Sect "Nebody was more astoutshed topo

had been received in any Basion office per Bow as a colomal fake, it would have been promptly forgotten had not Its conential details the 'exclusive' story

"It is not often that a newspaper man's opinion of what absolu be going quarter of the world is so strikingly borns out by the truth. The boys who edition of the Post made a reckions

AMPRATION OF THE PAY. The Boston correspondent of Tree

was the sensation of the hallie of Manila. A member of the Post staff who it became saident Iwacy's surrements that the United

on that memorante Sunday, the publister of the Post decided to get end special editions during the day; he instructed one of his staff men to city, and vetablish a service which would

Post's special Bunday editions MEASUR MERCADES TYLLISM

"The staff man was fortunate to being able to get in touch with some exvate measures from Mantin to a large and also all the Mantia disparches reeffice he made his headquarters. all these dispatches were very fragthe settles success of the outerprise was due to the fact that the Post man had fraining and ability enough to enable blen to weave these fragmentary dispatches into a highly descriptive and Malice in a story well about as for

as a counterfelt coin. It is always disrevered and code to trouble for the maker.

By the Side of the Road

"The nee whom I have seen sorred to life, have always been recertly and the changes and chances of this mostal life like more, facing cough and smooth

the public is served, neither capital

The officials of no railroad nother steam nor electric, can give satisfac-

tery service unions they are support-

ed by enlightened public opinen. The

best of these officials, and the num-

To educate the public, to laform it.

plate to all the people the problems

these foces will create for these of

men who have never before been to

friendly way. This publicity is a mir-

erything of importance in the man-

The average man, whose optains of

reflerade has been formed by reading

A pendralet on the subject of railway

some wise man how said to a black

every closel, their making it care for

the nubble, always to be trusted to

black hat that is not there. Intelligent sublished in the Manta

man in a dark closes looking for a

And a pendrelet as

rested in street railway affairs to a

SOME MEN ARE FUNNY things. I public is served satisfactorily there attended a meeting the other night at will be fair dividends for investors. which one man got up and said, "I am and satisfactory wages and working a pacifiet and do not believe in war, conditions for the employees. doesn't know why the round laughed

I MAY AS WELL CONFESS that

Unfortunately, though, they are not there was a tiese when I was congiven the help that the public alone vinced that the only reason poverty can give. They excet fight soldah inusbered in was the men who were at terests constantly-dividend-frmandsamped labor, every bit as selfah and Of course, that feelish idea of mice narrow as the stockholders, on the disappeared years ago. A Ditto study other. The public, which saidon exof the world and its people seen conpresent Harlf, in the only force that vinced me that no one class was recan occuped both capital and occupated specialities for the sylin. All classes are responsible for the sylls, and to all selfuh ideals the great, broad, permaclasses must be given the credit for sent ideal of service to the secula-There are leaders among the work to emable it to express limit intelli-

lagmen who are as slow to respond to gently, the railway officials are now the capitabets. We cannot group all ly win for them what they desire—the the labor leaders on one side and my chance, as railread men, to use their equipment and energy in serving the ers of capital on the other sits and sublic. They are advertidos-making say, "These are bad." Only the other, day, in conversation which confront them Eventually with the head of an electric ratiway mystere. I heard words that thethed fictals the friendship of men and wome through and through

"Bring into this organization." by oald, "the highest ideals of manage-Bring to us the front plant for the irealment of our employees. Show us the most advanced thoughts on the subject of service to both our workers and the gobile. And no reat. for how partnet your plan nor how high your ideals, what you bring will not be too bigh see flee to reset your own desires. And if you can show us how we can put those ideals into operation, there is no lively to the remard we are ready to pay you

his aforerity and corporations. He tame that shows exactly what is in then went on to point out some of the cusations obstacles. Chief among these was the ignorance of the three holders who demand dividends and are always trying to get the bluthest wages for the least service, and the public that demands service, but is will have no learning define authors. unwilling to study the questions invelved and assist in edvice them for

the benefit of all concerns The officials have this honorance to rentend with day after day and year after year. Both stockholders and covered case smoothly care were

afficers who also are every to hole the public in return be taught that service to the public to work!" Moreoverhouse time to pays more than anything else. If the wild of newspaper range

NOT IN ITS NEW MOME

Arkansas Democrat Has One of Best Plants in Southwest. On Phornary 26 the Arkanasy Demu-

Street, Little Book. Nothing has been omitted in making the plant andouthe to serve the Dessucrat. From the



editorial rooms, where "grast" for the set, virtually everything is new and Elmer E. Clarky, publisher of the sy much of the maccon of the paper is

GOV. KRICE'S BIG JOB

Non He Considers Himself the Advertising Agest of the State of New James As Governor of New Jersey, Walter N. Edge rewards historiff me the advercots. The tienvenue is the number of

About the representative Treaten adtion, loan south of advertising an a

THE

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THE MACHINE THAT LASTS



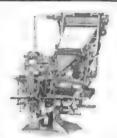
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Model 5 (Single Magazine)



Model K (Two Magnathus)



Model 4 (Double Magazine)

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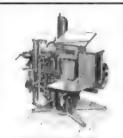
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Model 9 (Four Magazines)



Model 14 (Three Magazines with Auxiliary)



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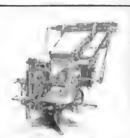
Model 18 (Double Magnutor)



Model II (Dontos Magazino with Auxiliary)



M del 1s (Two Magazine Model 5)



Model 10 (Two Magazines with Auxiliary)

107 COLLEGES OFFER JOURNALISM TRAINING

Instruction in Journalism Given at 28
State Universities, 17 State Colleges
and Schools, and at 62 Private Institutions—Work Has Experienced Marvellous Growth and Development.

One hundred and seventy-two men and women are giving instruction in journalism in 107 colleges and universities in the United States. These figures are shown in a directory of teachers of journalism which has just been compiled and published by the secretary of the American Association of Teachers of Journalism.

Twenty-eight State universities, seventeen State colleges and schools, and sixty-two privately endowed colleges, municipal universities, and denominational institutions are giving instruction in journalism this year, according to the directory.

Schools of journalism are to be found in the State Universities of Missouri Montana, Oklahoma, Oregon, Texas, and Virginia, and at Columbia University and Marquette University. The State Universities of Indiana, Kansas, Kentucky, Louisiana, Ohio, South Dakota, Washington, and Wisconsin; the State Colleges of Iowa, Kansaa, Massachusetts, and South Dakota, and Boston University, Howard College, New York University, University of Denver, University of Notre Dame, University of of Pittsburgh, and the University Southern California, all include separate departments of journalism such a college as a college of liberal arts or arts, philosophy, and science. In all of the other institutions, journalism is taught in departments of English, rhetoric, or economics.

Eleven years ago there was not a college or university in the United States which included a school or department of journalism. To-day 107 colleges and universities have taken up the work of training men and women for the newspager business. A more rapid growth has never been experienced by any other course of study.

The new directory contains a list of forty-five teachers of advertising and twenty-five teachers of trade, industrial, and agricultural journalism. Copies may be obtained by writing to Carl H. Getz, Department of Journalism, Ohio State University, Columbus, O.

To Offer Summer Work

For the first time in the history of the institution, journalism instruction will be offered during the Summer School nession at the Ohio State University this coming summer. Prof. Joseph S. Myers, head of the department of journalism, will be in charge of the different classes. It is planned to have the students who enroll for journalism publish a semi-weekly newspaper.

Oregon Publishers Organize

With the cooperation of the School of Journalism of the University of Oregon, an Oregon daily publishers' league has been formed and a pool for the handling of paper purchases created. Also foreign advertising is being handled cooperatively under a system first suggested by the School of Journalism. This work is in the hands of an agency under the direction of Philip S. Bates, for many years secretary of the Oregon State Editorial Association.

If all of us deliberately set out to say nothing, do nothing, and he good for nothing, the result would be astonishing

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

JOURNALISM ENROLMENT IN THE STATE UNIVERSITIES

Arkansas	
California	53
Colorado	24
Florida	
Illinois	9-6
Indiana	92
Iowa	37
Kansas	157
Kentucky	86
Louisiana	4.2
Maine	7
Michigan	143
Minnesota	85
Missourl	234
Montana	54
Nebraska	120
North Carolina	38
Ohio	104
Oklahoma	34
Oregon	130
South Carolina	40
South Dakota	14
Теляз	63
Utah	
Virginia	10
Washington	220
West Virginia	14
Wisconsin	17
Total2	,042

ASKS FOR MORE SCHOOL NEWS

Educational System Not Recognized Enough by Press, Says Teacher.

In an address before a recent meeting of the Kansas State Editorial Association held in Topoka, P. Saspair Harvey, head of the department of English and a teacher of journalism in the Fort Haya Kansas Normal School at Hays, declared that "the schools of Kansasfrom the State University to the most remote rural school-have no recogpized place in the columns of Kansas newspaper. The money expended upon them, the interest taken in them, and the criticisms leveled at them have had at best but sporadic notice in the press of the State," said Mr Harvey. "The only system apparent on the surface seems to be that the rural school is something to praise and then do nothing for, and the university something to attack and then support."

Mr. Harvey asked the editors of the State how much value they attached to achool news. William Allen White, of Emporia, declared that it should have three times as much space as police courts.

Mr. Harvey, in his summary, declared that too many editors fall to realize that school news consists of many things besides enrolment, football, and commencement.

The promise of a contract is encouraging. The man who stops there is not true to himself. He should press for the signature at the point whose the line in dotted.

STATE SCHOOLS REPORT INCREASE IN ENROLMENT

Records of the Secretary of the American Association of Teachers of Journalism Show that 1,943 Students Are Enrolled in Journalism in the State Universities This Year.

Nineteen hundred and forty-three students are enrolled in journalism in the twenty-eight State universities which offer instruction in journalism, according to reports which have been submitted to the secretary of the American Association of Teuchers of Journalism this year.

The University of Missouri, with the oldest School of Journalism in the country, leads the list with 236 students. The University of Washington, with the oldest department of journalism, is second, with 226 students.

Of the twenty-eight State universities offering instruction in journalism, the universities of Missouri, Montana, Oklahoma, Oregon, Texas, and Virginia include Schools of Journalism. The Universities of Indiana, Kansas, Kentucky, Louisiana, Minnesota, Ohio, South Dakota, Washington, and Wisconsin, include separate departments of journalism. In all of the other institutions journalism is taught in departments of English or rhetoric.

The Universities of Arkansas, Florida, and Utah announce courses in journalism in their catalogues, but, are not giving such courses this year. In all three of these institutions plans have been made to expand the journalism instruction.

Although the deans of schools, heads of departments, and directors of courses in journalism in the colleges and universities are making requirements both for admission to and graduation from their schools and departments, more severe, most of the State universities have reported substantial increases in encomment this year.

CHANCE FOR SCHOOL GOOD

Chancellor of the University of Nebraska Asked to Make Report.

Dr. Samuel Avery, chancellor of the University of Nebraska, has been instructed by the board of regents to make a study of courses of instruction in journalism in the American colleges and universities and to report at the next meeting of the board. So insistent is the demand of the editors of the State for a separate school or a department of journalism, that it is believed the regents will provide for a department of journalism.

M.M. Fosik, professor of rhetoric, is in charge of the one journalism class which the University of Nebraska has at the present time and has 126 students in his class.

The man who makes work of his work enslaves himself. The man who enjoys his work is free

SCHOOL OF JOURNALISM IN BRAZIL IS PROPOSED

American Consul-General at Rio de Janeiro Appeals to American Teachers of Journalism for Information to Be Used in Establishing School in South American Country.

A. L. Moreau Gottschalk, American Consul-General at Rio de Janeiro, Brazil, has appealed to the American teachers of journalism through the secretary of the American Association of Teachers of Journalism, for information concerning instruction in the American colleges and universities, which may be used in establishing a school of journalism in Rio de Janeiro. The Brazillan Press Association of Rio de Janeiro is backing the movement to establish the school. It is planned to pattern the proposed school after the larger schools of journalism in America.

Information has also reached the office of the secretary of the Teachers' Association that a course in journalism will be established at the University of Berlin.

STUDENTS PUBLISH WAR EXTRA

Montana Student Paper Makes Study of International Crisis.

Students in the School of Journalism of the State University of Montana, at Missoula, covered every local phase that developed from the international crisis, brought about by the severing of diplomatic relations with Germany, in a recent issue of the Montana Kalmin, a semi-weekly publication of the Montana University students.

The little campus paper fairly bulged with stories from faculty and students upon the effect that would result from the United States entering the war. Many of the stories were reprinted in State papers.

Ten reporters were given assignments relating to the crisis, and ten stories were printed. Probably the best story in the issue was written on an interview with the head of the University's department of chemistry. It told of the ugly position the United States would face in time of war on account of the lack of explosive nitrates, should this country be cut off from Chili.

Another student interviewed a biology instructor, who was born and educated in England, and whose brothers and sister are now at the front in the European struggle. The interview brought out the English point of view. Native born Germans, who had served in the Kaiser's navy, told of their side, and the story was given equal prominence with an interview with the professor of French, who is a citizen of Frunce. He told of the close relation existing between the two great republics.

The power of the United States to selze German vessels in our ports in event of war made another story, as did an interview with an officer in the State National Guard upon our fighting strength. Another assignment, on our gold surplus in time of war, and would we remain a credit nation, made a timely story of interest.

Offer New Course

A course in agricultural journalism is being offered this senester by the department of journalism of the Ohio State University for the first time in the history of the University.

You are paid for what you finish, not what you start

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EXCLUSION OF LIQUOR ADS APPEARS CERTAIN

President Wilson is Expected to Sign Paul Office Apprepriation Bill in Which Presiden is Made to Ber from the Mails Newspapers Which Carry

Prohibited Advertisements. WARRESTO : Printer St. Donator ing the mails to newspapers corrects signed plong with the other annual are

Representative Charles H. Itandali, of California, author of many title and resolutions proposing instalation of vital

Mr. Randall relates auto interveting statistics, in which he states that the

euriomera, reps Mr. tonstall, trat a no matter what its character or fevquency of issue, reveals that 8,367, or

MART DARLESS AND DET. ration which have declared themselves

"Home of the powerful newspapers "Meti adhers to this priviled in their distripular, News, Industripular, Nows, Den Meines, Register, thes Motores; Cap-North American, Philodelphia.

THE EDITOR & PUBLISHER FOR MARCH 3, 1917

peat Memphis: Press, Memphis: va-piniss, ideterond: Ledger, Philipsi-phis: Gazette-Times, Pittsburgh, and

names are taken at random and do "The Chicago Tribune expresses the

Truring claft exceptle succeeding the decision of the Churaco Hurald to ovclude the advertising of liquor, it refused \$50,000 worth of such advertising.

DEATH OF J. J. RICHARDSON.

For More Than Half a Gentury He Was Publisher of Davenpoor Dessocrat. your old and for fifty-right years concent, of which to was publisher, died



gaged in newspaper work less than a During his career of soore than hold of millione. He was a personal friend

entered the office of the Democrat in 1559 hs a compositor, and later, in 1862. when his employer was unable to may took over the plant, which they suc-

HOME FOR NEWSPAPER MEN

Haven of Rest Seems Assured to Old Treas Journalists. A home for supermunated newspaper

Texas Editorial Association, has an-Trans Editorni Association and the Tracommodicus building to be remodelled

revice Medals for Evening Post Mea-Ownid G. Villard, president of the service medals to eleven men who have for thirty or more years. Bollo Outen. renster, and Erell M. Scholz, public nows print situation. David Lawrence. trace situation in international affairs of Washington, and of the growing tensioner Woods and Pire Commissioner

within a few days. This is the comit



One Rate Card is enough for the Brooklyn Standard Union.

Foreign and local advertisers, including Department Stores, pay the same rate.

This rate is 15 cents "flat," no matter how much space you buy.

Seems fair, doesn't

It is.

THE SAFEST ADVERTINE NEW

THE EVENING MAIL

The Newspaper with the Intense Reader Loyalty

The readers of The Evening Mail expected to have advertising in it. They don't resent its presence; they demand it.

They have been trained for years to expect from The Evening Mail a real service by having in it the advertisements that will help them to buy the necessities and luxuries of life.



NEW YORK'S DOWNTOWN NEWST This Picture, reproduced from a recent issue of THE FOURTH ESPATE, shoing, the City Itall, the Post Office and the Woodworth Building. It is which the ground has recently been cleared, when the few remaining of hind the Municipal Building are the homes of the World, Tribune and

The Wonderful Accomplishments of the NEW YOR

For many months THE EVENING MAIL has been the marvel of advertising men. After showing a spurt last May, it jumped into the lead in June and held that position for five successive months. This is regarded as the gamest fight ever made by a metropolitan newspaper.

THE EVENING MAIL was second in volume of advertising gain among all the New York evening papers for 1916. Gained 432,885 lines over 1915. During January, 1917, THE EVENING MAIL gained 51,070 lines of national advertising and 25,605 lines of financial advertising and led all the evening papers in local display with a gain of 70,865.

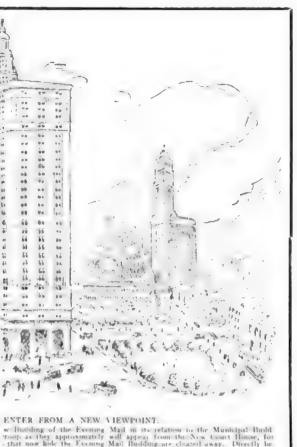
CHARLES H. MYERS

Advertising Manager

THE EVENING MAIL

has been able to do all and the United Press,

SING INVESTMENT IN YORK



THE EVENING MAIL

The Paper with the Trained, as well as Loyal, Readers

When you buy space in The Evening Mail you don't have to speculate as to whether your advertising will be read. It will be read. If your goods are right, they will be bought, as the readers have been trained to study and have confidence in Evening Mail advertising.

That is why we gained nearly a half million lines of advertising in 1916.

EVENING MAIL Are the Talk of the Metropolis

The total gain for January by THE EVENING MAIL was 120,561 lines.

In February THE EVENING MAIL gained 57,403 lines and led all of the class evening papers, duplicating the same feat of January.

THE EVENING MAIL beat all the other New York evening papers in volume of automobile advertising during the Automobile Show. While some papers in January have showed losses in some of the following classifications: Auto Display, Dry Goods, Real Estate, Resorts, Local Display—THE EVENING MAIL showed a substantial and healthy gain.

ecause it is a strong, virile newspaper, printing the news furnished by two great news agencies, the Associated Press cause the readers have been trained for years to read EVENING MAIL ADVERTISING TOO!

THE EDITOR & PUBLISHER FOR MARCH 3, 1917

THE EDITOR & PUBLISHER

Entered as second-class mail matter in the New York Post Office.

New York, March 3, 1917.

Here shall the Press the Poople's right maintain,

Unawed by Influence and unbribed by gain.

Joseph Story: Motto of the Salem Register.

The contents of each issue of The Editor and Publisher are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

Mintiples of the seventy-seventh birthday anniversary of "Marse" Henry Watterson serves to recall to newspaper men the position of undisputed primacy held for so long by the builtent Kentuckian in American journalism. He is the best-loved man in the profession loved for his genius, for his utter independence, for his unmatched gifts as a writer of forceful English, for his eloquence and for his great heart.

CAREFUL reading of a few papers, instead of careless reading of all." Is the result to the advertisers of the change to the 2-cent price of the Pittsburgh evening newspapers, according to the advertising manager of one of the big stores in that city, as reported in This Editors and Publishess last week National advertisers will profit, equally with local advertisers, if the new price shall accomplish that result.

TESTING READER-ALLEGIANCE

ME Philadelphia Evening Bulletin has accomplished what most publishers must consider to be an economic miracle. Increasing its selling price to 2 cents, on January 29, the Bulletin courageously put to the test the question of its hold upon the people of its territory. It had been accepted as a truism that no evening newspaper in this country could hold a great circulation at a 2-cent price. Yet the Bulletin's circulation to-day is as great as it was when its present advertising rates were put into effect - March, 1916 William L. McLean is now reaping the fruits of twenty years of unremitting toil and service for the people of Philadelphia He has given to his great task unstinted and ancompromising personal devotion he has given HIMSELE. And in building up a newspaper which now leasts the largest circulation at the 2cent price of any paper in America, Mr. McLean has had the cooperation of a busin as manager of exceptional ability and of high oleds. William Simpson stands buch among the newspaper executives of our time. It has been soil. that the hastness system in vegue in the Bulliams office is the most perfect to to found in any new quier establishment of the explicites. That here has been ford the way to combine without v motions " with real results. That task and the real manager to be recovering tracer. THE WILLIAM MINISTER THE SHOOT IN

TEMPORARY RELIEF WELCOME - PERMANENT RELIEF ESSENTIAL.

HE expedient proposed by a group of news print manufacturers to the Federal Trade Commission—that the Commission should arbitrate and fix a fair price for paper for a rix months' period—has been approved by nearly all of the publishers having contracts with this group of manufacturers.

These publishers insisted that the plan should in no wise interfere with the Government's investigation of the criminal responsibility of manufacturers for an artificial shortuge and extortionate prices. Such assurances were freely given

an artificial shortings and extorionate prices, such assurances were received to them by Francis J. Heney, special attorney for the Federal Trade Commission.

The publishers concerned, while naturally anxious to obtain relief from unjust prices for news print—prices threatening disaster to many of them and intolerable burdens for all—were not willing to become parties to any plan of compromise which would serve to weaken the Government's efforts to so define and locate criminal responsibility for present conditions as to render any recurrence of them unlikely.

The Government is now committed to the only possible or thinkable policy the continuation to the end of the investigations already begun.

When the publishers conferred on Monday with the Trade Commissioners they were asked to sign an agreement by which they are required to relinquish a portion of their contract allotments of paper in order that a supply may be assured for the smaller newspapers. They signed the agreement. In signing it they made a great concession. For the Commission had already stated that the shortage was "largely artificial." The publishers further agreed that they would buy no additional paper WITHOUT THE CONSENT OF THE PEDISTRAL THADE COMMISSION. Through this concession they abrogate the right to fully manage their own affairs, and submit to the intervention of the Commission. If the obvious purpose of this agreement—to enable the Commission to aid in breaking up the "auction markets" in news print, and to bring about an equitable distribution at fair prices—shall be attained, the concession may be justifiable.

The American Newspape. Publishers Association, it must be understood, is not a party to the agreement. Individual members of the organization, patrons of the manufacturers who have asked for the price arbitration, have signed; but the Paper Committee of the Association has not been committed to the plan. It is the belief of some members of this committee that the plan is an expedient, promising little permanent good; that its original intent and object were to disarm prosecution under the Anti-Trust laws. They see real relief for publishers only through a restoration of a genuinely compositive market—to be brought about through increased production, and by further and drastic economies in the use of news print.

The steps thus far taken in furthering the plan promise fairer prices and perhaps a more assured, if still limited, supply to those publishers who have joined in the agreement. The proposal promises, also, an early breaking of the speculative market in news print; and it will bring immediate benefits, it is hoped, to the smaller publishers, who have been facing suspension of publication. These are the probable results. But if there exists a combination of manufacturers with the power 'o manipulate a shortage of production whenever their interests may demand it, and the Government should fail to break up such a combination, then the restoration of a competitive market will be indefinitely postponed.

The work of the Federal Trade Commission, acting as an umpire in the arbitration of present prices for paper, promises temporary relief. The work of our Uncle Samuel in seeing to it that his Anti-Trust laws are enforced offers a prospect of permanent relief.

THE purpose of the Paper Committee of the A. N. P. A. is to aid in restoring a competitive market in news print. That purpose will not be abandoned because of any possible temporary adjustments. It will be followed until its object is fully secured. Publishers owe it to themselves to collectate, morally and financially, with the Paper Committee—for, while representing the A. N. P. A. primarily, it is workling for the interests of all publishers, without regard to their affiliations.

A. WENIGE, of the Worcester H. Evening Post, commends to bull Labert a new port of competition in the fight for erroulation. He thinks that publishers in cities where competi, on la strong, should get together on certain policies of economy -should adopt uniform practices as to contests, premiums, delivery problems, returns, bad accounts, rates, etc. Then competition will is solve liself into a contest on clean-cut lines, fought under established "rules of the game." The circulater who has the best newspaper and the best selling methods will win, as against the competitor who has a poor medict to offer The net result would te a contest in which editors and pulibeliers would concentrate on making a especial paper rather than on expedients for tridinging people for accept a INDIES A THE

ARTHUR ACHESON urges a standardized method of appeal to the public for all advertisers. We cannot standardize the appeal in advertising any more successfully than we could standardize the method of appeal in courtship. Every advertiser, like every woose, expresses his individuality in his preliminary "selling arguments." When it comes to the point of the final proposal, in advertising as well as in courtship, the appeal is likely to be rather steresty ped -or "standardized."

HE list of advertising agents who The list of advantage the Newspaper Publishers' printed in this issue, will be preserved for reference in all newspaper offices by national advertisers and by the agents themselves. The list is corrected up to the date of publication. It indicates the vast extent of the business of developing and placing advertising . a business which is now generally conducted upon sound and high palicies, and which is closely interwoven with the fabric of our commercial and social The agencies represented in this 1160 list perform a service for both seller and consumer which could not be disbensed with. They constitute an arms of market-linders for the products of the nolls and factors of the count of for prior the wheels of industry farming

THE SUPPRESSION OF NEWS

FEW people would have the hardihood to ask a judge to have a grand jury indictment pigeon-holed, or secretly dismissed, as a personal favor, with the object of saving the accused person from public humiliation. Yet there are still people to be found who do not hesitate to ask editors to suppress news—or to color it to the advantage of those figuring in it.

If the people generally could understand that the newspapers are quite as important factors in our lives as the courts—that the responsibility of an editor to the public is fully as sacred as that of the judge—there would be little effort made to have legitimate news suppressed.

To ask a Judge to exercise bias is to commit "contempt of court." To ask an editor to suppress the truth about actual events is to commit contempt of public opinion.

The newspaper which would suppress real news in the interest of the individual would betray its trust, violate the obligation to society which it solemnly assumed on the day of its hirth, and would thereby forfeit its place as the guardian of public interests, and would become a menace, rather than a factor of useful service, to its community.

To suppress the news of a court proceeding, with the mistaken purpose of protecting the good name of an individual, would be to imply that our court proceedings are invasions of the rights of those who are under accusation—that for the protection of those rights a newspaper must draw the veil of silepceover the event.

The surest safeguard against judicial tryanny is full publicity of court proceedings, whenever these have a public interest. The best safeguard against injustice to the individual is the publication of the truth about any event in which he figures. When, because of personal considerations, an editor fails to do this, he breaks faith with his public.

The editor is the historian of his day life must record history as it is made, in both large and small things. It always happens that some of this history will be humiliating, shameful—that is the printing of the news of the day some people will be pilloried. It is to be regretted that the events happened—but the historian must put them into the record.

If war should come, and with it the I mevitable news consorable, our Government should see to it that such a consorable shall be some and sensible. and not of the sorry kind which hampered Great Britain for the first year of the European war. A board of censorship should consist of three men, who should control one a representative of the navy, another of the army, and another of the newspapers. The member representing the press should be a man of tested ability and judgment, able to decide what matter should go to the public and what should be withheld. 10 we are to have a volunteer army, such a man, dominating the censorship, would or to it that the news should help, not hamper, o cruiting. Editors would have no incentive to violate seensorship rules if these rules were interpreted by a newspaper man, understanding relative news values. Why not such as man as Charles M. Liccolo, managing editor of the New York World for the position? It would offer an opportunity for natrada pueda server which should appeal to men of Mr. Limoln's calibre.

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PERSONALS

Private credit is wealth. -Letters of Junius.

N EW YORK.- Don C. Seltz, business manager of the World, will address the Brooklyn Civic Club at a luncheon on March 7, on "The Newspaper Shop from the Inside."

Frank C. Drake, art director of the World, who has been confined to his home for eight weeks because of a broken hip, is making a satisfactory recovery.

J. T. Clarke, for four years on the staff of the New York Sun, has resigned to become publicity manager for the National Bank of Commerce. He was formerly connected with the Boston

H. Nelson Meade, of the Evening Sun copy desk, is back at his post again after a week's ilinear.

George Woods, of the Evening Sun staff has been confined to his room with a severe cold for a few days.

Samuel Hopkins Adams was one of the speakers at the meeting of the San Francisco Advertising Club on Wednesday evening.

Mrs. C. T. R. Lewis, formerly managing editor of Harper's Hazar, is now editor of the fashion department of the New York Tribune.

E. M. Alexander, formerly advertising manager of Harper's Bazar, is now the advertising manager of the New York Tribune Graphic.

A. E. Harrell, formerly advertising manager of the Times Annalist has been appointed manager of the financial advertising department of the New York Tribune.

Walter B. Brown, of the New York Journal of Commerce, has written a very clever letter to the New York Globe, in which he plays joyously with the titles of the current dramatic productions.

J. E. Trower, advertising manager of the Pittsburgh Post and Sun, is a visitor in New York.

OTHER CITIES.—Frank H. Bloomer, one of the best-known newspaper men in western New York, has returned to his duties on the Buffalo Evening News. He came home from the Mexican frontier with the Seventyfourth Regiment, of which he is a member.

William R. Meldrum, whose classic story of the breaking of the Ningara Falls ice bridge several winters ago was put on the wire by the A. P. and still in talked about in newspaper circles, has joined the staff of the Buffalo Elvening News, coming from the Express.

Edgar A. Mills, for seven years superintendent of the stereotype department of the Baltimore Sun, has accepted a similar position on the Baltimore News. Mr. Mills is one of the commismoners on technical education of apprentices of the International Stereotypers' Union.

E. G. Wendling is the new circulation manager of the Portland (Ore.) Tele-ETSID.

J. L. Sturtevant, editor of the Wausau (Wis.) Daily Record-Herald, was one of the principal speakers at the recent Wisconsin Land Clearing assembly in Eau Claire, Wis. He spoke on "What the Press Has Done and Can Do to Promote Settlement,"

CHICAGO .-- Al Johnson, formerly of the Chicago Evening Post, has accepted a position with the Board of Election Commissioners,

L. R. Slater, until recently assistant city editor of the Chicago Journal, has joined the staff of the Chicago Examiner.

Charles Gray has sent word of his safe arrival in Paris. Mr. Gray left the staff of the Chicago Evening Post to go to France as a member of the Amerlesm Ambulance Corps. He intends to remain six months.

Harry Heldenberg has shifted from the Chicago City News Bureau to the staff of the Chicago Journal, Mr. Heidenberg broke into the newspaper game nine years ago as an office boy for the Bureau.

W. J. Avery has resigned from the position of assistant to Frank Carson, day city editor of the Chicago Tribune.

Junius Wood, of the Chicago Daily News, who was recently in Havana, has gone to the Danish West Indies to investigate the bargain made by the United States in the purchase of the tslands. "Larry" Lawrence has been appointed Havana correspondent for Mr. Lawrence went to Cuba originally for the purpose of selling automobile accessories.

E. O. Phillips, who has been covering the Illinois Legislature at Springfield for the Chicago Tribune, has returned to Chicago for a few days.

Herman B. Deutsch, assistant editor of Civil Service News of Chicago, has resigned to devote most of his time to literary work.

John Lovett, formerly of the Chicago Tribune staff, and well known among local newspaper men, has been one of the leading figures in the opposition to the organized effort to make the Chicago School Board elective instead of appointive. Mr. Lovett is secretary of the Public School League.

Peter S. Lambres, editor and publisher of Atlantis, the Greek newspaper established by him in Chicago in 1904. has moved his publication offices to a downtown location at 130 North Fifth Avenue.

Frank Emerick and Fred Boettcher are leading performers in a new chess club formed in the Chicago Press Club. Since poker was banned in the Press Club, chess is more popular.

Reid is now sole owner of the Shepherd's Journal of Chicago, having purchased the interest of H. L. Trube, his associate. The Shepherd's Journal is said to be the only national sheep paper published.

PHILADELPHIA.—Herbert S. Houston, president of the A. A. C. W., was a guest of the Poor Richard Club at luncheon last Friday, when he spoke on the remarkable effect of the last convention on the business of the country. from data which he obtained on a tour of the principal cities, Howard C. Story, who was chairman of the reception committee at the convention, led the receiving party which had charge of the entertainment of Mr. Houston during his visit.

Rowe Stewart, president of the Poor Richards, appeared as Gen. Wushington at the Novelty Night of the Walnut Street Business Association on February 21. He has been appointed to serve on the programme committee for the coming A. A. C. W. convention in St.

Harvey M. Watts, art critic of the Public Ledger, opened the series of "Gallery Talks" at the Academy of the Fine Arts last week, discussing the pictures in the 112th annual exhibition

with keen wit and technical knowledge. Alfred Earle Hayward, of the Ledger

art staff, made a hit in his dance as a Spirit of Discontent at the Artists' Masque. "Breulum."

W. E. Hill, whose exceptionally fine cartoons, "Among Us Mortals" are attracting much attention in the Sunday Inquirer, was the star, by proxy, of an entertainment given at the New Century Guild. Five groups of his farcical drawings were shown as tableaux, to the immense entertainment of the audience.

W. C. Bullitt, former special correspondent in Germany and a member of the editorial staff of the Public Ledger, spoke at the annual dinner of the Economic Club in the Bellevus-Stratford, on "What Is the Freedom of the Seas?"

J. S. Prenowitz city editor of the fewish Daily Forward, is the chairman of a committee which was formed during the week to take charge of the campaign of the women in South Philadelphia, to get lower prices on foodstuffs, and to organize a boycott on dealers who are "holding out" on desired supplies

Wilmer Atkinson, veteran editor of the Farm Journal and leader of the Men's League for Equal Suffrage, has retired from active service, and C. F. Jenkins is now managing editor. Mr. Atkinson, who is hale and hearty at seventy-six, founded the paper forty years ago. He will continue to write for the journal as usual.

S. K. Ratcliffe, editorial writer on the New Statesman, of London, England, editor of the Sociological Review, and former editor of the Statesman of Calcutta, and on the editorial staff of the London Daily News, was the speaker at the annual function of the Equal Pranchise Society.

Mrs. Minnie Simmons, widow of Fred Simmons, Norristown correspondent of the North American, who was killed by a train while covering a political meeting, was awarded \$10,000 by the court recently. At a previous trial she was awarded \$14,675.

H. T. Parker, dramatic editor of the Boston Transcript, has been visiting Kenneth Magowan, formerly of the Transcript staff and now dramatic editor of the Evening Ledger,

Farmer Smith, children's editor of the Evening Ledger, has been talking to school-children in Philadelphia and South Jersey. His subject is "The Most

Interesting Thing in the World," which is, of course, one's self.

B OSTON.-Proctor P. Lincoln, city editor of the Cambridge Standard, has resigned to join the staff of the Boston Sunday American.

Joseph Walsh, formerly with a Pittsfield (Mass) daily, has joined the city staff of the Boston Post.

William Hardy, of the Sunday Post staff, has joined the staff of the Cleveland News

Salita Solana, formerly dramatic editor of the Boston Traveler, has joined the staff of the Journal and taken entire charge of the dramatic department. The Journal has featured her joining the staff by a front-page police, illustrated with her photograph.

Frank Lavelle, of the Globe staff, was tendered a dinner Thursday night at the Hotel Georgian, by his associates at Police Headquarters. The dinner was in honor of his entering into legal practice. Many newspaper men and former newspaper men attended the dinner.

George Murray, a Post staff photographer, leaves Saturday with the Red Sox for the Hot Springs. He will be the club's official photographer and will supply all Boston papers with the training acenes.

"Hal" Wheeler, of the Post rewrite staff, has been on the sick list for a few days.

Jeremiah Keating, who formerly covered Cambridge for the Post, has joined the city staff of the Journal.

Josiah H. Jones, jr., formerly of the Post copy desk, is reading sport copy on the Journal. He replaces Sam Carrick. who goes South with the Braves.

The directors of the Boston Press Club Tuesday morning sent a large basket of spring flowers to President Ray Atkinson, who is confined to his bed with tonsilitis.

Visitors in New York

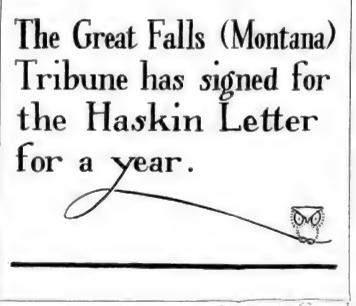
J. E. Trower, advertising manager Pittsburgh Post and Sun.

Col. C. A. Rook, publisher Pittsburgh

J. D. Fox Eustace, business manager Saskatoon (Sask.) Star.

George A. Lindsay, formerly city editor Albany (N. Y.) Knickerbocker Pross.

W. A. Hendrich, publisher, New IIaven (Conn.) Times-Leader.



PERSONALS

PHOVIDENCE OF the seventy-seven ter named by Gov. Breckman, the list melades the following newspaper and returnishing men; Major G. Edward Stuatus, Jr., George W. Davielson, M. Dwyer, E. J. W. Proffitt, John H. Stathons, and George B Utter.

Arthur Holland, of the Providence Tribune, is confined to his bems with knincy trouble. Hoger Ferri to covertrue State House during his shorner. Henry H. Palmer, of the Journal, was true of the Hhode Island Press Club.

Permitten PA.-Gertrale Ger. den of the Pittsturgh Pers, whirese-United Presbyterian Hunday School of Crafton, Pa. but Storday, on time to Nadaton has beened the Pitta-

He was last with the Butler (Pa.) Dr. Janes Kitmer, of the New York Average, and critic of the Literary Ingest, roade several addresses in Pitte-

ticorgo L. Petter, son of Chester D porni in Company 4, Coast Artiflery, Fort

ager of the Pitphurgh Press, is a canthe Philipping, besides holding several read offices to outrhose accions.

DIDKANE WASH-L II Che etc. Stor of the Onder (take) Tritane. gerne a vergical operative 16 a Spo-J. F. McKeyboor, a wethinness East-

tienegr Dodds, manualty often of the Root stran-iteries, bus been control

A. Offen, sight seleter of the

MILWALES, by March Santon

process from some of to 2 Point Mile-

THE EDITOR & PUBLISHER FOR MARCH 3 1917

bet the Missander Journal, covering BOSEWATER COES TO LOS ANGELES BATEMAN BEADS MERCED CLUBS James Schermerhorn, editor of the Detroil Times, has accepted the inviment in Wisconsin, to visit the State for a week's tour so behalf of probe-

Professek Palmer, war enreenmedent Milwankee Press Club February 24. President James H. Skewes presided

Some of the editors attached to the AN FRANCISCO-Gilbert Parker. lar Secramento staff correspondent. the Ameriated From has ever had at

Mr. Fordericks of the Partie Nove fached, so as to permit him to make a lour of the State of California in the of the San Francisco Chamber of Com-

Mrs. Winnifred Black Bonflin known pere as Annie Laurie, was recalled to Eugene John Bordia. When she left suffering from what was thought to he a sitabit cold, but preumonta set in neral services, held in this city, were attended by many symputhing friends

CANADA.-Large.-Col. J. D. (Sarke. m the Hyposter office.

nation Perso Association, left Toronto J. L. Riewart, proprietor of the Chat-

English Journalist Here

of Massauri in Committee yesterday.

What is "Publisher" codering your

General Manager of Omaha Ree to Hob! Signiler Position on Earl Newspapers. of general manager of E. T. newspapers, the Les Angeles Tribune Mr. Bosewater has been an or

factor in civic life in Omaha for a any poernature, and was castly the more than a generation. He had made cal offsics with strengous work in Jourand would have bold any paster office He trained his two man, Victor and have divided the responsibility he news that Charles C. Rosewater is seculive ability, with a wide acquain-

to frave Ossaha fer Los Angeles comes complish boy though in Los Angeles



overs assured Like many other caresof the ladder through the circulation Simondo Ressers, from War Fronts

Well-Known Newspaper Man Chosen President of Dallas Organisation. Talbot O. Haternan, Surday and fea-Traffic Club of Dalias has just been



T. O. PETRMEN. merged. Mr. Bateman was one of the prominent figures in bringing about

The Newspaper (Sub bas just moved ters un Commerce Street, just opposite recens are more centrally located, are of the Cho. Larger quarters were de-Mr. Baterson is one of the best-

as for the fast twenty-four years. For Associated Press Injunction Suit

According to an order signed by Judge Mortin T. Manten, of the Centrel History answer, when mor, will be considered as

GIRRONS APPARENTLY BEARS CHARMED LIFE

Chirago Tribune Correspondent Who Was on the Larents Experted Str. Would Be Sunk-Has Fored Death Many Times in His Newspaper Work in Last Few Years.



PLATE P. Chester.

topics of the hour in Chicago newspaper

after he maded, having in the measure-

Mr. Gitteen's latest feat is the climan of a variet and mixentonico career. He easily birmedial with the Change Till-

GUESTÉ AT EIPTH ANNUAL DENNEH OF BROOKLYN PRIBES CLUB

SIR HURBERT TREE A CLEAR

Fifth Appeal Dinner.

that. In addition to the owner at the

The inggest feature of the night was

Miss Edith Wenny Matthews

ordy, were in the audiency. Recount

Hickordson Webster, of the Times view.

Fred E. Stone, the Chines: Cabriel

Plect, the Standard Union, and Edward

Mr. Citibers, was been in Washington

JUSON ROGERS'S BOOKLET

It Tells Have the New York Globe Hay Eronemiant. Anon Ropers, publisher of the New ble prospect, past sessed on "News-

Waterbury Dennierat's New Person

Join A. N. P. A.

NEWSPAPER MAN'S APPOINTMENT

D. H. McAdam, Washington Correspondest, Named for Postmaster at Hemolulu.

ranks. D. Hestings McAdam, of Mispublished work for the Post Office De-



II. HAPTING MCADER

CROSBY'S KIDS It's a single column comic But it has more fun in it than a "strip" a yard wide. It has more of a "true-to-life" touch

than 90 per cent, of the cartorse sublished in this coun-Four inches single -- that's all. Just a lot of box life - some-

of your own hoshood like a Crosby knows kids. Heknows them better than almost anybody. If you are interested in a

had better write for samples of "Grosby's Kids." They'll better be the paper to get them in your town. THE GEORGE MATTHEW ADAMS

SERVICE # W. 400 ST. NEW YORK

THE EDITOR & PUBLISHER FOR MARCH 3, 1917

TIPS FOR THEADMANAGER

L. S. Goldsmith Co., 25 East 26th Street. New York city, will shortly make new newspaper contracts for the Goodall Worsted Co., "Palm Beach Cloth." Sanford, Me.

Collin Armstrong, Inc., 1457 Broadway, New York city, is placing orders with a selected list of newspapers for the Electro-Silicon Co., Metal Polish, 30 Cliff Street, New York city.

B'ederal Advertising Agency, 6 East 29th Street, New York city, will shortly send out orders to newspapers in four selected cities, for W. G. Patrick Co., "H. P." Sauce, Toronto, Canada.

Geo. Batten Co., Fourth Avenue Building, New York city, is handling the advertising of the Mint Products Co., "Fep-O-Mint" Life Savor Pepomints, 33 W. 42d Street, New York city.

E. T. Howard Co., 482 Fourth Avenue, New York city, is making 3,000,-line one-year contracts with a few Eastern newspapers, for Kirkman & Son, Soaps, etc., 39 York Street, Brooklyn, N. Y.

Albert P. Hill Co., People's Bank Building, Pittaburgh, Pa., is placing orders with newspapers in selected sections for the North Carolina Pine Association, 24 Bank of Commerce Building, Norfolk, Va.

Van Patten, Inc., 50 East 42d Street, New York city, is sending out orders to New York State newspapers for the New York State Browers' Association.

Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is making 10,000line contracts with a few newspapers in selected sections for the Pahst Brewing Co., 917 Chestnut Street, Milwaukee, Wix, and placing orders with Middle West newspapers for the Fyr-Fyter Co., Fire Extinguishers, Dayton, O.

Miller Agency Co., the Nasby, Toledo, O, is placing orders with newspapers in selected sections for the Hull Medicine Co., Findlay, O.

Frank Presbrey Co., 456 Fourth Avenue, New York city, is sending out 56line, Itaw., tf., orders to New York State newspapers for the Jackson Health Resort, Danville, N. Y.

Frank Seaman, 461 Eighth Avenue, New York city, is handling the advertising of the Pepsicola Co., "Pepsicola," New Bern, N. C.

W. W. Sharpe & Co., 99 Nassau Street, New York city, are placing oneinch, 16-time orders with Southern newspapers for E. Fougera & Co., "Quina-Laroche," 90 Beekman Street, New York city.

Sherman & Bryan, 79 Fifth Avenue, New York city, are making up a newspaper list for the Erianger Bros., "B. V. D." Underwear, 350 Broadway, New York city.

Thielecke Advertising Co. Webster Building, Chicago, Ill., is sending out 32line, 10-time orders to some Western newspapers for the Hunry Field Beed Co. Shenandosh. In.

Jesse M. Joseph Advertising Agency, 701 Union Central Building, Cincennant, O. is sending out orders to some Western newspapers for the P. Goldsmith's Sons, Sporting Goods, Cincinnatt, O.

Martin V Kelly Company, Second National Hank Building, Toledo, O., in messing 200 dimension of year contracts with some Models West newspapers for the Character Spirk Plus (Co., Toledo, O., et al., singuity photon orders with the experience in schools with the experience in schools with the experience in schools between the Process Motor Clark Electrical Street.

Picard & Co., 50 East 42d Street, New York city, will shortly make up a new list of newspapers for the United Shirt & Collar Co., "Lion" Brand Collars and Shirts, 720 Second Street, Troy, N. Y.

Vanderhoof, Condict & Comrie, 140
South Dearborn Street, Chicago, Ill., are
placing orders with some newspapers
in large cities for the Dean Medicine
Co., "Dean's Cough Drops," Milwaukee.
Wia; also placing orders with a few
newspapers in selected sections for the
Thomas Nurseries, Inc., 6 North Michigan Avenue, Chicago, Ill., Bertinger
Bros, Park Row Building, New York
city agents.

Birch-Field & Co., 110 West 40th Street, New York city, are sending out orders to New York State newspapers for the Dairymen's League, 110 West 40th Street, New York city.

D'Arcy Advertising Co., International late Building, St. Louis, Mo., is making new newspaper contracts for the Sanitol Chemical Co., "Sanitol Tooth Paste," St. Louis, Mo.

Blackman-Ross Co., 95 Madison Avenue, New York city, will place 4,000-line achedules with newspapers about March 1 for the N. K. Fairbank & Co., "Cottolene," etc., 9 South Dearborn Street, Chicago, Ill.

The Nicholas-Finn Advertising Co., Chicago, will handle the account of the Riley-Schubert-Grossman Co., Chicago, Harry I. Wildenberg, advertising manager. Newspapers to be used.

H. Walton Heegstra, Inc., 19 South La Salle Street, Chicago, Ill., has secured the account of Wells-Abbott-Nieman Co., of Schuyler, Neb., millers of the well-known brand of Puritan flour.

Street & Finney are now handling the advertising for Klever Kraft Silver Ware, manufactured by the American Ring Company, Waterbury, Conn.

Earnshaw-Lent Company, 30 Maiden Lane, New York city, is placing orders with newspapers in Hoston, Huffalo, and Cleveland for Mackie & Co., Distillers, Ltd., "White Horse Whiskey," Glasgow and London.

Bloomingdale - Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is again sending out orders to Pennsylvania newspapers for the Pennsylvania State Brewers' Association, Philadelphia, Pa.

Doremus & Co., 44 Broad Street, New York city, are placing 21-line two-time orders with newspapers generally, for Frank P. Ward, broker, 15 Broad Street, New York city.

E. H. Clarke Advertising Agency, Steger Building, Chicago, III., is making 5,000-line contracts with a few Texas newspapers for the James S. Kirk & Co., "Jap Rose Soap," 360 North Water Street, Chicago, III

Dake Advertising Agency, 121 Second Street, San Francisco, Cal., and Los Angeles, Cal., is placing orders with newspapers in selected sections for the Standard Metal. Company. Pittsburgh, Page 1982.

Will H. Dilk Advertising Company, 326 West Madison Street, Chicago, III., is sending out orders for E. A. Perron & Co. Mid Continent Oil & Unities Corporation stock, 226 South La Salle Street, Chicago, III.

Lord & Thomas, Mallers Ruibling. Change, III. are placing 12-meh, 12-time orders with some Phade Constitute orders with some Phade Constitute orders with new papers in selected sections for Marx T. Goldman, "Goldman's Ruible Section," Goldman Ruiblerg, St. Paul, Main.

The Erickson Company, New York, is placing the Acorn Ranges advertising for Rathbone, Sard & Co., Albany, N. Y., A. M. Blanchard, advertising manager.

Calkins & Holden, New York, are placing jewelry copy for Theodore Kohn & Son, 321 Pifth Avenue, New York.

Sherman & Bryan, Inc., 79 Firth Avenue, New York, are placing advertising for Kohn & Baer, Inc., manufacturing furriers, 43 West 3d Street, New York; Louis Baer, advertising manager.

The Harry Porter Company, New York, place the account of the Paramount Pictures Corporation, 485 Pitth Avenue, New York; C. C. Burr, advertising manager.

Sherman & Bryan, Inc., 79 Fifth Avenue, New York, are placing newspaper copy for Hamuel W. Peck & Co., clothing, 806 Broadway, New York; Louis Hershman, advertising manager.

Rudolph Gunther, New York, is placing financial copy for Slattery & Co., 40 Exchange Place, New York: S. W. Rogers, advertising manager.

The Blackman-Ross Company, 95 Madison Avenue, New York, have secured the account of the Holmes & Ed. wards Company, Bridgeport, Conn., manufacturers of silverplate flatware.

Calkins & Holden, New York, place the advertising of the Hartford (Conn.) Fire Insurance Company; J. W. Longnecker, advertising manager.

J. Walter Thompson Company, New York, are now placing the advertising of the Wineheater Repeating Arms Company.: Charles L. Greene, advertising menager, New Haven, Conn.

Erwin & Wassy Co., Chicago, handle the account of the Osgood Lens & Supply Company, 1241 South Michigan Avenue, Chicago: A. C. Fach, advertising manager. Auto Lens Lamps are to be advertised in daily newspapers.

Burnet-Kuhn Agency, Ch'eago, arcusing newspapers to advertise the Togan-Stiles Company ready-made buildings; E. W. Hatch, advertising manager.

The Greenlenf Company, Boston, now place the Waltham (Mass.) Watch Company advertising; Harry L. Brown, advertising manager.

Jones & Co., Jackson, Mich., are placing advertising of petroleum products in a list of newspapers for the American Oil Corporation, Jackson.

The Gardner Advertising Company, St. Louis, is placing newspaper copy for the Certainteed Products Corporation, St. Louis; R. M. Nelson, advertising manager,

Calkins & Holden, Inc., New York, are using newspapers for Rajah Spark Plus advertising for the Rajah Auto Supply Company, Bloomfield, N. J.; H. Bunten, general manager.

Bherman & Bryan, Inc., 79 Fifth Avenue, New York, are placing clear copy with newspapers for Kraus & Co., Haltimore, Md.

The Old Colony Trust Company (J. H. McVes, president), Boston, Muss., is old-in: newspaper copy to advertise benking by muil.

The A. W. Ellis Company, Boston, is now handling the account of the Stickney & Poor Spice Company, Boston; F. W. Tucker, advertising manager.

The Hotel Publicity Corporation, 23 West 31st Street, is offering contracts on an exchange leads with the Hotel Lenex, Ruffalo, Hotel Cumberland, New York, and the Robert Treat Hotel, Newark. The Fletcher Company, Advertising service, Widener Building, Philadelphia, is again placing newspaper copy in selected sections for J. D. Este Company, of Philadelphia, distributers of Skee-Ball Alleys.

Pages in newspapers for the Southwestern Lumbermen's Association; Kan. sus City 12fe Insurance Company, in newspapers, and Anderson Electric Car Company (Detroit Electric) in Kansus City and Omaha newspapers

Anti-Trading Stamp Bill

The giving of trading stamps and premiums by merchants will be done away with in Pennsylvania if a bill which is to be introduced in the Legislature is passed, declared Harry W. Schaffer, of Lock Haven, president of the Retail Merchants' Association, in an address at the annual convention of the Retail Merchants and Businessmen's District Association, of Southwestern Pennsylvania, at Pittsburgh The proposed bill as explained by Schaffer, requires all merchants who wish to give trading stamps or premiums to take out a license. The fee would be \$1,000, which Schaffer believes would be prohibitive.

Regard yourself as an engine, if you like, but learn to be a good engineer.—
[Business Chat.

The writer who beamirches the character of another opens a sure of infection.

New Orleans States

Mombor Audit Bareau of Circulations, Sworm Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white home delivered evening circulation in the trude territory of New Orleans.

To reach a large majority of the trade grouperts to the local territory the Status in the logical and occoomic medium. Circulation data sent on request.

The S. C. SECKWITH SPECIAL AGENCY
Bile Foreign Representatives
New York Chienge St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York, Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. 8UB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO., 747-748 Marquette Bldg., Chicago, Ill.; 200 Fifth Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bldg., Detroit, Mich.

AD FIELD PERSONALS

T. S. Gamble, formerly assistant manager of the Maxwell Motor Sales Corporation, has become a partner in the firm of Benson, Campbell & Slater, advertising agents, with offices in Chicago and Cleveland. Mr. Gamble will make his headquarters in the Cleveland office, and will handle the Eastern business of the firm.

Harry Tipper, president of the New York Advertising Club, and Irving B. Fletcher, a New York advertising man, were among the speakers Thursday night at the banquet of the Advertising Club of Baltimore, Md.

C. B. Cabaniss, formerly manager of the agency department of Butler Brothers. Chicago, has accepted the position of Chicago manager of the advertising department of the American Press Association, and an office has been opened at room 634, People's Clas Building, Mr. Catanias formerly was advertising manager of the Norfolk (Neb.) Daily News. whose editor, N A. Huse, recently came to New York to be vice-president of the American Press Association and to take charge of the advertising department,

John McClure, a prominent member of the Advertising Association of Chicago, is being credited with having been largely instrumental in saving the postal pneumatic-tube system for Chicago.

George W Robnett, publicity manager of the Chicago Ad Club, is acting as publicity manager for the People's Church in the Wilson Avenue district.

Charles H. McKay, who has been sales manager of the Thompson Type Machinery Company, has joined the soliciting staff of Cone, Lorensen & Woodman.

J. G. Plerce has assumed charge of the service and editing department of the Cooperative Advertising Company of Chicago, after several years' experience as publishers' representative in the retail-grocery field.

K. H. Bristol, of New York, recently came to Chicago to take the position of Western advertising manager of Scripner's Magazine. J. E. Byrnes, of the Mahin Advertising Agency, has accepted the place of assistant Western adver-

A O. Loomis, advertising manager of the Spokane (Wash) Spokesman-Iteview, addressed the Spokane Realty Board this week on the subject of slogans, recommending that real-estate ad. vertisers adopt the slogan, "Buy a Home in 1917," and hammer it into the minds of the public throughout the year. The stogan was adopted.

C. W. Bridenthal, news editor of the Kendallville (Ind.) News Sun, has resigned to become connected with the advertising department of the Specialty Case Company, of the same city,

Walter L. Houghton, advertising agent, has removed his offices from the Fourth Avenue Building to No. 404 Fourth Avenue, New York.

Arthur Rosenberg has resigned from the advertising department of the New York American, terminating sixteen years' service as manager of the real estate department and special assistant to the advertising manager. Mr. It as nberg will devote part of his time to a series of illustrated lectures on newspaper production and advertising

Arthur Gabryel, former vice-president of the Association of Foreign Language Newspapers, is now senior member of the firm of Gabryel-Dattner Co., World Building, New York, foreign language advertising agents

Williams & Carroll, Inc., are now known as the Colony Advertising Company, the change being made because of the resignation of Mr. Williams

A. G. Wallace, formerly advertising manager of Spiegel's House Furnishing Company and affiliated with J. R. Ham-Ilton Advertising Agency, has joined H. Walton Heegstra, Inc., of 19 South La Salle Street, Chicago, Ill.

NEW INCORPORATIONS

New York. George Batten Company, inc., general advertising business; capital. \$1,000,000. Incorporators, George Batten, Montelair, N. J.; William H. Jorne, Bayside, L. I.; J. Van Liew Wyckoff, Hidgewood, N. J.

New York .- William S. Emery Conpany, Inc., advertising agency, begin laistness with \$5,000. Directors, A. 11. Payrant, J. J. Barbell, and H. Ivers.

New York. -- Newton Advertising Company, Inc., general advertising: capital, \$10,000, Directors, G. B. Hayes, H. W. Newman, and E. Sheridan,

LOCKPORT, N. Y. -Niagara Press Corporation, publishers; capital, \$25,000. Introctors, A. E. Lee, C. L. Nicholes, W. M. McArthur.

Banylon, N. Y .- Murray, Howe & Company, general advertising; capital. \$25 000, M. Howe, W. H. Vander Poel. and L. G. Suscipj, all New York; directors

Avon, N. Y -Avon News, Inc., newspapers; capital, \$5,000. Directors, L. W. and H. R. Gibson and B. T. Jennings.

AKBON, N. Y .-- The Workman Printing Company: capital, \$15,000. Winslow C. and Theodore W. Workman, Grafton M. Brothers, Philip H. Curtis, and Charles K. Strobel.

WILMINGTON Del The Word Comjumy, general publishers; capital, \$100,-Directors not given.

TUGA, Okla-Tulsa Printing Company; capital, \$5,000. Incorporators: Art F. Mish, Fred M. Distin, and Ju-Im eit juit ichtern. lius O. Mash.

PETERBORO, Ont.-The Peterboro Review Company, Limited, with a capital of \$60,000, has been incorporated by Dominion charter to acquire as a going concern the business recently carried on by the Peterborough Review Printing & Publishing Company, Limited (in liqui-

Trading Stamps Condemned

Members of the Oklahoma Press Association, at the recent meeting in Oklahoma tity, passed a resolution condemning the use of trading stamps, and endorsed any legislation that might be introduced in the Oklahoma Legislature designed to put a stop to this practice.

Arkansas Is Prosperous:

No state in the Union can boast of more happiness or prosperity than can A kansas. thanks to wonderfully prolific

Results will be even greater

The Arkansas Democrat LITTLE ROCK ARKANSAS

By virtue of its large state-wide circulation, reaches those people that are in the market for products of every description.

Elmer E. Clarke, Publisher

JOHN M. BRANHAM COMPANY Foreign Advertising Representatives few York, Chicago St Leris Atlanta Betroit, The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of

circulation, the sources from which it is secured, and where it is distributed. ALABAMA MONTANABirmingkem Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more months ending September 30, 1910. advertising than its nearest competitor in 1016. CALIFORNIA NEW JERSEY STAMSHER. A. B. C. Audit reports show largest Morning and Sunday circulation. Grantest Hemo Dulty-PRESS-CHRONICLE Paterson err. COURIER-NEWSPlainfield NEW YORK **GEORGIA** COURSER & BNQUIRER Buffele IL PROGRESSO PLATO-AMERICAN . New York **TLLINOIS** HRRALD NEWS (Circulation 15, 190) Joilet **NEBRASKA** TOWA REGISTER TRIBUNE EFFINITER TRIBUNE Des Molnes Bessentint in correing Des Molnes and virinitz. STOCHUSPUT. PARMING OHIC More than 700 000 ctrutation guaranteed and VINDICATOR Toungstour Circulations. PENNSYLVANIA KENTUCKY MANNET HOME SOURMAN....Louisville, Ky Stems Monthly. 22 to 64 names.) Sugrantered largest circulation of one Massatz unbijectice in the world. In secone of 90,000 conten monthly ----- Bris DAILT DEMOCRAT......Johnstown LOUISIANA TIMES-PICATORS New Orleans TENNESSER MICHIGAN PATRIOT (No Monday Seme)..... Last Gay Statement—Patly, 11,403; Sunday, 12,000. Member A. B. C. and A. N. P. A. TEXAS Pint Rates. Our time sdn. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra. MINNESOTA UTAH TRIBUNE. Morning and Broning. . . Minnespolic HERALD-REPUBLICAN Sait Lake Otto MISSOURT POST-DISPATCHSt. Lonis VIRGINIA Daily Evening and Runday Morning. In the oute newspaper to its territory with the DATET NEWS-RECORD Harrisonburg In the fances Valley of Va. only maner in the richest Agricultural County in United States benutiful Reingruvure l'icture Section The POST-DISPATURE sells more papers in Mt. Louis every day in the year than there are

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertises the privilege of a careful and enhanctive investigation.

Circulation entire year, 1916;

homen in the city.

SKANDINAVEN

nday svezego

Daily average

ILLINOIS

NEBRASKA

WASHINGTON

PONT-INTELLIGENCER Rearth

Landin PRINTE PRIMER (CTr. 125 754)

NEW YORK

Since The be

FASHIONS FOR WOMEN

The Spring Fashion Section, The The Spring Fashion Section, The New York Times, Sunday, March 18th, consisting of sixteen pages, will present most attractive designs in gowns and millinery, printed in Rotogravure, bringing out minute details in trimming. The fashion details in trimming. The fashion sections of The Times are regarded as offering the latest and best speci-

mens of modern apparel.

Circulation of Sunday's Times exceeds 400,000 copies. Order in



Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PREF. ERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City



"From Press to Home

Within the Hour"

It a exclusive carrier service en-ables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the bone," The cuoramous exclusive city circulation of the Star makes it the wonds advertising medium that it is.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

IN PHILADELPHIA

The

Evening Telegraph

The Financial News Authority

THE REASON

THE EVENING TELEURAPH to read daily THE FURNITY TELEVISLEN over dails by practically every bent offers merchant would wise of affairs on well a by two of thousands of initiatives die reinstallen, properous nice and whom a substitution of the world for the world and of the property of the world americal site would americal edge in America.

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansas City, Chim

FROM NEWSBOY TO PUBLISHER

Remarkable Rise of George E. Hale Through Ten Years' Work.

George E. Hale, proprietor of the Salt Lake City Telegram, has been enjoying a brief rest in Los Angeles. He revisited that city after ten years of strenuous work, during which period he has risen from a newsboy, selling the Los Angeles Times, to be owner of a daily newspaper for which he has been offered \$250,000. He recalled that he was once a bell hos in the Van Nuys Hotel. Hale in now only thirty-five years of age, but he has already made his mark in the newspaper game.

From Los Angeles, he went to Spokane, where he became a newspaper subscription canvasser. Then he went to Salt Lake, in the same capacity, and within a year was mad business manager of the daily newspaper for which he had been soliciting. At that time the Tilbune and the Telegram in Salt Lake were both owned by Kearns & Keith, and Mr. Hale was the first to discover that the ewners would be gladto sell the afternoon newspaper. He speat nearly a year in constant scheming and planning before he could raise the capital. Many times his plans were ridiculed but he kept at it despedly, and finally won. Within ela months of the time he bought the paper, he was offered a quarter of a million for his bargain, but he refused it

"Most 'success' recipes are mere brouides," said Mr. Hale when asked for his, "but I believe one of the surprising things a man learns is that it is often easier to get big things than amull ones "

RAILROADS AS NEWSDEALERS

New Jersey Daily Protests Against Present Monopolistic Practices.

The Burlington (N. J.) Enterprise discussed editorially in a recent issue a question of much interest to many newspaper circulators. Under the caption "Why is it Allowed?" the Enterprise said:

"A question which troubles some of the little newsboys is whether or not they have a right to sell papers on the platform of the passenger station, a privilege which is denied them by the railroad officials owing to the fact that the right of selling publications thereon has been leased to the Union News Co. The position taken by the railroad company is probably one that could not be sustained in any court, for the privilege of placing a building in the midd'e of one of the city's principal streets was granted solely for railroad purposes.

"The railroad company would have just as much right to conduct a grocery store in the other end of the passenger depot as it has to conduct a newsstand or to allow one to locate therein, Certainly the disposing of publications. eigars, candy, etc. is outside of the running of a rathroad, although said rathroad may derive a profit therefrom.

"Perhaps some day an indignant citiren will be prompted to air the matter in court and if so we do not heelfate to mas that we believe the proceeding will be declared illexal. It may perhaps be unged by the railroad company that the newsstand is a great accommodation to the travelling public, but even if this is admitted it does not bigalize the name.

Something for nothing is too easily guined Man appreciates only that for which he works.

NOVEL PROMOTION STUNT

Louisville Evening Post Opens Contest to Discover Best Voices in Kentucky.

Something new in the way of a promotion stunt has been inaugurated by the Louisville (Ky) Evening Post, which paper has started out to discover the best amateur male and female voices in Kentucky. The contest started with nominations of entrants from all over the State. The contestants are to be heard at different points by a group of three judges who will mark them by a standardization test on three qualities, voice production, interpretation, and diction. They will sing two wound each, one of their own selection and one from a list of twelve furnished by the newspaper and published some time before the commencement of the contest. The judges will be accened from the singers, so that neither will see the other. From the first round, selections will be made for the semifinal round, when they will be all brought together and will be heard by the entire group of judges. From these markings six men and six women will be selected for the finals, to be heard April 11 by an entirely new group of judges. Then the champions of Kentucky, male and female, will be selected. The paper will send the lucky two to the studios of the Columbia Graphophone Company in New York, where a double-disk record of the voices will be made. These records will then be placed on sale in Kentucky, and the profits from that sale will be devoted to a scholarship fund for the further musical education of the fortunate two

Newsies Going to Washington

The Montgomery (Ala.) Advertiser has put on what is called a free trip to Washington. This is a subscription stunt, and is open to white boys in the Flute of Alabama, between the ages of 12 and 20. A certain amount of work is to be done by the boys to entitle them to a free trip to Washington during President Wilson's manguration. This is in no sense a contest, as it is open to all, and a buy doesn't have to heat the other fellow to win. The proposition is buildled by the circulation department of the Advertiser, of which J. L. Beeshans is circulation manager.

. V. C. Hero New Sells Papers

A London dispatch says that from hero to newsley is the tragic slump in the fortunes of Private George Wilson, of the Highland Light Infantry. Wi'son was given the Victoria Cross, the highest Beitlsh military medal, for bravery on the field of battle on September 14, 1914. As the result of injurges sustained in a gas attack at leas, Wilson was invalided out of the army, His health was so bad he could not work, so be has begun to sell papers in the streets of Edinburgh. He wears his medal planed on his coat.

London Mail Doubles Price

The London Daily Mail, owned by Lord Northeliffe, announces that it will in rease its price from 1 cents to 2 cents a cotty on Monday, March 5. The Durly Mail will continue an eacht-nace pager. its usual size at present, and will preserve all its usual teatores, he being its illustrated last pass. The Time 4, also owned by Lord Northeliffe, recently inthe real temperature The therapy mat Sumlay will sell for 4 cents. Its price has been 2 cents.

Food Medium New Jersey

Trenton Times

A. B. C.

-12c Per Week KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK

Lytton Building CHICAGO

FAMILY OF ITS OWN

The Northwestern

at Oshkosh

Has a Little Family

of 50,000 People, Which

It Visits Every Day

G. LOGAN PAYNE CO. Representatives

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives

World Dutlding GILMAN
C GRUINGE KROGNEE,
Marquette Building.
CERCAGO

The Acid Test of Efficiency-

of any newspaper as an advertising medium is its ability to SELL GOODS-not to simply "carry so many lines." Put the Free Press to the test on your next campaign. Advertisers know why.

The Betroit Free Press

"Michigan's Greatest Hosepoper."

VERREE & Foreign | How York | Chicago | Debroit

Largest two cent morning elevalation in

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Bufalo newspaper that om-sars its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-sone why." MEMBER A R. C.

MEMBER A. B. C.

Persign Advertising Representatives KELLY-SMITH COMPANY NEW YORK Lytton Building CHICAGO

Today's Housewife

newspapers over 52,000 towns where only 18%, of the dailies circulate.

> More Than a Million Net Paid Guaranteed

GEORGE A. McCLELLAN General Manager

IS PHOTO-ENGRAVING COMMODITY OR LABOR

Judge Mulqueen Must Decide Problem Before Considering Dismissal of Indictments Against Photo-Engravers' Board of Trade of New York Questions to Be Decided.

Is photo-engraving a commodity of common use or is it just labor? That is the question that Judge Mulqueen of New York City will have to decide first before he takes up the question of dismissing the indictments against the members of the Photo-Engravers' Hoard Trade of New York. In order that he may see for himself, the Judge will visit at least one of the larger photo-engraving plants in New York and see the process from start to finish. He may then visit one or more of the establishments where it is used

The question arose during the argument on the motion made by attorneys for the indicted men, to dismiss the indictments. In April, 1916, the Photo-Engravers' Board of Trade, a body comprising virtually all the employers of photo-engravers in New York, entered into an agreement with Photo-Engravers' Union No. 1. The agreement, known as the "Chicago idea," was one wherein the employers agreed to employ none but members of Union No. 1 and the men of Union No. 1 agreed to work for no one except members of the Photo-Engravers' Board of Trade.

According to William Harman Black, Assistant District Attorney, magazine cuts immediately began to soar in price. The increases ranged from 20 to 200 per cent., Mr. Black declared.

EIGHT OFFICIALS INDICTIO.

Subsequently, on complaint of the New York Trade Press Association, indictments charging violations of the New York State Anti-Trust act were found against the following eight officials of the Photo-Engravers' Board of Trade: Edward Epstean, Harry L. Walker, M Jay Colgun, Adolph Scheutz, George M. Gill, A. W. Morley, jr., Charles E. Sherman, and Theodore After many days Max D. Steuer, Maurice Deiches and Jerry Mahoney, legal representatives of the Photo-Engravers' Board of Trade and of the union, appeared before Judge Mulqueen last week and asked that the indictments be dismissed.

Robert Morris, attorney for the New York Trade Press Association, and Mr. Black argued against dismissal. They contended the "Chicago Idea" was not only a device that throttled competition but which regulated prices. They declared no person outside the parties to the contract had a chance to participate in the photo-engraving industry and that, therefore, the combination was in restraint of trade.

Mr. Steuer claimed that the State Anti-Trust Law dealt only with persons and corporations dealing in commodities and that photo-engraving was not a commodity, but came under the legally exempt category of "work, labor, and services,"

TWO CLEAR PROPOSITIONS.

Mr. Black conceded that the union officials were not liable for their participation in the compact inasmuch as labor is not included in the list of things that may not be combined to restrain competition. But he claimed that the actual product of the photo-engraver was a commodity and that the Anti-Trust law was violated.

Judge Mulqueen declared there were two propositions to be decided. He said:

"First, we must know whether there was a monopoly or an effort to create a monopoly, or a danger of a monopoly. resulting from this combination.

"Second, we must learn whether photo-engraving is a commodity of common use."

Judge Mulqueen then decided he would have to see photo-engravers work before rendering a decision.

WEDDING BELLS

Stephen W. Johnson, former editor of the Altus (Okla.) Daily Democrat, and later private secretary to Congressman James McClintic, of Oklahoma, and Miss Eva Howse were married at Altus. Okla., on February 25. Mr. and Mrs. Johnson, after a honeymoon in Kansas and Missouri, will make their home in

Franklin T. McCracken, of the sports staff of the Philadelphia Public Ledger. was married to Miss Mary Weston Humes, of Philadelphia, last week. She is the third in her family to marry a sporting writer, one sister being the wife of James C. Isaminger, of the North American, and the other the wife of George E. McLinn, of Baltimore.

German Ad Invalidates Levy

The entire tax levy for Cook County, Ill., which is mostly Chicago, was invalidated recently by the Illinois Supreme Court because the authorities published the tax notice in a newspaper printed in the German language, the IIlinols Stants-Zeitung. The court held that the notices must under the statute be published in a nowspaper printed in English.

HELP WANTED

Advertisements under this elessification, Afternation per line, such insertion. Count ale words to the line.

STENINGEAPHER SECRETARY to executive fewerspaper office. Observations in detail of entire expected. Address I' 3234, cure ening expected, or and Publisher,

CHRCI LATUR WANTED — Leading weekly newspaper in prespective district in Washington wants reliefed its wire circulation man, on straight lease of riscalation plan. Idingal terms, Opportunity for tright man to double present lease and fould up increative bissuess with eventual interest in small daily, if desired. Address F. 3231, care Editor and Publisher.

FOR SALE

Advertisements under this classification, Aftonierals per line, each magritism. Count six words to the bine.

LINGUYPE Model No. 3, Serial No. 10100, magnetoe, monoriment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINTTYPE Model No 1, Serial No. 8010, and Model No 1, Serial No. 3011, with 1 magasine. Unsure, ejector blades, four of metrices four each machine! Tribune Printing Co. Clasfucton, W. Va.

LINOPYPE—Model No. 4, Serial No. 11480, agus no. instring, spacebands, liners, and index. Wisston Printing Co., Wisston-Salem,

LINOTYPE-Three Model 1 machines with complete equipment of modes, magnature and materies. New Haven Union Co., New Haven, Cons.

COMPLETE newspaper, job printing and electrotype plant. Nonzoper press, 32 page, Gos Strucketine, practically new. Seven Bucyleopen, vibrater and job presses, type, and complete equations. Will be sold as a whole, or sent attly Address The Star Imperedent, Harrisberg, fm.

SITUATIONS WANTED

Advertisements under this ciscolfication, tender per line, each meerium Count els words to the line. For those unemployed not to exceed 50 words, two insertions FREE.

Pint' Rial WRITER.—Whely quoted para-suber and editorial writer in in a receptive only young, mubiliform, well informed, and the habit of masking good. Const be induced gu anywhere in America. Address P. 2026, the Editor and Publisher.

ADVERTISATING SOLICITOR, 23 years of age-umperent, energetic, 45d researched, desires officerion in absertising department of paper a Sattherto of Western city of 50,000 or less yes companyed on leading daily in Middle West if y of 51,000, Address P. 3223, care Editor and Publisher,

Positivity's ASSISTANT—Well-streamed young man (32) with energy and originality wishes continently with her years and originality wishes some of the stream of the stream

ADVERTISING MAN-Young man, 21 years age having 5 years' exteriouse in all forms advertising wishes position. Generation with invers Aginty or any consumy doing a large position of advertising preferred, in well recommended. Address Henry Schmid, 453 Seneca to, Eroshlyn, N. E.

CLASSIFIED AD. MANAGER who has a good, clean record wants to make a chaine in locator, lare good reasons; married; good reference as to character and shilly. Now applicable of the character and shilly. Address P. 3220, care Editor and Publishing.

MEGHANICAL SUPERINTENDERST wants position in newspaper plant as superintratient of pressurems and atereotyping departments. Have 17 years' experience is the pressurement plant in the pressurement of the pre

FURRMAN- Paperisered all around assumpaper man mesks position on daily or exeming paper; marford-lan experience practical unberstanding of working condition; essentive shifts, its term in hostness; references as to character and hosimes; references as to character and Address P 3233, care Editor and Pub-

HEPORTRE Versatile young measurer man, they years' expectency on general reputies, festure and repeated assignment on their rape each state of the property of

JOPENALISTIC WORK, reporting preferred, Born U. R. Crimen, and 23 years, educated and learned newspaper work in London, (England). Joseph Policy French, Seeks position Big city folis. Peopres London experience, For sears with American statistics writing special Stunday stories; two years general reporting in Mercupolitan delice. Has special knowledge of European attention which stoogs be valuable. Address P. 3226, care Editor and Publisher.

FISTIOR AND COPYREADER, twenty-five years' experience in New York ('ity, but analous to go to sinal) city. Am full of ambition, oppositions and tideas, Nominais states if expecting option. Personally acquainted with all well-known new York editors. Am a paragrapher, and write benefit with a peach. Address P. 3229, care Editor and Publisher.

PROPERMAL MAN-Will editorial and advertising experience backed by art training, travel and ability to write g od forcible English to of managements, trade paper or leading publishing office? I am 31, new employed, but desirous of greater opportunity. Moderate calculations of greater opportunity. Moderate calculations of greater opportunity.

CIRCULATION MANAGER desires position with a live up to the minute daily. Have had 10 years' active newspaper experience and record shown that results were notationed at a minute result. Am 25 years of age and a member of the international Circulation Managers Am'n. Can furnish all extensions from former employers as to character, require and abilities. If you need a joing man who is not afraid of work and while will like whole energy to the tank of brilleding up your circulation department, get in tunch with me. Can increase your currier distribution and the efficience of your carriers by personal supervisions. For reference address P. 3214, care Editor and Publisher.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties 225 Fifth Ave., New York

The City Grind

This firm has been responsible for many changes from the "visity grized" to successful ownership by capable assumption med. Our country offers until operunities for applicing modern publishing methods in the simular for de.

Enrehermore, we believe the print-paper strastism in about to clear, and that the homepapers of the U S. are entering upon the greatest era of prespecity in their his-ter.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

Manager Wants An Interest

Manager Wants An Interest Manager Wants An Interest Manager Ma

FERNALD'S EXCHANGE, Inc. Third National Bank Bidg., Springfield, Mass.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient cups of paid correspondents at the following important trade centrers: Buston, Philadelphia, DeCruit, Cheveland, Philadelphia, DeCruit, Cheveland, Philadelphia, Checken, Alla, Chenna, Pallas, Indianapolla, Wanzington, Baylin mave, and San Francisco. Other uncorepandent will be added from their to time. Advertisers and newspaper men will find a cently market for atocken of attentialing activersoners; news heart, etc. by addressing the mails office. IT? World Building, New York City.

Branch office San Francisco, 742 Market St., J. Bidweil, manager, 'phone Kearney 2121. The Eddior and Publisher page contains 672 again lines, 169 on four Columns are 18 plus with said twelve inches deep.

Advertising Rate is 23c. an again Bue, \$100 a race \$75 a bull page and \$42 a quarter race Position extra. Time, space and cash discounts are allowed on contracts.

are allowed on contracts.

Rusall advertisements under proper classifications will be charact as follower for Sale and
Help Wanted, Ofters cents a list. Business Opportunity and Marcelaneous, afters contact a
line, and Situation Wanted, tes contacts
count of weeks to the line. For those uncount
of weeks to the line. For those uncount
will be published two times PREES.

Readers are urged to have the paper mailed to being address. This will insure groupt de-

Hvery.

The Editor and Publisher wite regularly at 16c a copy \$3.00 per year in the United States and Cuminal Possessions, \$3.00 in variation and \$4.00 footens, and is on sole each would the following news stands:

New York—World Belishing, Tribune Bediding, Park How Building, 140 Nasson Street, Markow, The Worldshop Building, Times Ruikling, Park How The Holding, Times Ruikling, Park Store, The Worldworth Building, Times Ruikling, Parky-would Street and Bradway, at hase-restreated to Nobray; Runtane's Rook Store, Theory, States and Frifth Arenne and Machia, Mary's corner, at Thirty-fourth St. entrance.

Baltimore-B. E. Edwards, American Bull-ling Philadelphia-L. G. Rau, 7th and Chestaut Prote; Wm. Bobol, Builetin Building News Streets;

Boston-Parker House News Stant.

Pittsburgh-Davis Book Shop, 416 Wood

Washington, D. C .- Bart E. Trents, 511 Pour-teenth Street, N. W., Riggs Bldg., News Stand. Chings - Powner's Book Store, NT N. Clark Struct: Pust Office News Co. Morrow Struct: Chas Levy Circ. Co., 27 N. Fifth Avenue.

Clereland.—Schroeder's News Steet. Superior Street, opposite Frat Office; Selemen News Co., 1111 Walnut Street,

Detroit-Solumon News Co., 69 Larned St., W. San Francisco- R. J. Bidwell Co., 742 Market

FOUR HOE MATRIX ROLLING MACHINES

Equipped for motor drive and in good condition

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

DEATH OF ROBERT P. PORTER

Former American Journalist, Later With London Times, Passes On.

A cable dispatch received at Washington Thursday announced the sudden death in England of Robert P. Porter. No details were given beyond the fact that death was caused by a motor accident. Mr. Porter for many years was prominent in public life in the United States. In the eighties he was associated in the editorship of the Chicago Inter-Ocean and Philadelphia Press, and in 1888 he founded the New York Press. He was superintendent of the eleventh United States census and later was President McKinley's envoy to General Garcia in Cuba, after the war with Spain.

Afterward he went to England and hecume connected with the London Times, of which newspaper he was commercial editor at the time of his death.

Mr. Porter made many trips around the world, and spent much time in Japan and South America. He was the author of "Bread Winners Abroad," "The Full Recognition of Japan," "The West in 1880," "The Ten Republica," and other books. A son and daughter were with Mr. Porter at the time of his death, which occurred at his country entate in Norfolk, the country of his birth. Two other sons are now in this country.

"GRAYBEARD" GRAFF GONE

Veteran Philadelphia Editor Succumbs to Infirmities of Age.

John Franklin Graff, formerly associate editor of the Philadelphia Press, and intimate friend of Charles Dickens and other famous personages of a generation ago, died a few nights ago at his home, 3928 Spruce Street, in Philadelphia, of the infirmities of advanced age. Mr. Graff was eighty-nine years old.

Shortly before the Civil War an interview with Horace Greeley was mainly instrumental in leading Mr. Graff to journalism. He heard a lecture by Mr. Greeley of which he wrote a full report without notes and sent it to the lecturer. The result was a tender of a position on the Tribune. This, however was not accepted as about this time the Philadelphia Press was founded by Col. John W. Forney, and Mr. Graff was invited by Col. Forney to join the staff of the paper, which he did before the first number was insued on August 1, 1857.

As Mr. Graff's initial work was to be correspondence. Col. Forney recommended the adoption of a non-de-plume, and from that time for more than fifty years the signature of "Graybeard" was a familiar one in the columns of the Press. When, in his later years, he was asked why he chose this grizzly title, he result he "assumed it as a fiction and retained it as a fact."

During the early years of the Press Mr. Graff was business manager of the paper while he also contributed to its columns

WILLIAM A. LINN BURIED

Was Long a. Figure in New York City Journalistic Circles.

Hockensack, N. J. showed marked honors last Monday, on the occasion of his funeral, to the memory of William Alexender Linn, least an active resident of that town, who died suddenly on Febmury 23, while he was reading and enfeving a smoke after dinner. He was seventy-one years old.

Mr. Linn was once one of New York's best-known journalists. He was graduated from Yale in 1868, having served on the editorial staff of the "Lit." and was poet of his class. His first real newspaper work was on the New York Tribune, where he became closely associnted with Harney Greeley, John Russell Young, and Amos J. Cummings. His reportorial work was coupled with the task of indexing, from Mr. Greeley's notes, "Recollections of a Busy Life." Mr. Greeley's peculiar bandwriting made the work all the more difficult. Mr. Linn wrote the biography of Horace Greeley at the suggestion of Francis W. Halsey, when editor of the New York Times Saturday Review, which is still regarded as a splendid achievement from a literary standpoint and a most satisfactory estimate of the life work of the great editor.

Mr. Linn remained with the Tribune for four years, holding the position of night city editor. In 1872 he joined the forces of the Evening Post, going later that same year to Troy to edit the Morning Whig. a Grant paper, with which he was connected until May. 1873, when he returned to New York to resume work on the Evening Post, remaining with that journal as city editor, news editor, and managing editor for many years.

After leaving newspaper work he went to I'tah in 1897 and gathered enough data concerning Mormon life to write a book on the Mormons that is regarded as a national authority.

W. B. Howland Dead

William Bailey Howland, aged sixtyseven, president of the Independent Corporation, died suddenly on February 27 in his office in New York city, of angina pectoris. His sons, Karl V. Howland, publisher of the Independent, and Harold J. Howland, assistant editor. bastened to his side, but he was dead before a physician could reach him. Mr. Howland founded the Outing magazine in 1852 and was its publisher until 1885. In 1890 he became publisher and treasurer of the Outlook, which he conducted for twenty-three years. It was under his management that Col. Rooseveit became contributing editor. In 1913 Mr. Howland and his sons left the Outlook, he becoming president of the Independent Corporation, which now publishes the Independent, Harper's Weekly, and the Countryside Magazine.

OBITUARY NOTES

Dr. HERRY HOUGH, who died in Toronto on February 25, aged seventynine, was founder of the Coburg (Ont.) World, which be conducted for twenty-

LOS ANGELES E X A M I N E R

Sunday Circulation 150,000

The Pittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD PARSONS CO., Peoples Gas Building, Calcage

H C. ROOK, Real Estate Trust Building, Philadelphia one years. Later he engaged in the lithographing business in Toronto. He was active in the Canadian Press Association and for several years was an honorary member of that organization.

How. Ground J. Clarke, proprietor of the St. Stephen (N. B.) Courier, who resigned the Premiership of New Brunawick on account of failing health a month ago, died in St. Stephen on February 25. He was a native of St. Andrew's, N. B., and in addition to his newspaper activities, engaged in the practice of law.

JOHN LLOYD PARKER, aged seventynine, editor of the Lynn (Mass.) Evening Item from 1880 until his retirement two weeks ago, died on February 27, after a brief lilness. He had been engaged in newspaper work since he entered a printing office at Woburn at the age of fourteen.

STANLET H. WATSON, well-known Texas newspaper man, formerly of Temple, and at one time employed on the Ballinger (Tex.) Daily Ledger, died recently in Oklahoma City, where he had gone for his health. The body was shipped to Brenham, Tex., Mr. Watson's early home, for burial.

William A. Pipuin, aged eighty-three, Maine's oldest newspaper man, died at his home in Lewiston on February 21, after an illness of two years, of apoplexy. He began work as a printer when but fourteen years of age. He started on the Portland Advocate as devil and delivery boy, there learning to set type. He was at work there when the first job press ever brought into Maine was delivered. After a varied experience covering twenty years, he came to Lewiston, Me., fifty years ago and remained there until the time of his death.

F. W. White, aged sixty-seven, dramatic critic and editorial writer of the Denver Post, is dead at Denver, of pneumonia. He was one of the founders of the Albany (N. Y.) Union, becoming editor of the Denver Post twenty-five years ago.

Colorado Springs THE TELEGRAPH

An A. B. C. Paper
J. P. McKINNEY & SON
New York Detroit Chicago

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you complex of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG. Manager
BY WEST JUTH ST., NEW YORK

UNITED PRESS

FOR

Afternoon Papers
General Offices, World Bldg., New York

FRANK CONTELLO, editor of the Hobart (Okla.) Chief, died at Hobart February 15, in his fifty-seventh year. Meninsitis was the cause of death.

EDWARD DUTTT, sixty-three, of Brooklyn, for thirty years a United States custom officer, and formerly an editor of the Albany Argus, died February 23 from a complication of diseases, after a year's illness. Mr. Duffy was born in New York city, and lived for many years at Albany and at Utica. N. Y. He was widely known as a newspaper writer at the State capital for years, and was the private secretary to Gov. Seymour. He was one of the oldest members of the Albany Press Club.

W. C. Cutter, publisher of the Thief River Falls (Minn.) News Press, was found dead in his room in Hotel La Salle, Chicago, on February 19. Physicians said death was due to heart dis-

THOMAS MCPHERSON, a pioneer newspaper man of Seattle, died recently at the Odd Fellows' home in Walla Walla, Wash., where he had lived for five years.

The city editor of to-day, who confines the local columns to nothing but news, is the editor-in-chief of to-morrow.

THE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST
INDIANAPOLIS STAR
MUNCIE STAR
TERRE HAUTE STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

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SHAFFER GROUP
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Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the citippings on all matters of interest to you, printed in over 95 per cent, of the newspapers and publications of GANADA.

We cover every foot of Cauada and New-foundland at our bend office.

74-76 CHURCH ST., TORONTO, CAN.
Frice of service, regular press cripteday
press, aspecial rates and discounts to Trade
and Newspapers.



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"OHIO FIRST"

OHIO IS FIRST among the states, in having contributed to the Nation five Presidents—William Henry Harrison, Rutherford B. Hayes, James Garfield, William McKinley and William Howard Taft.

In producing men of mark, Ohio is famed the world over.

Ohio's people are people of brains, affability, enterprise and wealth. They own real estate valued at

\$3,383,834,608.00!

Salesmen who sell advertised goods in Ohio, find it one of the easiest states in which to make sales.

The intelligence of Ohio merchants, the progressive manner in which they conduct business and their attractive, well-kept stores, coupled with the bond of friendship existing between Ohio buyers and Ohio Newspapers, make selling a light task.

In Ohio, Newspaper Advertising is FIRST in bringing results, for the reason that Ohio housewives turn *first* to their own papers for guidance.

In this one feature alone will be found a valuable asset for National Advertisers seeking to expand business and their sphere of influence.

Business is successful in proportion to the publicity it gets.

"Ohio First" Newspapers Are Best

		Net paid reulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	26,541	.035	.035
Canton News (E	& S)	12,316	.0214	.0214
Chillicothe Scioto				
Gazette	(E)	2,436	.0057	.0057
Chillicothe News				
Advertiser	(E)	2,451	.0085	.0072
Cincinnati Commercial	1355	4/0 533		00
Tribune	(M)	*60,723	.11	.00
Cincinnati Commercial	(S)	*26.339	.14	.12
	(5)	~20,337	.14	.12
Cincinnati Morning Enquirer, Sc. (M	& 5)	56,583	.14	.12
Cleveland Leader	(8)	*145,000	.17	.15
Cleveland News	(E)	*125,000)	.18	.16
Cleveland News	(E)	~125,UNIUT	.10	.10
Combination L. & N.		*270,000	.30	.26
Cleveland Leader	(M)	*85,000	.15	.13
Cleveland News	(E)	*125,0007	.18	.16
C IC C COMME I C CO	, ,	100,000		,
Combination L. & N.		*215,000	.27	.23
Cleveland Plain Dealer	(M)	143,103	.18	.16
Cleveland Plain Dealer	(S)	181,825	.21	.19
Columbus Dispatch	(E)	72,120	.10	.09
Columbus Dispatch	(5)	67.528	.10	.09
Dayton Herald**	(E)	+22,114	.05	.035
	8.5)	÷22.430	.05	.035
**Combinati				1005
Dayton Journal	(S)	+22,000	.07	.045
Dayton News	(E)	33,958	.045	.045
Dayton News	(S)	20.388	.03	.03
East Liverpool Tribune		4.392	.0115	.01
Findlay Republican	(M)	5,950	,0093	.0093
Lima News	(E)	÷9.322	.02	.0172
Mansfield News	(E)	÷7.631	.010	.019
Marion Daily Star	(E)	7,467	.0129	.0129
Newark American-	. 570.0	6.040	0001	0007
Tribune	(E)	5,318	.0085	.0085
Piqua Daily Call	(E)	4,012	.0072	.0072
Portsmouth Daily Times Sandusky Register	(M)	9,075 4,660	.015	.015
	& S)	12,453	.02	.0093
Steubenville Gazette	(E)	3,620	.0143	.0071
Toledo Blade	(E)	50,508	.11	.09
Youngstown Telegram	(E)	16,199	.03	.03
Youngstown Vindicator	(E)	18,658	.03	.03
Youngstown Vindicator	(S)	16,716	.03	.03
Zanesville Signal	(E)	*10,000	.02	.02
Zanesville Times-	12.61		005	000
Recorder	(M)	16,711	.025	.025
Totals,		1,762,181	2.9376	2.5683
*				

April, 1916, Gov. statement.

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

^{*}Publishers' statement.

Other ratings Gov. statement Oct. 1, 1916.

The New York Globe

New York's Most Virile Evening Newspaper Grows Steadily and Consistently

Circulation

Now averaging over 200,000 a day. Is from 26,000 to 35,000 above the same period in the previous year.

Advertising

Regardless of fair but moderate increases in advertising rates and the almost daily refusal of much business to hold down the use of print paper, The Globe carries more business of the desirable class than any other New York evening newspaper.

Why?

- BECAUSE—The Globe is the only New York newspaper made to check up to the standards of such great dominant newspapers as the Chicago Daily News, Kansas City Star and Philadelphia Bulletin.
- BECAUSE—The Globe is a newspaper with a purpose—the faithful and reliable service to its constantly growing constituency. Any wide-awake New Yorker can give you several reasons.
- BECAUSE—The Globe regularly and consistently spends money to advertise its advertising, and as a definite, stated policy over a period of years has sought to inspire the confidence of its readers in the advertising it prints.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives

NEW YORK Brunswick Bldg.

SPECIAL NEWS PRINT SUPPLEMENT

THE EDITOR & PUBLISHER

\$3 a Year

NEW YORK, MARCH 3, 1917

No. 38

DEPARTMENT OF JUSTICE NOT TO BE HAMPERED

Publishers Who Have Agreed to Plan to Have Federal Trade Commission Fix Price for News Print Assured by Attorney Heney that Government's Investigation of Criminal Responsibility of Manufacturers Will Continue—Prediction Made that Paper Makers' Organization Will Dissolve—Many Publishers Sign Agreement.

(Special to THE EDITOS AND PERLISHEL.)
WASHINGTON, D. C., March 2.—After passing a resolution declaring that there should be no suspension of the Federal investigation of the news print manufacturers, who have been charged with entering into a combination in restraint of trade, the publishers accepted the suggestion of the Federal Trade Commission and will permit that body to fix the price of print paper from March 1 to September 1.

This, it is thought, will carry with it the dissolution of the manufacturers' association. It is thought that the new price will be \$2.50 -not to exceed \$2.60 -a hundred pounds.

The papermakers, who tried repeatedly to cause dissension, among the publishers, are now, it is said quarrelling among themselves. What looked like a perfect organization less than a month ngo has been wrecked against the wall of public protest. All the arguments formerly advanced by the manufacturers have been engulfed by the unanimous stand of the publishers, who concoded not one inch in their determination to restore a free competitive market. The paper makers' ranks are rift with dissension, and they are quarrelling among themselves it is raid. Conditions among them to-day are such that their organization is threatened with dissolution by reason of internal differences. The identical condition which they attempted to force on the publishers has overtaken them.

Counting the mills owned by newspapers, such as the New York World and the Chicago Tribuno, and Pacific Coast plants, and the mills that were not members of the News Print Manufacturers' Association, with those papermakers who have agreed, in the face of the Federal grand jury investigation, to permit the Federal Trade Commission to fix the price, something like 1,212,000 tons of news print, or more than half of the production of the continent, will be represented in the agreement to let the Commission fix prices. It is the confident expectation that other mills will fall into line, and that within thirty days there will be such a tumbling in the price of news print as has not been witpessed in some time past.

SUME PUBLISHERS IN DOUBT.

There are publishers, however, who do not believe that the effect will be permanent. They profess to see in the

consent of the manufacturers a plan to gain time. Generally speaking, howers is that they have adopted the proper course.

On the other hand, it is stated that the manufacturers will not again be permitted to form any combination that will allow them to get together on any kind of an understanding. It is stated that a plan has been worked out to prevent this. One method is the determination to go ahead with the grand jury proceedings.

Assurances have been received that sufficient machines will be placed on news print to take care of the normal demand, and that there will be no further shortage of paper, or a return to the auction market that has existed for nearly one year past.

MAY SET A MAXIMUM PRICE.

It is probable that the Commission will set a maximum price, above which the price of paper will not go, and below which some manufacturers will doubtless give quotations to their customers.

As to the manner in which prices will be worked out, nothing is said. It may be that a sliding scale will be adopted for each mill, based entirely on its cost of production.

PRICES THAT MAY BE SET.

The price set may be in the vicinity of \$2.50 at the mill—possibly as low as \$2.50, maybe lower. It is possible that there will be a sliding scale, based on the costs of production of the different mills.

Within ninety days it is expected that the sulphite market will be back to normal, due to the fact that there has been an enormous increase in the production of that important primary material. American capital, attracted by the high prices at which sulphite has been selling—in some cases for as much as \$130 a ton—has developed that branch of the industry to the point where it will be possible for the United States to export that material to other countries, divorcing America from necessity of purchasing in foreign lands.

PUBLISHERS AGREE TO STAND TOGETHER.

Prior to the neeting of the publishers with the Federal Trade Commission Monday morning, a conference was held at the New Wilhard Hotel, at which the action of the course of the Paper Committee of the American Newspaper Publishers Association was endorsed, and at which it was determined to stand by

restoration of a free and competitive market for news print,

Following the morning conference with the Commission, which was held behind closed doors at the Raleigh Hotel, and at which Francis J. Heney, counsel for the Commission, spoke and outlined the plan, a second meeting of the publishers was held, and adopted the following resolution, to be presented to the Commission at the afternoon guthering, as follows:

PEDERAL INVESTIGATION TO CONTINUE.

"It is the sense of those assembled that whatever may be the outcome of these pending conferences there should, in the judgment of this meeting, be no suspension or interruption of the investigation into the causes leading to the conditions now existing in the news print paper trade now proceeding through the agency of the Department of Justice."

There was no intention on the part of the Department of Justice of stopping its investigation, Mr. Hency declared to the publishers, after the resolution had been read; and, following discussion and the asking and answering of questions, the following resolution was adopted:

APPROVED THE COMMISSION'S PLAN.

"It is the sense of this meeting that the suggestion made by the Federal Trade Commission relative to a method of adjusting prices meets with the approval of those present."

This resolution was adopted unantmously, by a rising vote, after which the following resolution, introduced by M. F. Hanson, of the Philadelphia Record, was passed:

WILL CURTAIL CONSUMPTION.

"Resolved that the newspaper publishers present at this meeting agree to use less news print paper in, 1917 than they used in 1916, with the thought in mind that this will create a surplus which will insure a supply to all newspapers, particularly the smaller papers, who have difficulty in securing an adequate supply; and we recommend to all newspaper publishers that they do likewise in our common interest."

No plan of arbitration would be taken up, it was stated, unless the publishers agreed to cooperate to reduce their tennage requirements, if necessary, to carry the plan through. In order to accomplish this, these present were askever, the sentiment among the publish-

ed to reply to a number of questions submitted by the Commission, and to sign an agreement. The form of agreement submitted by the Commission, and to which nearly all present attached their signatures, follows.

AGREEMENT PRESENTED TO PUBLISHERS.

The following are the questions and form of agreement, which the publishers signed; Name of representative; name of publication; where published; name of company supplying paper; tons specified in present contract; period covered by the contract; price apecified in present contract; tone of paper on hand March I; have you eliminated returns; tave you eliminated

Form of Agreements

(Signed)

AGREE TO 5 PER CENT. REDUCTION,

Some publishers signed the above agreement in blank, leaving to the Commission the matter of filting in the reductions they would make in the purchase of news print during the next six months. Most of those who signed agreed to make a reduction of 5 per cent.

A number present, either because they doubted the efficiency of the plan, or wishing to think the matter over, withheld their signatures. It was stated that, if the Commission agrees to put the plan of price-fixing into operation—and there is every reason to believe that it will—that publishers who decline to sign would not be enabled to participate in the reduction in price. An opportunity is to be given to newspaper men who were not present to attach their signatures to the agreement,

COMMISSION WILL MAKE DISTRIBUTION.

In the event of necessity, due to shortage of supply, if need be, the Commission, it is understood, will undertake to distribute to smaller publishers who are without contract paper from the 5 per cent. which the signers agree to relinquish. It is understood also that publishers who sign the agreement the committee in its demand for the

will not so into the open market to make purchases, in order to prevent the possibility of the creation of auction prices, such as have existed for nearly one year. Above the agreement signed by publishers, the following questions appeared, which they were asked to answer:

INFORMATION ABBUILD

- 1. Have you eliminated "returns"?
- Could you, by rigid economy, get along on less paper then you have arranged for in 1917?
- 3. Could you stand a 5 per cent, reduction?
- What is the highest price you are paying for paper? To what percentage of your supply does it apply?
- 5. What is the lowest price you have? For what part of your paper?
- What, in your internent, would be a fale price for news print, considering increased
- costs and uncertainty? Would such a price, if made by the International and a few others, break the
- Would you be willing not to go on the open market for paper?
- What price would sheet news stand?
- What, in your judgment, is the best arrang ment to make for the protection of small high-cost millo?

These questions and the replies to them constitute, with the agreement, the attitude the publishers will adopt in the purchase of their news print supply for the next six months, at the end of which time it is declared, that a free competitive market will have been restored, and conditions will be such that the manufacturers will not attempt to again create a condition which has existed, and a shortage which publishers have constantly claimed was artificial. with consequent extortionate prices.

HENRY ADDRESSES THE PUBLISHMEN.

When the Commission assembled at the Raleigh Hotel Monday morning, Francis J. Heney, special counsel, outlined the proposal of the manufacturers. He reviewed the attuation briefly told of the difficulties confronting the Commission and the efforts it had been making to bring about a settlement, fair alike to publishers and manufacturers. He declared that the plans contemplated will prevent the paper makers from again bringing about the same condition. The method of arbitration would make it possible to secure a reduction In price, and afford immediate relief to the larger publishers, and at the same time assure to the smaller newspapers of the country an adequate supply of white paper at a reasonable price. It would, at the same time, he said, remove the speculative element which has been such a factor in the open market conditions the past several months. During the six months' period when the prices which the Commission will set shall prevail, it will be possible to bring about a condition that will restore the free and competitive market that has existed in the past, and at the same time make it impossible for manufacturers to bring about any combination in the future that smacks of price fixing or the creation of an artificial abortage. It has been said that there was a short-He believed that it would be shown that there had been no shortage. It was not expected that members who signed the agreement would be asked to reduce or relinquish any part of their paper. Manufacturers had agreed to place a sufficient number of machines at work to insure a supply, and to take of the American newspapers CBLER Some machines might be taken off for grades, but others more suited would be substituted, and the work of manufacture speeded up.

"There is no danger of the manufacturers doing this thing over again," he declared. "If after the expiration of the six months' period, they should attempt to do this again, and other prose- proposition that will not save the small- would only have 80 per cent. "We need cution is not pushed, I will come back here and prosecute them myself, if they fail to live up to their agreement." Mr. Hency mid.

INVESTIGATING THE SHORTAGE.

Questions put to Mr. Hency brought out the information that the charge that manufacturers had limited production is being considered by the Department of Justice as one phase of the criminal investigation in progress before the New York Federal grand jury.

There was no danger whatever, as a result of the investigation that was being conducted that manufacturers would ever attempt to create the same condition again, he said.

At the afternoon meeting, Mr. Glass. chairman of the Paper Committee of the American Newspaper Publishers Association stated that it was the sense of the publishers that the suggestion of the Commission to adjust prices be approved.

DEPENDS ON LARGER PUBLISHERS.

The Commission has not yet concluded that it will set the price, Mr. Hency raid. It all depended on the attitude of the larger publishers. If they agreed to the plan outlined to them by the Commission, they would obtain an immediate benefit in price and the small publishers of the country would be relieved of any embarrassment so far as a supply of paper sufficient for their needs is concerned. There may be some free tonnage available. If the Commission should set a higher price than that named in the contracts publishers now have, he said, it will not apply. If they set a lower price, the publishers will get the benefit of it.

ADVOCATION CURTAILING CONSUMPTION.

Senator Hitchcock said it was necessary to consider the factors in the present situation. It is necessary for the Commission to know whether one factor will only affect the price, and this concerned the larger publishers. The other factor was the manner in which small publishers are affected at the present time. It has been with them not so much a matter of price, but whether or not they could get news print at any price. It may be necessary, he said, for the larger publishers to curtail consumption as much as 5 per cent., which would make available for the use of the smaller papers something like \$0,000 tons. Sixty thousand tons, he said, would have given relief last fail. There was an increase of 160,000 tons of news print manufactured last year. There will be an increase the coming year of probably 200,000 There is apparently no shortage tons. at the present time, but there is a very close balance. There was an increased consumption last year of 200,000 tons. and to supply that reserve stocks were depleted. It is simply a question of the large publishers agreeing to yield a portion of their supply Replying to a question. Senator Hitchcock said that it was only necessary for the larger publishers to agree to cooperate with Mr. Henry in order to solve the problem, as he saw it

SPEAKS FOR SMALL PUBLISHERS.

Commissioner Davies said that the Commission is destrous of giving the greatest measure of relief, and was its purpose in calling the publishers to Washington to talk the matter "If we see in advance that it is uncless to go shead, because of lack of cooperation between large and small publishers, we might decide not to go ahead and consider the reduction in price alone, if it should involve any

er publishers."

CURTAILED BY MANUFACTURED

R. E. Turner, of the Norfolk (Va.) Pilot, said that he faced a problem that was complex. Last year he figured on a contract basis of 1.350 tons of news print, at \$2.23. He actually used 1,450 tons. This year all he could be assured of was 1,060 tons, and it was costing him at the present time \$1.30 per 100 pounds more than it did one year ago. "We must have paper. We are wiped out, so far as profits are concerned," he said. "We don't know how we can cut any further. It will cost us \$38,000 more to operate our plant this year than last, under present conditions, with approximately 400 tons of paper less. Giving up 5 per cent, of my curtailed supply presents a serious problem."

W. C. Reick, of the New York Sun. asked whether the Commission would consider requirements to be net paid sales, or would it ask that a cut be made below that point?

"If it turns out that some mills will shut down," replied Mr. Heney, " or Canada shuts off its supply, what will be the attitude of the big publishers? Will that threaten the small publishers?" he asked. 'The Government may have to interfere to save the small publishers."

"I don't feel that it is wise for the Government to say how much we must decrease," said Mr. Reick, "We have paid as high as 6 and 6 cents a pound We can't get what we want for paper. at \$3.10. If the manufacturers make an agreement to cut the price, we feel that we should take it, but that it is not wise to have the Government cut consumption."

"The small publishers," interrupted Commissioner Davies, "must get relief. It seems that it must come from the contract requirements of the larger publishers."

OFFERS FIVE HUNDRED TONS.

Mr. Reick said that he had asked for 22,000 tons of news print for 1917, and later reduced the amount to 19,000 tons. It was only possible to contract for 15,500 tons, and now it is necessary to buy in the open market. News print now cost, he said, \$3.35 in the cellar, "It will cost us \$400,000 a year more under present prices than it did to purchase paper last year. If the publishers will set aside, say, 100,000 tons, it would help to save the situation," said Mr. Reick. "I will set aside 500 tons. one-twelfth of my tonnage. Some publishers are buying new print at \$2.25 per 100 pounds, while others are paying \$3.35. The Great Northern Paper Comnany, with rare commercial indement. is selling paper at about \$2.25 newspapers of New York have cut down to the bone and have not taken advantage of the situation that has existed,"

Mr. Heney said that the Commission wants to adopt a feasible plan. Some of the manufacturers, he said, agree to abide by the price the Commission will fix for the next six months. Those who are paying prices higher than the amount the Commission will fix will Then they can take the get a rebate. saving and buy in the open market.

That's not fair, Mr. Heney," replied Mr. Reick."

"I am not talking about the New York papers, which are in every respect models, hut other selfish рареля." (Laughter.)

Fleming Newbold, of the Washington Star, said that he had only obtained 85 per cent of the amount of paper for 1917 that he had used in 1916. To give 5 per cent, of that would mean that he more, but we will sign," be said.

"If all do that the situation is saved." declared Mr. Heney. "It is the broad view that must be taken."

"We trusted ourselves," said Mr. Class, "and got left. Now let us trust nume one else"

"It is a time for publishers to be unselfish," said F. W. Kellogg, publisher of the San Francisco Call. "You canof the San Francisco Call. not be any worse off than you are now. and the chances are that this arrangement will improve and better conditions. It is simply a question of connectation at this time to solve the problem."

David Ogden, of the Christian Science Monitor, of Boston, said he would be glad to sign the agreement.

PUBLISHERS PLEDGE CURTAILMENT.

M. F. Hanson, of the Philadelphia Record, proposed that all cut down. "We are all striving to do what is wished, and if we give you that vote and send the news out, it would go a long way to solve the problem," he said Mr. Hanson then introduced his resolution, pledging publishers to use less news print in 1917 than they consumed in 1916, which was adopted.

"If the Commission acts," Mr. Honey announced, after the vote was taken, "publishers who do not agree will not set a reduction in their contract price. If the Commission takes the matter up. it may not be necessary to take any paper from the publishers who sign. If it is, it will not be more than 5 per cent."

THINKS THERE IS SUPPLIENT PAPER.

Col. Stahlman, of the Nashville (Tenn) Banner, said that he believed there will be plenty of paper and that the Commission will not call on publishers for a supply.

"I think so, too," replied Mr. Heney.

"It is the sense of those assembled here," said Mr. Glass, "that whatever the outcome of this conference, that there will be no let up of the investigation of the Department of Justice."

INVESTIGATION TO CONTINUE.

"The Department of Justice has no idea of stopping its investigation." Mr. Heney said.

At this point the resolution of the publishers, declaring it to be their judgment that there be no suspension or interruption of the investigation of the Department of Justice, which they had previously adopted, was presented.

The resolution to adopt the suggestion of the Federal Trade Commission, permitting it to fix the price for the next six months, was passed unanimously, by a rising vote.

DESCRIPTING MANUFACTURING COSTS.

Monday evening, there was a meeting of publishers at the Raleigh Hotel, at which Drs. L. H. Haney and E. C. Merchant, economists of the Federal Trade Commission, were present to give the publishers information with reference to costs of manufacture. The names of mills were not given at this meeting. that being confidential information

VARIATION IN COSTS.

It was stated that there is a difference of \$5 a ton, between the high and low mills of the United States and Can-The costs in the United States mette. vary from \$28 to \$65 a ton, the statisties being gathered from mills representing 82 per cent, of the tomage. During the first half of 1916, the cost of production can as low in some mills as \$27 a ton, the average being \$32 to \$33.

This was about the same cost discovcted by the Tariff Board in 1969. Some of the nulls have high costs, but not the hig est cost. This is caused in

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some cases by distance from supplies or the fact that the mills are old. One mill which produced 2,000 tons of news print during the first half of 1916 is now working on other grades of paper. There were advances in the cost of the operation of some mills all the way from \$1.07 to \$12.60 during the first half of 1916. In January, 1917, this would be higher. The lowest cost in the United States as revealed by the investigators of the Commission was from \$25 to \$29 a ton. One mill is still charging the cost of coal to-day at contract price. when it has paid as high as \$9 a ton in the open market to get fuel to keep going. This is one of the low cost mills, which is selling its paper below \$250 per 100 pounds. The cost for coal during the last half of 1916 was as high as \$3.25 a ton; when received by boat, an increase of 75 cents a ton. This mill has paid as high an 19 a ton for coal in the open market. Current costs in all mills at the present prices tend to increase current prices. Coal consumption is at the rate approximately of one ton per ton of news print manufactured.

BREAK IN SULPHITE MARKET.

A number of small mills had closed down, due to the excessive price of sulphite, which ruled as high as \$105 a ton. In this respect it is expected that within ninety days sulphite will be back to normal price, due to the rapid increase in the manufacture of this ma-It is possible to build digestors to make sulphite quickly, and to turn out from 16 to 20 tons in not more than eight hours, while to construct a paper mill takes about two years, because of heavy machinery necessary. Whereas in the past it has been necessary to pely on the Scandinavian countries for sufficient sulphite for domestic demands. the construction of new digestors will bring more of that primary material on the market than is necessary, and the United States will have a quantity of it for export.

MORE PREE RAW MATISREAL.

Ground wood has increased in price to as much as \$38 a ton. The construction of plants for mechanical pulp has not been as rapid, because it requires an enormous amount of cheap power, which requires considerable time to install. At the present time, costs are abnormal, with the chances that prices are receding. The cutting down of the tonnage of paper going into Great Britaln will release more free tonpage for American consumption. England has taken something like 25,000 tons of sulphite and 40,000 tons of ground wood. and this has been reduced by one-half, which will also tend to soften the market for these raw materials.

In the first half of 1916, 20 per cent. of the mills of the country only exhibited a cost above \$35 a ton.

The question as to the amount of sulphite used in the paper was discussed. Some publishers were inclined to doubt that as much as 20 or 25 per cent, was used in making news print, but it was stated that it was that it was necessary to use that much. To decrease the amount causes breaks on the paper-making machines, it was stated, and the loss in time greater than the cost of the difference between the amount of sulphite actually used, and that which some publishers thought was being utilized.

Sixty per cent, of the domestic production in the first half of 1916 exhibitdan average increase in cost of \$2 a ton. AVERAGE INCREASE IN OUTTO.

Taking the mills and comparing their records by four-month periods, it was discovered that some showed advances and some decreases. During the last half of 1916 the average increase in costs for these mills was about \$4 a ton, and a trifle more in January, 1917. Abnormal conditions, it was stated, may continue for some time to come. Cessation of hostilities in Europe would cause a tremendous drop in prices.

At this meeting, Col. Stahlman paid high compliment to Mr Glass for the untiring manner in which he had worked for the benefit of the publishers.

PULLSHERS PRESENT.

Following is a list of the publishers who attended the conference on Monday, Petruary 26, in response to the telegrams sent out by the Federal Trade Commission, summoning them to Washington:

Harry M. Powell, Peorla (III.) Eve-

ning Star; J. D. Lorentz, Dallas (Tex.) News and Journal, and Galveston News: Bernard L. Cohn, the Memphis (Tenn.) News Scimitar; E. B. Jeffess, Greensboro (N. C.) Daily News; G. V. Rogera, New York Tribune; A. F. Seested, the Kansas ('ity (Mo.) Star: H. V. Jones. Minneapolia (Minn.) Journal: Victor. Rosswater, Omaha (Neb.) Bee: 18 P. Glass, Birmingham (Ala.) News and A. N. P. A.; H. D. Taylor, Phelps Publishing Co., Springfield, Mass.; J. Frank Drake, Phelps Publishing Co., Springfield, Mass; Ralph H. Booth, Booth Publishing Co., Grand Rapids Press, Fint Journal, Saginaw News, Bay City Times, Jackson Citisen Press, Muskegon Chronicle, Detroit, Mich.; Homer Bassford, St. Louis (Mo.) Times; Chas. E. Dent, Tulsa (Okla) World; R. 102 Turner, Norfolk (Va.) Virginian-Pilot; James M. Pierce's Farm Weeklies, Des Motnes Kansas City, Madison, Des Molnes, lowa; J. F. Birmingham, the Butterick Publishing Co., Butterick Building, New York; M. B. Varner, chairman, Print Paper Commission, North Carolina Press Association, Lexington, N. C.: P. W. Kellogg, publisher, San Francisco (Cal.) Call-Post; M. J. enstein, St. Louis (Mo.) Star; F. W. Woodward, Dubuque (la) Telegraph-Herald: E. Lansing Ray, St. Louis Globe-Democrat: Louis T. Golding, St. Joseph (Mo.) News-Press: J. K. Ohl. New York Herald and New York Evening Telegram: Jason Rogers, New York Globe; Mark Foote, Grand Rapids (Mich.) Press; E. B. Stahlman, Nashville (Tenn.) Banner; J. Raymond Hoover, National Editorial Association. Pennsylvania, publishers, New York. West Virginia, and other State associations, Hibbs Building, Washington. D. C.: W. H. Dodge, the Cleveland Press, the Cincinnati Post, and other Scripps newspapers, I'nion National Bank Building, Cleveland, O.: W. W. Thornton, Scripps Newspapers, News-Bee, Toledo (O.) Citizen, Columbus, O., Akron, O.; E. B. Lilley, general manager, St. Lauis Republic; Ernest H. Gruening, 32 Devonshire Street, Boston, Mass, acting for R. L. Raymond, Vickery & Hill Publishing Co., Augusta, Me.; D. D. Moore, New Orleans (La.) Times-Picayune; George McAneny, New York Times; Edgar L. Haynes, Wilmington (Del.) Morning News; W. T. Schmick. Baltimore (Md.) Sun: A. W. Cuning. Wilmington (Del.) News; Wm. F. Metten, Washington (Del.) Every Evening; Geo. N. Neff, Kansas City (Mo.) Corn Belt Farm Dailies; Ernest H. Gruening, Boston (Mass.) Journal: Thomas Rees. Springfield (III.) State Register; Samuel G. McClure, Youngstown (O) Telegram; Robert Ewing, New Orleans (La.)

States and Shreveport (La.) Times; A. H. Walters, Johnston (Pa.) Tribune; R. C. Patterson, Toledo (O.) Times; F. C. Withers, Columbia (S. C.) State and the Spartanburg Herald; R. E. Stafford, Oklahoma City (Okla.) Times.

CANADA PAPER MEN UNEASY

Distribution Problems and Prices in United States Cause Worry.

Toronto, Pebruary 27.—So far as the publishers of Canada are concerned, the news print difficulty is practically settled, but the manufacturers are understood to be experiencing some difficulty in arranging for distribution. Some manufacturers do not handle any Canadian business and do not want to handle any. They will probably make arrangements to have other mills deliver their proportion to Canadian publishers, but meanwhile the price consideration is proving a source of trouble in their negotiations with cach other.

The mills at Fort Frances, Ont., of which E. W. Backhus is the manager, are understood to be making an effort to have the Government allow them a higher price than the \$2.50 figure to which Eastern manufacturers have These mills are the sole source agreed. of supply of the prairie province publishers, and the latter are putting up a light at Ottawa to prevent any concessions. The Powell River Pulp & Paper Company, on the Pacific Coast, which supplies British Columbia publishers is also understood to be asking for special consideration.

There seems to be a disposition on the part of some Canadian manufacturers of news print to claim that they will refuse to be bound by any finding of the Federal Trade Commission as to the price to be charged in the United States. They contend that they would not come under the jurisdiction of any United States laws and could sell at a price to be determined by the law of supply and demand. However, this attitude should not be regarded seriously.

ARE STREET-CAR ADS ILLEGAL?

Unique Point Raised as to Use of Public Thoroughfares,

The right of the United Railways Company, which operates the atreet-car lines in St. Louis, to advertise in street cars is denied by the Grafeman Dairy Company, of St. Louis, in an answer to a suit against it by the Western Advertising Company. The latter concern is suing for \$1.850, asserted to be due under a contract to place advertisements for the Grafeman Company in \$25 cars for a year, commencing March, 1915.

The Grafemun Company, in its anawer, filed in Circuit Court, states that the contract was for only four months and was illegal, as the United Railways had no right to use its cars for advertising purposes. The streets are dedicated for public thoroughfares and nothing cise, and the advertising was not incidental to the business of the railroad company, it is asserted. All of which makes an interesting point.

In the Minnesota House of Representatives a bill has been introduced, through the efforts of the Duluth Herald, to regulate the billboards and other forms of outdoor advertising so displayed as to attract the attention of any persons travelling on a public highway, or in any public places, including vehicles and stations of any common carrier. Provision is made giving local authority to grant licenses for certain regulated outdoor advertising and to impose a \$100 fine for violation of regulations.

CHAIRMAN GLASS MAKES OPTIMISTIC STATEMENT

He Sees Much Encouragement for Publishers in Attitude of Federal Trade Commission in News Print Situation— Expects Substantial Reduction of Present Prices and No Return to High Cost.

In Washington, D. C., on Monday, Frank P. Glass, Chairman of the Paper Committee of the American Newspaper Publishers Association, and vice-president of that organization, made the following statement to The EDITOR AND Publications.

"Last August, when as one of the representatives of the American Newspaper Publishers Association, I first appeared before the Federal Trade Commission. I stated that the newspapers of the country were suffering from what I believed to be a combination of manufacturers. The situation as it stands now demonstrates virtually the accuracy of that indement. It is the common verdict of all publishers and of the outside public that the manufacturers, by their signatures to the petition to the Commission for the purpose of establishing a new price and guiding them into an observance of the laws, have answered their own past criticisms of the Publishers Association.

"Personally I have great confidence in the bright prospect ahead for the publishing interests of the country. I believe that the developments of the last few days ensure a substantial reduction of present prices for the remainder of this year, and a guarantee that recent conditions cannot be reproduced for a long time, if ever. The moral effect of the action of some of the largest manufacturers, and the prospective course of the Commission in this arbitrament, must be wholesome.

"The unanimous action of the hundred or more publishers gathered here yesterday is a splendid endorsement of the zeal and energy of the Trade Commission, and it is also a striking tribute to the forceful presentation of the situation by the Hon. Francis J. Hensy, the efficient attorney of the Commission.

ENCOURAGEMENT FOR PUBLISHERS.

"From another standpoint, it seems to me that the newspapers of the country can take encouragement. They have stood together and have worked together, and coöperation has brought its logical result. The efficiency of the organization of the A. M. P. A. particularly stands out once more as a notable factor in the progress and development in this matter.

"The Commission sent out invitations probably to scores of other newspaper publishers who have not come here and signed their consent to the present undertaking. The Paper Committee has advised all who came to cooperate with the Commission, and it is to be hoped that those who have not come will do so. It seems clear that everything is to be gained and nothing to be lost by that stop."

To Reopen Paper Mill

Dunbar A. Rosenthal, of New York city, has purchased the Hollywell Paper Mills near Chambersburg, Pn. He takes possession of the entire plant, machinery and stock. The mill has not been in operation for more than a year and will now open as quickly as possible. He will manufacture newsprint paper.

MR. DODGE URGES COMMISSION TO FIX PRICE FAIR ALIKE TO BUYER AND SELLER

Testimony Offered As to Manufacturing Costs of International Paper Co.—Says Victor F. Lawson Volunteered to Pay \$5.00 a Ton Increase on Contract Price—How Tonnage Was Allotted to Customers of Big Corporation — Will Export About 35,000 Tons This Year.

Washington, Pebruary 28, 1917.

WHILE making a profit of only \$5 a ton on its news print, it appears that the International Paper Co. doubled the value of its holdings in the nineteen years it has been organized, according to the information brought out at the hearing before the Federal Trade Commission Wednesday night, when the officers of that company presented figures to show increased costs and asked that that be considered when the commission fixes the price of news print for the ensuing six months.

P. T. Dodge, the company's head, in an opening statement, showing the increased cost of everything that enters into the making of paper, said that the properties of the company are worth \$80,000,000 and that there was no watered stock or fictitious values in the company. It was shown that when it was organized it was only valued at about \$40,000,000, and that the increase in value was made with paper selling in the vicinity of 2 cents a pound.

Representatives of the International Paper Company appeared before the Federal Trade Commission Wednesday afternoon and evening to go over the matter of the cost per ton of production of that company.

Philip T. Dodge, president of the corporation, stated at the outset that the properties owned by his company were worth \$80,000,000, and that it employs 25,000 people. Two-thirds of its output is news print, but two-thirds of its profit comes from the one-third of other grades manufactured, he said. Up to recent times, the production of news print has been normally 10 per cent. in excess of demand, with the result that some mills were closed down in the summer, and that it was possible during the summer to accumulate stocks against fall and winter demand. Beginning with last year, with a revival in the newspaper business, increased advertising-the heaviest in history-and greater circulations, the demand, he declared, ate up the reserve stocks. The normal increase in consumption has been 8 or 10 per cent, yearly, the price has been low, and manufacturers, he said, had failed to earn money on their capital.

"What new tonnage do you estimate will come on the market in 1917, Mr. Dodge," asked Mr. Dovies.

"About 700 tons a day, by the end of the year,"

Production is cheaper in Canada, Mr. Dodge stated, because of the manner in which the Government lets its waterpowers and timber lands. The International Paper Company, he said, had about 2,000 square miles of crown lands in Canada. We can get practically no wood from Canada, and we are told that, when the Liberal party comes in power, that wood can only come to the United States in the form of the thushed paper product. Low prices and flerce competition has caused Canadian mills to be built so rapidly that they now supply one-third of the news print of the continent, he said. They made paper in Canada for about \$4 a ton less than it is manufactured in the United States, he estimated.

UNGUS FAIR PRICE,

"I am making this statement," Mr.

Dodge said, "in order that you may have a full understanding. We place ourselves in your hands, and I ask you when you fix the price to use your best efforts to fix a price that will enable us to survive and that will enable publishers to live. There are great hazards in the paper business, and particularly at the present time. Costs are advancing. Wood is quoted now at \$18 a cord. which last year sold for \$7. Some of the mills have less than forty-eight hours' supply of wood on hand. Labor is advancing. Ground wood at \$40 a ton represents almost as much as we get for the finished product on contracts We are that have not yet expired. selling 200,000 tons of paper for less than it costs to make it. We ask you to consider that most of the contracts are made January 1, but about 15 or 20 per cent, run until April 1. Victor F. Lawson, he said, had a contract at a little less than 2 cents a pound at the mill-about \$1.97, and, in view of the increase in prices, Mr. Lawson wrote to him and offered to add \$5 a ton additional to the price.

"He is the only man who has done that," Mr. Dodge said. "We refused to accept his offer, sticking to the terms of the contract."

He told of the difficulties of getting labor in the forests, and said that last week some ground wood had sold as high as \$80 a ton.

"We want to acquire more land in the United States," he said, "to control our wood, so that we may cut over every twenty years. Unless that policy is followed, the news print industry will ultimately go across the border into 'anada."

MANUFACTURING CONTR FOR 1916.

Treasurer Owen Shepherd, of the International Paper Company, said that the company manufactured 350,000 tons of paper, gross, in 1916. He gave the 1916 costs of manufacture, without hond interest, by months, as follows:

January	 35 30
February	 25.09
March	 86 20
April	 35 21
May	 34.00
June	 84.65
July	 25 80
August	 37.83
Meptember	 37.66
October	 36 65
November	 28 83
December	 39.75

There was an increase of \$5 a ton in the cost of manufacture for the first six months of 1916, he said:

Mr Shepherd figured December costs is follows:

a tolichi:	
Manufacture	
tepreciation 2.75	\$42.50
interest on bonds 1.02	43.50
"out increase:	
Nood	
'onl 2 00	
abor and miscellaneous , 1.50	
nterest on preferred stock 2.44	
nterest on common	

Replying to a question of Commissioner Davies, Mr. Shepherd said that when the costs were \$25 a ton, news print had sold at \$40 a ten a few years are.

stink 10 per cent, 317

Total . .

Less news print had been sold to jobhers in 1916 than before, Mr. Dodge said, in reply to a question by Commissioner Davies. The company has 440 customers, some of whom only use 75 to 160 tons p year. Less than 3 per cent is sold to jobbers, to take care of small publishers who have no contracts, who purchase in very small quantities, in small lots and in sheets, and these jobbers purchase outright, he said.

HOW ALLOTMENTS WERE MADE

In the matter of contracts, Mr. Dodge said that publishers with whom he had contracts wanted more than his mills could make, and none wished to concede to the other. His customers ha said, asked for 50,000 tons more than the capacity of his mills for 1917 and he had to give them less than they asked for by 12 per cent. Generally speaking, papers in the New York division got 10 per cent. less, in Boston, 19 per cent. less.; Philadelphia, 17 per cent. less; Chicago, 13 per cent. less; Atlanta, 15 per cent. less. During the year the International, however, took on a new contract of 33,950 tons, to take care of a New England paper when the mill which had been supplying it went off on other grades.

"Have you increased the amount allotted to any customer?" asked Mr. Heney.

"No."

MR. BENNETT PROTECTION.

"How much paper does the New York Hersid and Telegram purchase?" asked Mr. Heney.

"About 30,000 tons a year. The contract expires at the end of March." Mr. Dodge said. He told the Commission that those papers had been purchasing from the International for about eighteen years. He had verbally promised Mr. Bennett to protect him on his supply before he left for Europe. About 4,500 tons of it is pink paper.

Exports, Mr. Design said, amounted to about 43,000 tons last year, and will be about 35,000 this year, most of it going to South America.

A discussion of costs of wood of a technical character followed, in which representatives of the International Company showed advances in wood, insability to get ears in which to ship it, or ships at any price, where transportation is by water. It was shown in the discussion that the International Paper Company uses about 700,000 cords of wood yearly.

The question, put by Mr. Heney, as to whether or not wood was cut one year ahead, brought out the reply that it was cut at different times. The amount is not always known, for wood, being cut in the winter, is not known, as to amount, until the following spring.

"You speak of wood costing \$25 a cord. Some of it is cut a year ahead. You would not think of charging \$25 a cord this year for wood which you cut last year at \$10 a cord?" asked Mr. Hency.

"There is no such assumption," replied Mr Dolge.

"Can you furnish us information as to the wood you have on hand""

"It is the smallest we have had for years."
"That doesn't help us any," replied

Mr. Hency. "If wood is available at other points and you cannot move it, we might help you. You know we have managed to get you some cars."

"We have about 100,000 cords of wood at the mills now" said Mr. Dodge "Fifty per cent, of this comes from our own lands"

PULLIFIE PEAN AS AT PERST PROBEOGES.

"Would it be better, in view of the fluctuations in prices, if the Commis-

sioner should undertake to set the price, for us to fix it for three months, and then readjust it at the end of that time for the next six months?" asked Commissioner Davies.

"No," replied Mr. Dodge. "We would prefer that you set the price for six months. We will take the whole hazard."

"When is the price of wood reflected in the price of paper?" asked Commisaloner Paytes.

Mr. Shepherd said in about one and one-half years.

Mr. Dodge said, in reply to a question, that he believed the output of his company for the coming year would be 10,000 tons in excess of last year. The amount of sulphite used in the paper has not changed, he said.

CROSS COOPERATIVE BUYING.

"The disposition in December was to help the small publishers," said Commissioner Pavies, "and to put more machines at work. Can we still rely on you?"

"Our disposition is the same now." said Mr. Podge. "We are here in good faith. Whatever we do, we will not break a contract. Whatever in reason we can do to help the Commission and the publishers we will do. Publishers should buy in groups, standardize their sizes, and the smaller ones should deal through State organizations."

The question as to the difference in the price of paper paid by publishers, some of whem are still running on old contracts and some who are paying on new, then came up. Mr. Dodge said that it was his belief that publishers preferred a uniform price, for the reason that the paper with the lower priced news print has a decided advantage.

The International Company, it was said, did not commence to charge depreciation until five years ago. None of the muchines of the International Company, Mr. Hodge said, were out of date, but he could put in better machines if he were reëquipping, for he could get faster and breader machines.

At the evening meeting Treasurer Shepherd said that the International Paper Company uses about 60,000 cords of wood monthly, with 111,000 cords on hand January 1.

The question of the value of the holdings of the company then came up for discussion.

"In your estimate of your cost of production per ton at the present time, you put in 10 per cent, on the common stock. On what basis do you reach that figure?" asked Mr. Hency, "Should you make earnings on the common 10 per cent.?"

Mr. Dodge explained that the preferred stock was behind 32½ per cent, in dividends, only paying 2 per cent, for the past eight years. Discussing the matter of the company's timber holdings and as to whether or not there should be a charge for timber lands held for future use, Mr. Hency said:

"Public-utility companies are not allowed to charge interest on lands, on waterslieds, in the case of a water company, which will supply a city fifty years hence, and a greatly increased population."

"We need more timber lands," said Mr. Dodge.

"The actual value represented in the common stock," said Mr. Heney, "is for wood to be used in the future."

Mr. Under said that his company needed acceral thousand acres more of wood lands.

"Won't the cutting of trees eventually demide the land" asked Mr. Heney.

"We cut so as to leave the young trees, which is and the maches."

THE EDITOR & PUBLISHER FOR MARCH 3, 1917

MERGER OF PLANTS.

Mr. Shepherd, in reply to a question said the wood and land values of the company were carried at \$7,150,000, the water power at \$10,000,000 and the buildings, mill and plants and so forth at \$20,000,000, with \$10,000,000 for securities. Then there was in addition \$17,000,000 in securities, cash, coal, and wood on hand, sulphite, paper stock in transit, as well as working capital with another account totalled about \$70,000,000,000.

Mr. Hency asked how the value of the \$40,000,000 of water power and mill plants was originally determined, when the present company was formed, in 1898.

The method by which the various plants that were merged into the present International Paper Co., was by the issuance of about \$22,000,000 shares of preferred stock in the International, which was exchanged for the different plants, with a bond issue of approximately \$10,000,000 and a little more than \$17,000,000 in common stock, in the nature of a bonus.

"How were the bonds issued?" asked Mr. Heney.

"At par," replied Mr. Shepherd.
"There has been practically no addittional common or preferred stock issued since then."

Commissioner Davies wanted to know what value the common stock had, when it was issued originally, as a bonus. "The common stock was said to be water, and also some of the preferred. Is that so?" he asked.

"I don't know," replied Mr. Shepherd.
The organization of the company back
in 1898 was something Mr. Dødge knew
nothing about; he has only been connected with the corporation some three
and one half years, he said.

Then came the discussion, prompted by questions from Mr. Hency as to the carnings that have gone into the plants as additions.

"According to statements made, it would appear," said Dr. Haney, one of economists for the commission. "that the International Co., was organized, and was worth at the time of its organization, something like \$40,000,000 the basis of which stock was exchanged for the different plants, Since then you have doubled the value of your property, and you have done that in manufacture of paper that has yielded you a profit of from \$3 to \$5 a ton. For the first ten years, you were able to pay 6 per cent, on your preferred stock, though you paid none on your common stock."

"Without charging any depreciation," said Mr. Shepherd.

"I have always maintained that the stock quotations indicate the value of a property, so far as its tangible value in concerned." said Dr. Haney.

Then followed a discussion on the range of prices of the common stock, which stood for years as low as \$9 to \$11 a share.

"The preferred stock being cumulative, operates to depress the common, when dividends are back on the preferred," said Mr. Shepherd.

Prior to 1916, it developed from questions put by Mr. Heney, that paper sold in New York at \$2.15. "You sold some as low as \$1.90, at the mill?" asked Mr. Heney.
"No." replied Mr. Dodge, "I think not.

"No," replied Mr. Dodge, "I think not. We took the Lawson contract at \$1.97, if I remember correctly. We had to take it, or lose the business."

"Did you have to take it?" asked Mr. Heney.

"We lost half of the contract as it

was, because we would not go lower."

"When your costs were around \$35 a ton, you made a profit of \$5 a ton?" asked Commissioner Davies.

Mr. Shepherd said that was not possible, if depreciation were charged.

AS TO WATERED STOCK,

"When you were content with \$5 a ton profit, you doubled the value of your holdings. Your stock in the beginning was worth \$57,000,000. Is that fair? If it is not, I would like to be informed."

Judge John Barton Payne, for the manufacturers, then entered into an explanation of values, which he said was, so far as stocks are concerned, at best an expression of opinion.

Mr. Dodge said a large portion of the preferred stock was held by directors who owned it for years.

"How much money have you put into wood lands?" asked Mr. Heney,

"I don't know," replied Mr. Shepherd.
"About \$3,000,000 have been invested in new plants, additions, and so on."

"If the common stock was water when it started," said Mr. Heney, "it is water now, and why pay dividends on it?"

"The investigators of the Commission seemed to think it was water," mid Commissioner Davies.

At this point the manner in which the appraisal of the properties of the various companies out of which the International was formed was taken up. The Committee, consisting of fifteen men, discussed it. It was said that each tried to hily the other at the lowest figure possible. As to just how it was done, none present could say. None of the fifteen who made the appraisal are slive to-day.

"On what basis did you compute \$6

a ton a fair profit year before last?" asked Mr. Davies.

"We only made \$3.34 a ton on news print last year, without depreciation. Figuring depreciation, we only made 59 cents a ton."

"The profit was so small that the big profits on other grades may cause us to gradually go to them," said Mr. Dodge.

"You mean book papers and other grades," asked Mr. Heney. "The consumers of book paper are so alarmed over the increase in price, very similar to news print, that they are figuring on going to Congress and asking for an investigation."

Commissioner Davies then brought up the matter of charges on the timber land, and the policy of charging into the costs of paper-making to-day the value of timber that will be used twenty or forty years hence.

"The parallel is shown in the case of a water company," said Mr. Heney, "which is not allowed to charge the people of a town of 25,000 interest on water sheds it has secured, and which it anticipates selling to a population of 500,000 one hundred years hence."

"The natural increment on the land should take care of that charge," said Commissioner Davies. "I mean by that, the additional growth of timber, which grows all the time, night and day, and is worth more every day, and by reason of its increase, will pay for itself when it is used."

Then followed a discussion of the manner in which timber is cut.

Mr. Harris asked that the Commission be furnished with the cost of manufacturing paper last year and this year.

"And also," interrupted Frank

The Boston Record



INTERTYPE

last spring.

In January 2 more Model C's and 2 Model B's were installed.

The rapidity and smoothness with which this battery was installed won the admiration of Mr. Bird, the publisher, but it only emphasizes our success in building Intertypes so well that every buyer becomes a booster.



World Building, NEW YORK 539 Carondelet Street, NEW ORLEANS Old Colony Building, CHICAGO 86 Third Street, SAN FRANCISCO

Canadian Agents, MILLER & RICHARD, 7 Jordan Street, Toronto; 123 Princess Street, Winnipeg

THE EDITOR & PUBLISHER FOR MARCH 3, 1917

Class chalman of the same committee of the American Newspaper Poh-lishers Association, "what additional profit will accrue to the company force the change in contracts, due to savirare effected by shifting to publishers storage, cartage, lanurance, freight, and other charges. I have been told that by some these savings are estimated to be as much as one-third of a cent a borbood of one-quarter of a cent a nound-in other words, see-quarter of a cent a pound profit in addition to the price which the company quotes." was agreed that this information

the International Company. Representatives of the Spanish Siver Company who were present said that they had not come with figures, and were not posted sufficiently to discuss the matter. Mr. Dodge was shown the Commission's costs figures on his company, and was asked to comment on

At this point the meeting adjourned

TRADE PAPERS AMALGAMATED McGraw and Hill Concerns Consolidate Their Big Properties.

Approximent was made this week of two of the inrgest amalgumations of ment was made to New York where it was stated that the McGraw Publishing Company and the Hill Publishing Corepany have consciidated and will have after do business as the McGraw-Hitt Publishing Company, with a capital stock of \$2,500,000. All of the proptransferred to the new company, including the following engineering your. nels: Flectrical World, Electrical Marchandising, Electric Rallway Journal. Postsessing Becord, The Contractor, Metallurgical and Chemical Engineerleg, American Machinist, Power, Engineering News, Engineering and Mining The Engineering News and the Engineering Record will be conscittated as

the Engineering News, with Charles Whiting Baker as editor. The officers of the new company are James H. McGraw, president; Arthur J Baldwin, vice-president and treasurer; E. J. Mehree, vice-president and gen-eral manager. The new company will be the largest engineering publishing house in the world.

The second notice came from Chicago with the announcement of the forms. C. A. Tupper is president, Charles W. Price, of New York, vice-president. and Lyman A. Hisley, necretary and treasurer. The new company will in future publish The Electrical Review as The Electrical Blue Book, Coment World, International Trade, Metal Min-This repre-(Technical) Literature. seats a consolidation of technical pubrume charge of all the corporation's Plastern business, with hendquarters at

Printers' Lorfal Invention

The Minnespoits (Minn.) News re-



W. B. COLVER.

PAPER PROBLEM AND POBESTS istant Secretary of Agriculture Wants More Pale Word Produced.

supply was urped to a statement issued by Carl Vrocenas, Assistant Secretary Agriculture. The paper problem, by

"At the present messent," the staterorst said, "we are using daily 4,000 a third of our news print pulpwood from Canada, and between tifteen used for our other paper products from

forestration of gravate funds. We must tosses amounting to millions of dellars-

all other forms of transion what is known as the yield or barrent tax on There are plenty of paper reacin the United States. The trouble in

Canada Bare German Papers

An order-in-council has been passed from County, see do I know of any cultural or news matter that would

COMMISSIONER COLVER WELL FITTED FOR WORK

Career of New Member of Federal Trad-Board as Newspaper Man and in Public Office Led to His Selection by Presi dent Wilson for Important Place He Har Just Assumed.

W. H. Colver, who, an appropried in on the Press. When the old Bertposto 1896, he was sent to New York athe organization and put it on its feet When it was organised it was confined hardling general editorial policy, pa-

During the time that You Johnson was Mayor of Cleveland, Colver was leduced to leave the newspaper business to tecome an office hubber, having been (Breeland. He only remained there two less there until four years ago. He then bargh in president. He still held this position when his present appointment

Mr. Colver was always somewhat indepundent in palitics, being more or less of a progressive to a non-partison were. rune from puttical preferment, but rather broaum of the ability be has shown as a newspaper man and because of his good work as an organiser. The present Secretary of Way, Newton D. Tom Johnson's caltered in Cleveland. Oliver P. Newroan, present District on associate of Mr. Culter in the N. mon's plan for a regating of the secondclass postage privilege

Celerr's home is to se. Paul. where Mrs. Colver and a young daugh-

Russia's Paper Industry His The British Count at Ekaterinburg Number, reports that slace the outbreak

of the war the paper tedastry in the Ural district of Russia has had reasy. difficulties to contend with, chiefy in connection with the high prices of raw muterials and scarcity of labor. Hays thelie unobtainable. Chewical the Purpleh product is slightly more expensive. Live and rests also have sancy mills in the Urale under Hittab

The man who wets into the most light with the actude in which he reals |

GRAND JURY PROBING

Inquiry Into Prices of News Print Continues in New York.

Grand jury investigation into the prices of news print paper was resumed in New York on Wednesday after an interruption of more than a week.

"We are proceeding under our original instructions," said Mark Hyman, one of the prosecuting attorneys, in denying that the efforts of the Federal Trade Commission in Washington to straighten out the situation had affectthe local probe.

Shortage of paper when the country is in a crisis was declared a calamity by one of the attorneys in urging rapid prosecution of the investigation. "The freedom of the press is the freedom of the people," said the lawyer. A conspiracy to boost prices and thereby re-

strict publication of facts which the public should know was characterized as a "crime against America."

tieorge F. Steele, secretary of the Newsprint Manufacturers' Association resumed the stand when the inquiry was taken up on Wednesday.

Profits in Serap Paper

Conservation of news print has been brought to a setence by merchants of Marshalltown, Ia. There they have formed the Producers' Waste Paper Company to save and market their scrap paper. The first annual report of the company, covering the period from May 11 to December 31, 1916, shows receipts of \$1, embers 11, 1916, shows receipts of \$1, 971.66. The members received in premiums for their paper \$1,456.27, they having contributed 278,805 pounds. The cost of running the company has averaged about \$4,27 per ton.

TRADING STAMP BILL KILLED

Indiana House Committee Reports Adversely on New Coupon Measure.

The Indiana House of Representatives has given a blow to the tradingstamp industry in Indiana by killing, through indefinite postponement, the Habermed bill

The bill proposed to repeal the law of 1915 and to authorize the operation of trading-stamp companies through the payment of a fee of \$500 to the State. Representatives Vessey, Harris, Harmon, Williams, and Dilworth signed a minority report of the committee, recommending the passage of the bill. The majority report, which was adopted by the House, was signed by Representatives Jameson, McClaskey, Walker, Woods Kries, and Head.

A similar bill, seeking to permit the News, New York Times.

operating of such companies, is pending in the Senate, where it was introduced by Senator McCray, of Indianapolis.

The McCray bill seeks to put the trading-stamp business in the position of being a "partner" with the State Government by making every licensee pay to the State Treasury a tax of one-fourth of 1 per cent. on the gross sales of stamps in the State.

Powerful lobbies have been working for weeks in behalf of the Habermel and McCray measures.

Audit Reports Completed

Audit raports have been completed by the Audit Bureau of Circulations for the following newspapers: Fort Scott (Kan.) Tribune-Monitor, Hamilton (O.) Journal, Hamilton (O.) Republican-Name New York Times.

Oil, Paint-Arug Reporter

VOLUME 90. NUMBER 26

MONDAY, DECEMBER 11, 1916. 100 WILLIAM ST., NEW YORK.

Should Not the Government of the United States Recognize the American Dyestuff Industry in Something More Tangible Than Words.

although the although the manufacture of the greatest concern in the manufacture of the first general sequence of the manufacture of the greatest concern in the world was before American dye-making field, with the results emphases by Dr. Norton in his statement to the Reporter published December 4, that in the manufacture of printing inks "the greatest concern in the world we move entirely independent of any other source, foreign or domestic, for its apply of artificial colors, used in the manufacture of the finest grades of printing and Sthographic inks, expected to all quarters of the state."

" But this support by the government of she dustry has not, unfortunately, included of Engraving and Printing, the dir " has deemed k best to turn "or "" or mission to import cort?"

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Tribune Syndicate Feature and the former, through downright qualit

Brisss

VER ninety newspapers are now featuring Briggs, Carsocolet of Joy, creator of "Ohl Man," "When as Felter Needs a Friend," "Kelley Foul," "It Happens in the Best Regulated Families," "Soid," "The Daze of Real

Passiles, "Golf," The Days of Ral Spert," etc.
Brigge Cutsteen abezys bring a smile.
Brigge Speries, "Brigge Cutsteen abezys being brigge br

many people turn to him the first thing every day.

Let your readers smile with Briggs. It means one more item you can count on an



Frank A. Simonds

The Armendesian Discrepan Was subsense in the United States to Partial A States of Asserting Construction of the Technical Nation of Asserting Construction of the Construction of the Construction Cons



GRANTLAND RICE is the both known and highest paid sporting writer in the United States.

Als, and from Detroit to Desver, Rich's Sportlight has a most prominent pending.

on the specing pages of lexing more properties. The special special control of the special spe

SINCE the present white paper shortage began three has been a big gain in the number of necepapers using Tribune. Syndicate Service. As a whole, publishers with Tribune Peatures had

publishers with Tribuse Peatreas, to drug, formed them so valuable to drug, many others, feered to issue a light smaller paper, are using them to meeting paper a Netter one. Tribuse Featres are always up-to-amount. News-reake is toler first requirements. News-reake is toler first requirements. News-reake is toler first reason for the same pointy that sent Newson's Laurone and Rice to the Pincharut Courseason and Rice to the Pincharut Courseason and Rice to the Pincharut Course and Rice to the Richard Course and Richard Co





Most big successful new States and Canada are Features. Included in t



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and genuine reader appeal, win every time



The theorem is a class of the control of the contro

ork—and at the price, no paper with a surday edition can afford to mass it up.



Carl W. Ackerman

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J. N. DARLING'S (Ding's) powerful cartoons are so well thought of by The New York Tribune that it is

poblishing them on its front page. Since Ding came to The Tribune from the West his work has been creating a sensation. Such magaziors as the Literary Digest and The Outlook are reproducing many of Ding's drawings as the best cartoons of the week.

Ding is now stelling with his pen of the

big national questions of the day—of our foreign relations and of pergaredness. There's a log penth is its work that surgests the eld master, Davenport. Typical propers featuring Ding are The Philadelphia Inquiree, The Boston Herald, Philadelphia Inquiree, The Boston Herald, Philadelphia Cacetter-Timer, and Kansses City Star, and a dozen or more eithers.

Darling's repetution is fast becoming na-

Durling's reputation is fast becoming national. He will add enaterially to your newspaper's strength and popularity. Furnished in mat form seven days a work.

pers throughout the United using one or more Tribune ist are such powerful papers



Montreal (Can.) Gazette Kanasa (H) (Hell Pest Chèraga (H) (Hell Pest Chèraga (H) (Hell Pest Derest's (Hell) Pest Peru Washington (H) (Pest Calumban (Ohio) Bilapatch Calumban (Ohio) Bilapatch (Cartinal) (Hill) Thomastica M. Pesti (Man.) Plenter Pe Bullate (A. Y.) Aven

Tribune

most helpful services offered to the American Housewife. It is to ber what the great trade and technical to the American Housewife and technical trade of the American Housewife and th

STORY OF NEWS PRINT CRISIS OF 1916-17

Warnings of Shortage and Higher Prices Given by Manufacturers Last April-Sweeping Newspaper Economies Adopted-Federal Trade Commission's Investigation-Many Hearings Held, at Which Paper Men Refused Concessions-Activity of Department of Justice Induces Manufacturers to Ask Trade Commission to Fix Prices for Six Months.

THE first runnings of a April, when crisis were heard last April, when the manufacturers called a conference of publishers in New York to discuss the matter, at which time it was stated that, owing to the largely increased consumption, there threatened to be a shortage. The rapid increase in advertising, and the growing demand of the public, resulting in larger circulations, it was stated, made it necessary for the mills to run to the utmost of their capacity. At that time, it was said printed a Washington dispatch to the that manufacturing costs had been increased, due to the war, labor charges, and other causes. Nothing resulted from this meeting. The price of paper began to advance, and rumers of a crisis were apread. It was charged by publishers that those stories were circulated by manufacturing interests, and that there was no reason why the econonsies the manufacturers had suggested should be put into practice at that time The first evidence of the increase came in the jobbing trade, when "spot" paper and supplies purchased in small amounts advanced.

CONGRESS TAKES NOTICE.

So much publicity was given to the matter, that it was brought to the 91tention of Congress, with the result that a congressional investigation of the subject was practically certain. About this time the news print manufacturers requested that Congress make the investigation, and a sport time later, the Federal Trade Commission was directed to make the inquiry and report back.

June 2, Philip T. Dodge, president of the International Paper Co., in an interview for THE EDITOR AND PUBLISHER. stated that, in his opinion, the cost of news print paper "is going up slowly, and going up to stay." At that time he said that, in his opinion, the prices were entirely justified by the increased cost of manufacture, and it was most improbable that there would ever be a return to the old quotations. He helieved, he said, that there would be an advance in the cost of all materials entering into the making of paper in

The reserve stock of paper carried by the International at that time, it was stated amounted to about 23,000 tons, instead of 37,000, the amount it had usnally carried. As this concern manufactores 25 per cent of the news point tied on the Continent, the interview was important. Mr. Dodge stated that the enermous sums of money poured jute this country from Europe had increased basing, with the result that rif-Arthr w Were there, more space mult this required more parter on which to the d. The fundamental reason for the objection to stated was never soil stated that the low police that hill prean lot for the two preasons years had were among the best in the world, and n t vielle the profit of more from \$5 miled that there was no watered stock a ton. He gave percentages, showing in the company. Some of his malls he how costs had cone up

fit to the error from the publishers of the light | States who perchased but, on the other hand, he was increas- mand for news print, or new ones

pelled to pay higher and higher prices. Small newspaper men were harder hit. editorial associations denounced the raise, and newspapers suggested that the shortage was artificial, and that the jobbing element was creating a panic. To protect themselves publishers went into the open market to make purchases, with the result that prices went to new high levels.

July 11 THE EDITOR AND PUBLISHER effect that exports of news print from the United States to France were increasing.

July 22 THE EDITOR AND PUBLISHER, foreseeing the crisis, stated editorially that "strong measures were required to curb the greed of news print manufacturers." At that time it was thought that an advance of at least 50 cents a hundred pounds would be made on the signing of the January 1, 1917, contracts. No one anticipated the price of \$3.10 at the mill, which publishers were finally required to accept in order to keep their newspapers going.

July 20 the Federal Trade Commission made public a list of questions which it proposed to send to manufacturers and publishers, as a basis for the work it was undertaking, and which was later to have such far-reaching and important results.

July 21 the American Newspaper Publishers' Association, which has always guarded the interests of publishers closely, urged publishers to reduce consumption to the lowest possible point From this time on, developments crowded fast. Publishers were bewildered, the situation became worse, and the outlook more and more ominous.

PEREZAL TEADE COMMISSION'S HEARING.

The first public hearing of the question by the Federal Trade Commission was held in Washington, Tuesday, Auguel 1, 1916. THE EDITOR AND PUBLISHER rendered a service to the publishers of the United States by issuing a special supplement, containing a verbatim report of the proceedings, in order that it might be preserved. At this meeting, Frank P Glass, vice-president of the American Newspaper Publishers Association, and chairman of the paper committee of that organization, made a statement for the publishers, in which he spoke of the threatened advances and the uncertainty as to the renewil of contracts I H. Zerbey, of the Pottsville (Pa.) Republican, representing the smaller publishers, made a statement telling of his difficulties in getting news print, and the serious plight of the smaller publishers.

Plate T Dobe, of the International to account then I' a tore. He also Paper Co told of the condition of the mills of his corporation, which he said sold, would not again make to we print As the summer advanced a choice because it campot be much to advantinches them under existing conditions,

HE first rumblings of a news print in the open market. They were com- ing production in other mills; that they should be crected, and suggested that intended to construct another mill, and build one outside of the United States. Three-quarters of the paper produced in Canada, he said, was consumed in the United States. He mad that the International Co. has no connection with any broker. He stated that his company had declined orders for a vast amount of paper, on which the company could have made its own price, but did not do so, because they would not encruach on the stock carried for the protection of those who had contracts with the corporation.

Mr. Hoover, attorney for the small publishers, L. B. Palmer, manager of the American Newspaper Publishers Association, and E. R. Stoll, who described the situation in Pittsburgh, were also witnesses

INCHMANING PILITHE,

After this hearing events in the paper market were puzzling to publishers. Prices ascended, in some cases newspaper men paying 4, 5, 6, and 7 cents a pound, some more, and a number found it hard to get a supply. The New York daily newspapers began to reduce size, to print less text and more advertising, a policy of conservation that was later adopted by publishers in different sections of the United States. THE Entrop AND PUBLISHER, always in close touch with the situation, and printing the news from every angle, advised the most rigid economy on the part of publishers, in the matter of placing their exchange lists on a cash basis, cutting off free copies, doing away with the return privilege, reducing size and the like, printed interviews with publishers, and made suggestions of a helpful character, in an effort to present a remedy that would lessen the tension.

Itemedies, such as an embargo on news print shipments, were auggested, and were discussed in Congress. John M. Schmid, president of the International Circulation Managers' Association, and circulation manager of the Indianapolis News, called on the circulation managers of the country to cut off all waste, and made a number of suggestions as to savings that might be

During the week ending September 16, representatives of the news print manufacturers met with members of the Federal Trade Commission in New York

The following week the manufacturers replied to the Federal Trade Commission with reference to working out a plan to protect the smaller publishers of the country, who were threatened with suspension, stating that they would be perfectly willing to run their mills Sundays, but labor would not cooperate.

PROPOSITION FOR NEW MILLS.

I. B. Palmer, of the American Newspaper Publishers Association, made a suggestion the following week, which he analyzed the situation, saying that either the present mills should be enlarged to meet the growing de-

publishers should cooperate with capital with that end in view.

October 7 THE EDITOR AND PUBLISHER printed an interview with G. F. Steele, secretary of the News Print Manufacturers' Association, in which he discussed the matter fully from the papermakers' standpoint. In that interview he suggested that small publishers make their purchases direct from the mills, through the medium of their associations, in order to divorce themselves from high prices that obtained in the open market.

As soon as that interview was published, publishers of small papers all over the United States acted on the suggestion, held meetings, collected data, and endeavored to get a supply, when it was discovered that it was almost impossible the mills claiming that they were running full and could not supply additional papers. Small publishers, however, were purchasing from brokers and tobbers, and the statement was made that the brokers were profiting to a degree not justifiable, because of the condition that existed. The market at this time was acute, and publishers were uncertain at to where their future supply would come from.

In order the better to cope with the situation, the American Newspaper Publishers Association employed A. G. McIntyre, an expert in paper-making, to handle the matter for the publishers, which announcement was made in THE EDITOR AND PUBLISHER October 14.

In its lasue of October 14, THE Ent-TOR AND PURLISHER printed an interview with Philip T. Dodge, of the International Paper Co., in which he stated that the 1917 price of news print would be not less than 2 cents a pound at the mill.

October 21 THE EDITOR AND PUBLISHER printed the first news as to the new contract of the paper companies, by which news print would have to be purchased in equal monthly instalments, the publishers to accumulate their own reserve stock, with no leeway whatever, and attend to their own storage. cartage, insurance, and freight.

Plans to develop new mills began to materialize, and the activities of publishers were so great that additional tonnage for future supply began to take shape. Capital, attracted by the high prices of news print and the profit in the business, began to come forward.

The peak of the demand, it was said. was reached the latter part of October. notwithstanding which the shortage continued, especially among the smaller newspaper men of the country, and in many cases this extended to the larger Hewspapers.

PREDICTED LOWER PRICES.

About this time, it was stated by Tur-Borros and PUBLISHER that during the summer of 1917 there was likely to be a lowering of the price of news print, and advised against the making of longcontinues, believing that therewould be a reduction in price, and pre-

dicting the situation that has been forced by the Federal Trade Commission

In its issue of November 11, The Ebi-TOK AND PUBLISHER printed an interview with A. G. McIntyns, representing the nater committee of the American Newsnamer Publishers Association in which he stated that there was a profit of \$10 a ton on news print at the normal price that is, the old selling price

During the week ending November 23, Philip T. Dodge, of the International Paper Co., fixed the price of news print for 1917 at \$3.16 at the mill the freight. cartage, insurance, and storage to be paid by the publisher in the future, instead of by the mills, as in the past. Mr. Dodge stated that the price was based on the increased cost of manufacture.

By this time, the increased demand for kraft and other grade of papers had become such that a number of machines that had formerly been employed to turn out news print were running on other grades, from which a higher profit was realized by many manufacturers making the condition more serious.

THE SECOND PUBLIC HEAUXO

Tuesday, December 12, the Federal Trade Commission held another public hearing in Washington. Titz Epiron AND PUBLISHER printed a complete supplement, giving a verbatim report of this meeting, which it distributed in Washington the following Saturday morning, when the bearing was resumed. It was estimated that 7,500 newspapers were represented at the meeting, there being representatives from about forty-eight associations sections of the United States present. Before the meeting opened, there were distributed for the benefit of those present statistics gathered by the accountants of the Federal Trade Commission. showing that it cost less to manufacture news print during the first half of 1916 than was the case during 1915. THE EDITOR AND PUBLISHED printed this in full, with all of the tables and the cost of manufacture. At this hearing a proposal was made to pro-rate the supply of news print. At this time H. B. Varner, of the Lexington (N. C.) Dispatch, filed a complaint with the Attorney-General.

Following this hearing, representatives of the manufacturers met the next day in New York and the publishers in Washington. Saturday, statements were made by the different publishers' associations and by the manufacturers. and the paper-makers sought to shift the burden to the publishers.

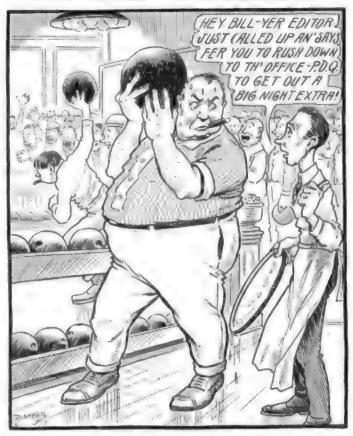
Telegrams were sent to publishers and manufacturers all over the Continent on the subject of pro-rating the supply of paper not contracted, and the matter of referring the subject to the Department of Justice began to take more definite form.

December 29, another hearing was held by the Federal Trade Commission. At this meeting, Commissioner Davies made the following statement:

COM MESSIONER DAVISE'S STATEMENT.

"If the Commission finds that it cannot afford relief from the present paper situation, we will turn the matter over to the agencies of the Government that can afford relief. We will continue our investigation, and will try to bring relief in the near future, and we will make our report to Congress in the near future."

At the afternoon meeting, the hearing ended abruptly, the manufacturers refusing to take advantage of the Commission's offer to discuss the reasonableness of the price, notwithstanding that the meeting was held at their reLITTLE TRAGEDIES OF A NEWSPAPER OFFICE



ON THE PRESENAN'S NIGHT OFF-JUST WHEN HE WAS PILING UP A WINNING SCHEE FOR HIS TEAM AT THE BIG BOWLING TOURNAMENT

quest, excusing themselves by stating tion of the problem, and to recommend that to take up the question at that time would be to delay the Commission's report.

This threw the entire matter back where it was, and the 1917 price of \$3.10 per 100 pounds at the mill went into effect.

January 4, the Commission, in a letter to the Department of Justice, asked the cooperation of the Attorney-General.

January 26 a meeting of nearly 200 newspaper publishers and manufacturers was held in Chicago, at which the manufacturers again stated that the costs of making paper have advanced to such an extent that the price of \$3.10 per 100 pounds at the mill was hastified.

At this meeting governmental supervision was hinted at. An attempt to discredit the paper committee of the American Newspaper Publishers Assoclation was resented.

Joseph E. Davies, of the Federal Trade Commission, among other things, said:

"We have also looked into the question whether the manufacturers have engaged in unfair and unlawful practices. It ought to be known that the Commission has already sent to the Department of Justice the information it had on that subject. If we could bring about a fairer, more wholesome cooperation between the publishers and the manufacturers, we feel that we would accomplish a great thing for both industries and the welfare of the country."

Arrangements were made for another meeting of a committee of the manufacturers and the publishers, following the report of the Federal Trade Commission to Congress. This report was delayed, as new information was obtained, in the hope that the Commission would be able to arrive at a solu-

a remedy, to prevent such a crists again.

In the meantime, reports that the Federal investigators had obtained sufficient information to warrant an inquiry by the Department of Justice, devel-

oped again. A Federal grand jury in New York began an inquiry, and was asked to return indictments. Bainbridge Colley and Mark Hyman were tetained as special assistants to the Attorney-General, and it was announced that Francis J. Heney, of California, had been engaged as a special attorney by the Federal Trade Commission.

A week ago Wednesday representatives of the manufacturers made a special trip to Washington, and late Friday it was announced that the manufacturers had agreed to permit the Federal Trade Commission to fix the price of paper for six months from March 1.

SHORTAGE OF PULP WOOD

Lack of Freight Cars a Menare to News Print Mills.

The News Print Manufacturer's Association has sent out a warning of a shortage of freight cars, and of a possible shortage of pulpwood. The notice states that many manufacturers have found it impossible to get enough freight cars to move their product and that as a result, the manufactured print paper is piling up. The fact that very few of the manufacturers have storage facilities is commented on and the guess is made that unless relief of some kind in the way of transportation facilities te furnished, it will become necessary for these manufacturers to shut down until they can move their product.

The reports of mill stocks in the Western and Canadian territory hand February 17th showed a total of 7325 tone as compared with 4952 tons January 27th, an increase of 2472 tons. It is reported that one company has 1500 tons plied up and is at the point of shutting down because it is unable to procure cars in which to make shipmenta

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SUBMISSION OF MANUFACTURERS TO REGULATION OF PRICES WAS INEVITABLE

Editorials in THE EDITOR AND PUBLISHER Had Foreshadowed Danger of Drastic Governmental Supervision of Industry, Citing That This Could be Averted Only by the Restoration of a Reasonable Price and the Production of an Adequate Supply.

news print by the manufacturers constituted a menace to the freedom and INDEPENDENCE of the press in America has been pointed out in many editorial utterances in THE EDITOR AND Разиляния.

it would appear that this view of the situation is shared by President Wilson, and that he took occasion to impress upon the manufacturers the scrimmens of their attempt to cripple the presento exercise a "restraint" upon it which the Government itself is forbidden to do.

The following in an extract from a Washington dispatch in the New York Herald of Sunday, Pebruary 18:

"President Wilson, by threatening to ask Congress for drastic emergency legislation, brought the manufacturers of news print paper to terms where they agreed to allow the Federal Trade Commission to arbitrate their differences with the newspaper publishers and fix the price of paper from March 1 to September 1. Mr. Wilson, it is understood, even went so far as to indicate that an extraordinary session of Congress would be called to handle the situation if necessary.

"William G. McAdoo, Secretary of the Treasury, is said to have acted 0.00 stokesman for the President, calling one of the largest news print paper manufacturers to the Treasury Department for a conference in which the Administration's cards were laid on the

"Mr. McAdoo made it plain to this manufacturer that the President felt that by charging exorbitant prices for news print paper and restricting the minnly the naner-makers were restraining the newspaper press of the country. The Constitution forbids even the Government from doing such a thing. he explained, adding that the Administration did not intend to stand idly by while the manufacturers did it.

"It has not been revealed just what drastic legislation was contemplated in case the manufacturers refused to yield, but it is thought that some bill could have been gotten through as an emergency measure because of the present international situation, giving authority to take over the paper mills."

EDITORIAL WARNING.

In the issue of January 20, Ton Flor-TOR AND PURSURERER said;

"And if he (Mr. Dodge) will bend has great energies and devote his company's great resources to INCREAS-ING THE PRODUCTION OF NEWS PHINT, thus helping to put an END to a situation which may otherwise lead to such extreme remedies as Government control of the market prices for news print, he will have served the interests of his own industry and of all industries in which a few large producers practically control output and pri- es

THE EDITOR AND PUBLISHER believes that Mr Dodge missed a great opportunity when he failed to fix the contract price for his company a critical of news print for the year 1917 at a figure approximating \$2.50. The price fixed, about \$3.10 at the mill, appears to Impose upon publishers a large part of the burden of meeting, within a brief feeted, the deferred dividends on Inter-

That the confiscatory prices fixed for national stock. There are many people -sume of them, too, in Congress-who believe that the power to tax consumers, through arbitrary flat, is a dangerous power to vest in the individual. It is this conviction, strengthened afresh in the minds of the people by every new example of excessive price-making for a necessary commodity, which forebodes legislation vesting the pricemaking power in Government agencies. It is a menacing outlook. Wise business men will not hasten the day of such legislation. The power to tax is the power to destroy. That is an axlom. When individuals so use it, they set forward the date when it will be taken away from them."

FORCING THE BELL

Again, in the issue of February 3. THE POSTOR AND PUBLISHER cautioned the manufacturers that in their present policy they were forcing the lastic of Government regulation of prices:

"Newspapers have always fought the battles of the people. They rarely fight for their own interests. They must now fight for their own-and in doing that they will be fighting the battle of the people. When a group of men hold the power to threaten the existence of newspapers in a free country it becomes the business of every citizen to aid in taking that power away from them In the fight to do that, Government agencies are merely instruments of public service, and they must be wutilized. The question of sending somehody to jail is merely incidental. The question of protecting the newspapers of America from disaster is fundamental. It is the business of Congress. It in the business of the Benartment of Justice. It is the husiness of the Fed. eral Trade Commission. It is the bustness of every citizen- and it is hustness which will not wait

manufacturem foresee. and FEAR. governmental regulation of If it shall come, it will come as a direct result of their recent and present policies of fixing excessive prices for a commodity ranking propcriv with the necessities of daily life That some of them are determined that they will not submit to such regulation-that, if it should come, they will pull down the pillars of their temples about their own heads indicates merely a passing mood of sullen resentment Covernments do not regulate commodity prices unless the need is greatunless private individuals or corporations have abused the right to fix prices and have used the power for oppresrion. If news print were a luxury, the tuse would not be one for Government intervention. If the purchaser of news print were in a position to refuse to pay the price exacted by the manufacturers, without disaster to his business. the issue would not call for intervention by Federal agencies.

"Mr Mead is probably keenly alive to these considerations in prophesying that 'we are broded for that' TREETER CONTROL Federal regulation of prices for news print, AND WHAT IS TO BE FEAR-ED FROM SUCH PRICE REGULA-Would the manufacturer who TION wells only legitimate profits be in danger of having these wiped out by a Federal board? Is the fear of such regulation not based upon anxiety as to

what might happen to EXCESSIVE PROFITS?

"If Federal regulation of the news print industry would be a bad thing it is still within the power of the manufacturers to avert its coming. But they will not exert it through a policy of playing for immediate excessive profits. through imposing arbitrary and unjust burdens upon the users of news print. They can avert it only through ending-as they can end-the shortage of production, and by restoring-as they can do-reasonable prices."

MATS FROM OLD PAPERS

Georgia Stereotyper Finds Profitable Way to Utilize Waste.

The Macon (Gn) Daily Telegraph has taken up the suggestion in a recent issue of THE EDITOR AND PURISHER TOgarding the re-use of old mats, and has gone it one better. They are now making their mats out of old newspapers and tissue.

P. T. Anderson, general manager of the paper, writes that the new mat is the work of their stereotyper, J. J. Connell. He states that Connell by experiment found that using seven sheets of ordinary newspaper, with the usual number of tissue, omitting the red rag and blotter, gave him just as good results in the making of the mat as the old expensive way did. Either plain or printed sheets of newspaper could be used with the same result.

The sample mat and a copy of the newspaper was submitted to Superintendent Gien Williamson, of the New York World, with a request for an opinion as to the feasibility of the plan. Mr. Williamson was of the opinion that the idea is entirely feasible, always providing that the news print sheets are clear of wood pulp splinters and run even in thickness. If there is much undigested wood pulp in the paper, or if the paper does not run uniform in thickness, it may interfere with the success of the plan, otherwise it is entirely within the reach of any publisher to adopt the method.

WASTE OF WHITE SPACE

Efficiency Engineer Says Advertisers and Publishers Are Extravagant.

Frank B. Gilbreth, an efficiency engineer in Providence, R. I. as speaker at the weekly meeting of the Providence Town Criers said:

"The use of so much white space in newspapers and magazines is gross extravagance. I am shocked to see the great amount of uscless waste when shortage of paper is so prevalent and the prices for it so high.

"It seems that advertisers are vying with each other to use white space. Especially is this found true in nical magazines which are continually preaching efficiency and conservation. There is a great waste also in wide borders.

"Recently I weighed white space for a client and found great extravagance

"I believe advertising men should discuss the matter with their advertisers and give advertising copy that tells something about the goods to be sold a preferential rate over the white space

Wisconsin Daily League Meeting

Questions of importance to Wisson sin publishers, including legislation and the print paper situation, were discussed by members of the Wisconsin Daily League at a meeting in Madison, February 28. Frank Noyce, of Mari-destroy the industry and send it to nette, to president of the Association. Canada." Digitized by (100

WARNER MILLER WRITES ABOUT PAPER PROBLEMS

Veteran Manufacturer Is Opposed to Governmental Control of Situation and Predicts That Canada Will Get News Print Trade If Federal Trade Commission Plans Prevail.

In a letter written to the New York Times, from Atlantic City, N. J., former United States Senator Warner Miller, of Herkimer, N. Y., has these interesting things to say about the wood pulp and news print situation:

"If you have time to consider what I shall write, it may give you a new or different idea of the paper situation. First, I have no monetary interest in the manufacture of paper or pulp, but I was in the business from 1863 to ten years ago. I began making paper out of rye straw for the Tribune and Times at 25 cents per pound, or \$500 per ton, and quit selling a better paper at \$36 per ton-a large loss. I introduced the use of wood pulp into paper-making and sold it at 20 cents per pound, and followed it down to \$36 per ton. The newspapers of the country usually abused me and named me 'Wood Puta Miller.' In closing, Charles A. Dana did me the honor to say in a lecture on the modern newspaper that I had made the modern newspaper possible by using wood pulp and reducing the price. Second, some years since the Newspaper Association employed a skilful man at \$15,000 per annum to go to Washington and work for free paper and pulp. He succeeded in the Wilson toriff. The result was that no new mills were built, and the news mills that were able to make other grades of paper turned off news print. The war brought increased consumption of paper; price of raw material increased from 100 to 200 per cent.

MANY CONDITIONS CHANGED.

"Europe could not supply the South American market or other countriesthe demand fell on the United States. Wages have advanced more than 100 per cent, and the mulls have changed from the twelve-hour time to eight hours, thus increasing the number of employees 33 1-3 per cent.

If the newspaper publishers succeed in having the Trade Commission take charge of the business, the result will be the same as followed the enactment of the present tariff. No more mills will be built to make news print; such mills as can change to other kinds of paper will do'so. The industry will be transferred to Canada, where your "Trade Commission' cannot operate. To-day Canada is sending to us 1.000 tong of news print daily. England can at any time commandeer Canadian paper. If the Government can fix the price of paper, it must fix the wages of the men who make the paper, then they must fix the price of bread, meat, clothes, and rent. It follows that the Commission can fix the price of the Times for less than the cost of the paper. If the Commission can fix the price of one product, it can fix all prices.

"Then a Russian bureaucracy would be a delightful system under which to live as against the despotism of our liberty-loving country. No one can believe that the Supreme Court would uphold the proposition that the Government can fix prices in these times. You have all brought these troubles on yourselves, and you are now trying to Digitized by Google

"Monday's braring of the newspaper publishers before the Federal Trade ably go down into bistory as marking enaking event. The newspapers of the the efforts of the Pederal Trade Comdeavering to fix fair and reasonable prices for a commodity," said Jason lingers, publisher of the New York

"Thanks to the good officer of the the print paper manufacturers finally

am not in sympathy with the thought that the turbling and swring of their own paper mills is the way out for the long haut. I sincerely believe problidities prices for price paper by

placed to the position of system garstarted, it was an easy matter for the Drespapers to gently fan the fame into which will probably ultimately restore paper prices to a fair level "I was particularly pleased with the

Trade Convenience for the New York perls of the Paper Manufacturers' Au-

ECONOMY

Of space demands the best copy and the most important names in the shortest form.

We have them Sational Editorial Service, Inc.,

plit Fifth Ave., New York,

lestrad of depending on the mills to de

basis than at any previous "Personalty, I feel that the manu-

to explain the necessities as they new

No. Ad Money in \$150,000,000

Washington, February 28. Section 4

Good Ad Talks at Dallas According to J. H. Porte, secretary

The fluent talker tells all he known in a very short time. The conservative

There is always room for the best

Goldberg's Cartoons for example

The Evening Mail Syndicate 263 Broadway, New York

We can increase your business-You have thought of press clip-ings yourself. But let us tell you on press clipping can be made a usiness-huilder for you.

60-62 Warren St., New York City Established a Quarter of a Century

"Our newspapers, on the basis of 1916.

Sales Manager Stanger. That prevener advertising to in er kind of advertising, was the statement made by Wesley A. Stanger, soles earners of the Ben Hur Motor Curs-

pany, of Chrysland, who addressed meraside him, and the crowd cheered for to think they can get along without

"Personality comes into play in advetteing quite as swich as it does in proper print and what its officers are and this personality decides the class position that a astroman does when he

"Newspapers serve at least two imstant functions in a community. They carry the commercial meanages the morrhants to the buyers and are usually underpaid. On the other

FLAGS-MAPS-ATLASES PREMIUMS

DELIVERY GUARANTEED BLAKE WILLSDEN Printed and Adventuray Secretibles.

The McClure Method ner dealance are said on individual more. Ay service may be ordered singly terbilar of each feature to your rial polyment, particular to order a bedget rec-ly of west you west.

as hir samples of our Funday Col. readles, delly readles, woman's his bridge, dellers, set to be a set The McClure Newspaper Syndicate 120 West Mad Street, New York City

Successful Mee to every walk of life are all Romeike's Press Clinnings Among our pattern are professional and business men and somen, public person ages and the lepting Banks, Year Com-panies and Corporations

Romeike Clippings HENRY BOWEIER, INC. GREEKS HONORED REPORTER

Far Ahead of Every Other Kind Savy Paster Höbber, Associated Press Correspendent, Object of Demonstration. Paaton Hithers, an Amoraired Press of 2,004 Greek Layalists in New York last Sunday afternoon. The newswhich King Constantine denounced

> Leaders of the Levelist movemer awrt that the news from their home wantry is so rigorously consured by ble to the Allies rarely sats through

The man who is natisfied has reach-

News Print OUR NEW

Combination Magazine and Color Comic Supplement Service used on your Saturday or Sunday pain your subscription and advertising rates without seffering any loss.

World Color Printing Company R. S. GRABLE, No. Established 1988 ST. LOUIS, MO.

Hemstreet's PRESS CLIPPINGS

Touth Avenue At 45th Street New York



Canada's Business Barometer

R. G. Dun & Co.'s Review shows that commercial failures in Canada in 1916 were LESS than those of 1914 by 43%

In the same period Bank Clearings INCREASED 23% Railway Earnings INCREASED 31% Bank Deposits INCREASED 28%

The importation of comforts and luxuries increased proportionately

Motors and Vehicles -		-	-	-	-	increased	92%
Cotton Goods	•		-	-	-	44	65%
Cocoa and Chocolate		-		-		44	46%
Fruit, canned and fresh	*	-	-		•	46	25%
Musical Instruments -					-	44	72%
Tobaccos		-	-		-	44	37%
Watches		-	-		-	44	105%

Brick and clay products, curtains, china, electrical goods, furs, food products, gloves, hats, leather, brass and copper goods, tinware, paints, ribbons, silks and woolen goods are others that showed a material increase.

The American manufacturer is getting an unusually large share of this business at present, because the war has interfered with other sources of supply.

He can retain the lead, if he will establish confidence and public favor NOW by advertising his brands and trade marks.

There is a rare opportunity in Canada. Many Americans realize it and are taking advantage of it. They are advertising in Canada's leading daily papers.

Over two-thirds of Canada's population may be reached by the Daily Newspapers on the appended list.



PROVINCE OF ONTARIO

Populating 2,523,274.

	Clicalution	i. Lit	100.	
	Net Paid	2,300	10,000	
Brantford Expositor (E)	7,500	.0178	.015	
Braniford Courses (R)	4,102	8010.	.0093	
Chathan Seun (E)	2,750	.01	.0071	
Mamilton Spectator (E)	25,2110	.0425	.04	
Hamilto Hersld (E)	16 900	-04	dii0.	
Kingston British Whig (K)	5,439	.015	.01	
Laurann Advertiser (M. N. & E.)	32,491	.043	.085	
London Free Press (M. N. & E.)	39,750	.03	.004	
thran a citizen (M. A. B.)	28, 283	.06	.05	
Ottown Journal Press (M. & E.)	31,160	.648	.08	
Ottawn Le Drett (E)	15,123	.0281	91110	
Peterterough Examiner (E)	4,900	1610.	.01	
St. Thomas Times (K)	0,330	.0125	.01	
St. Cathertow Standard (E)	7 1440	.025	.0123	
Toronto tiloto (M)	56,900	.12	.60	
Tor nto Name (E)	40,000	.06	-620.	
Toronto mar (E)	27,045	.11	.0063	
Toronto World (M)	46 928	.0%5	.446	
Foresto World (8)	92 9H6	.10	.07	
Windoor Record (E)	10,650	.002	0123	

PROVINCE OF QUEBEC.

I' pulation 2,002,731 English 397,292

h'reach 1.005.	710		
Montroel Duily Mail (M)	22,92%	445	685
Montreal Gazette (M)	24, 350	.646	.46%
Montreal La Patric - E1	35,827	.06	.045
Montreal La Cresse (E)	140,000	,10	6136
Mostreal Le Devotr et e 12: \$5 pr.	11.1959	.054	01
Monteon Mine (P)	[4161,69991	.11	19565
Queter Le Bulett (B)	Sh HID	.03	405
Miss Picposessor Marcockel (D.)	10 654	. 03	AVA T

The Newspropers tooled on this paper offer 1995 NIS with the term of the control of commissions could me \$4.41 per line on the control one and one built tenths in the term per construction of the control of the contr

Use pure conditioning to whither that to mit for their term to a comp to whither that to reveal the part of particles and that the reveal to a first order of particles of the most populous training to the condition and that make the particles of the most populous training to be a form of their make the particles of the condition of the most populous training to the condition of the most populous training the condition of the co

"We in you had this form of he Publicity Pieces Wistons, 'is you wish t you think you need one feet the lawst!



THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year Copperight, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, MARCH 10, 1917

10 Cents a Copy

EFFICIENCY

The great objective in every business house today is more efficiency.

And efficiency merely means making one motion do what it took two to do before—making one hour yield up results that two gave you before—making one dollar of selling expense bring back the profit that TWO brought before.

These are the things the men of The Chicago Tribune's Merchandising Service Department help you to do.

Not superficially, but thoroughly and painstakingly, they dig down to the bottom of your selling problem in its relation to the Chicago market.

They bring to bear upon it all the data and experience they have gathered through working out the solution of similar problems in the last half dozen years.

They make special and minute investigations in order to know exactly what you have to do, what conditions you must meet.

They show you where the fertile territory lies and where it's merely wasted effort and wasted money and wasted time to put a salesman in.

They save your money and expand your sales.

They're ready to serve you any time you say the word, without cost or obligation.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over

600,000 500,000 Sunday 350,000 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y. Pacific Coast Advertising Office: 742 Market Street, San Francisco

The Greatest FEBRUARY In The History of

The WORLD

Although February was the shortest month of the year, the NEW YORK WORLD printed over one million agate lines of advertising, breaking its own records, and, as usual, leading all the newspapers in the great metropolis

The Record for February:	1917 Agate Lines	1916 Agate Lines	GAIN Agate Lines
WORLD	1,021,830	851,468	170,362
Times	834,662	740,669	93,993
American	692,000	666,234	25,766
Herald	560,966	511,358	49,608
Tribune	389,834	269,112	120,722
Sun	304,214	239,397	64,817

These figures compiled by the statistical department of the New York Evening Post, show the NEW YORK WORLD First in Advertising, First in Gains, and Topping its own Exceptional Record.

NEW YORK WORLD

printed 134,636 separate advertisements in February; 11,888 more than in February, 1916, and 9,655 more than all the five other New York newspapers added together.

Real Home Circulation is the Reason!



The Philadelphia Bulletin

has the largest 2c circulation in America

DESPITE the advance from 1c to 2c (made compulsory by the increased cost of print paper and practically every item that goes into the making of a newspaper)

The Bulletin

holds the dominant place in Philadelphia

A newspaper that can hold the confidence of its readers at an advanced price and continue at the same time to carry an increased volume of business, proves conclusively its supreme value to the community and its real worth to National Advertisers, Manufacturers, and Local Merchants desiring prompt and profitable returns from their advertising investment.

You can at one cost reach the greatest number of possible buyers and consumers in the Third Largest Market in the United States - Philadelphia - each day, by concentrating in the one newspaper which is read in practically every home in and around Philadelphia.

February Circulation

		bruary, 1917:			
1		325,775	15		348,116
2		329,555	16		352,246
3		352,511	17		349,694
4		Sunday	. 18		Sunday
5		339,932	19		353,294
6		356,196	20		352,940
7		364,170	21		352,498
8		359,106	*22		*322,990
9		357,034	23		348,458
10		347,013	24		352,799
11		Sunday	25		Sunday
12		*342,364	26		359,249
13		353,966	27		360,159
14		355,066	28		352,796

Net Paid Average 349,497 Copies a Day The Bulletin circulation figures are ner; all damaged.

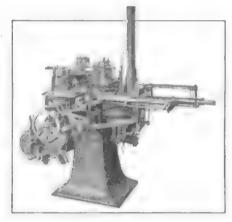
WILLIAM L. McLEAN, Publ

WHAT IS NON-DISTRIBUTION?

66 NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type&Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus, Recasting replaces Distribution.

We created the Non-Distribution System which is possible only with Monotype equipment, and originated the word Non-Distribution to fittingly describe it. The success of the system has induced imitating competitors to use the word in connection with less efficient methods, but there is only one Non-Distribution System

Composing Machine



Type&Rule Caster

LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

New York World Building Boston Wentworth Building CHICAGO Rand-McNally Building Toroxio: Lumsden Building

SEND FOR OUR FOLDER ON NON-DISTRIBUTION

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Stite 1117, New York World Building, 65 Park Row, New York City. Private Branch Telephone Exchange, Beckman 4330. The Journalist, established 1689; The Editor and Publisher and The Journalist, 1907. James Wight Beson, President: Edvin Doddrige DeWitt, Secretary and Treasurer.

NEW YORK, SATURDAY, MARCH 10, 1917 Vol. 49 Coppright, 1912, by The Sellier and Publisher Co.

GEORGE BATTEN COMPANY'S FIXED PRINCIPLES

Foundation Stones Upon Which Great Agency Rests Were Selected by Its Head When Business Was in Its Infancy-Interests of Clients and Publishers Are Subserved by Careful Investigation Before Contracts Are Placed - President Batten Tells How He Has Met Competition During Twenty-seven Years.

By Manuel Park. MEDIC are two complement cluster of men who fince up to head po-

ing them than as "investors" and Of the latter class the predominant teristic is plunging. The specu lator makes up his ewn mind that a more or less blindly with his time and

The "investor" class on the other hand, go about business on scientific frate have been made which indicate founded upon the rigid conservation of the head of the boxes in expending the starce the advertisers' cash so a bankject to predetermined estimates and may tray think themselves, was the point soon which Mr. Butten laid stress in THE ENTRE AND PURLISHER.

"I do not know that I have any vanct fermula for surressful advertising, beerations of a sales organization I beneatter out of the experience of east for Our friend was enthusiastic over agency," said Mr. Batten. "I will attreept to show you in rescrete form. "Seese time ago a manufacturer of to exterritar on a national scale a new ment. He was prepared to pack the powd to can the finid properties of the oysier. This rich bivates juice contains



GEORGE BATTEN

product of the orater industry. All of the shell custain quantities of taker which is lost. Clare later to popu-

LOOKING INTO A PROSPRET. "We advised with him for some time. goods. He demonstrated the value of the feed and its possible uses. He was

weeks buy opster fluid, winns syster by trying it on her, through an adversarvis of dollars our friend had at his disposal for the purpose, it was the

like a hundred deliure to find out what "We might have sampled our intimole

friends and saked them to tell us what from experience that most of them would feel our interest in the matter and would finter the goods as a friendly act. Hence a test must be among the people whom we would have to upon as purchasers on meet, the great repeating beyone of this country. time maletained a system which might be called our laboratory. Through its canned eyster Buil. They were representative of various classes of secule in various geographical positions. Many instance, the people of Baltimore, where not consider oyster fluid with the someathurlasm that the people of the loterior saight. Then, again, there might te many people who would be found had tried it they were induced to anproject. Most people are too busy with their own affairs to give sitention to quo and so, as is our policy, we paid for this teeting work. We have found that when people are paid for much ser-

the officers of the agency. He, with a young woman who has become experin this work, rabulated the answers and made up a statement for the prospera verdict of the American people. In this instance, the verdict happened to be against us. Our testing force was the contract on vital according points, which made the venture seem most unwise. We all learned some facts which had never entered our minds, though we had believed that we Ject was dropped. Our friend was out some important advantages were gainod. These are obvious to husingen care and publishers. Our aponry had keen

feeing fight; pur associates in the fub

liables field were saved the empareur

ment of having run a fatile courspaler

which would have discouraged siles

men from making advertising appro- the special representative in New York priations for goods of merit, and we have the satisfaction of knowing that we are factors in a really regulated

system of business."

It assemed to the writer that it must have been upon a regimen of such careful enterprise as Mr. Batten suggested in his concrete example of advertising investment that his great house had been built, occupying a floor and a half of the big building at 381 Fourth Avenue, with tier upon tier of desks and private offices where some 160 men and women are daily engaged in the transaction of the enormous volume of publicity work.

It is obviously incredible that such as institution could have developed, in this competitive age, without some great and sound timbers at its base.

George Batten, who is now in his sixty-first year, but not showing it by at least ten years, is associated with eight partners. They are all younger men who have won active proprietary interest in the business through achievement as employees.

"It has been my policy," said Mr. Batten, "to make partners of men who came here to work and had the ability to show us that they were to be factors in this agency, without the investment of a dollar. It is a sound principle, and you may may truthfully that this business is administered by nine partners."

These men, some of whom are almost as well known in the advertising world as their chief, are William H. Johns. who was admitted to the business and was made vice-president when the agency was incorporated, on December 21, 1892; J. Van Liew Wyckoff, now the treasurer, who started as an assistant bookkeeper at \$8 per week, and was admitted to the business in 1895; Frank M. Lawrence, the meretary, starting at \$15 a week, and was admitted in 1896; Frank H. Little, another \$15 beginner, who became a partner in 1903, and is second vice-president of the corporation; Starling H. Busser, who was admitted in 1902; Joseph Z. Batten, who became his father's partner in 1904; William J. Boardman, manager of the company's branch office in Boston, who became a member in 1908, and this honor was also conferred on M. S. Whitney, manager of the Chicago offire in 1910.

These men, with their employees, handle some of the largest accounts in this country, mainly commodity businesses, numbered among which are some of the largest manufacturing succe known in American trade. It would be superfluous to relate to the readers of THE EDITOR AND PUBLISHER either the extent or the character of the Batten advertising accounts.

MR. HATTEN'S ACTIVE CAUCKS.

George Batten began life as salesman. Early in his career he was employed as the advertising solicitor for the Religance Press Association of Philadelphus. This was in 1865.

Three years later he came to New York as advertising manager of Funk & Wagnalls, then pull shers of Voice, the wonderful old problems pager that had gained a carealation of 200 to when Mr. Barton first begin to sell its space Later the publishing company brought out the Literary Dearst, and Mr. Batten. was inducated in presenting the advertically palety of that paper, soice private militare as a medium and so properties to the state Mr Butten here to a find as by a up the born as smet a trial forms of a contract or adject so in the fit and a way the man fits formatic state and table are threet have even store microspeed the standard

At the same time Mr. Batten acted as

of the Washington Post and Louisville to find a greater market for a carpen-Times

In 1890 he determined to go into business for himself. He had no advertising account to start with, but he had this fixed idea, as expressed by himself to the writer: "I may may that I had ideal in contradistinction to an idea. There were some conspicuous instances of loose practice in those days. and I believed that if I would go into the agency field and give absolute fairplay to the advertisers and the publishers, on even terms, I should not lack support. I proposed to make good as a seller and as a buyer of space.

"My first office, at 35 Park Row, was 12 by 14 feet in size, and I employed one clerk. It took three months of hustling to develop the first account. In the first year, however, I handled about \$20,-000 business.

"I early discovered, however, that there was some very difficult competition to meet. For instance, I found that I could not sell space and make because of favored position, were able to sell it at a profit cheaper than I could buy it. The day of standardization of rates had not dawned. Publishers often disposed of space at rates which depended somewhat on the current condition of their digestive organs. It was if the publisher's breakfast had been agreeable.

"In those days the religious press was a great factor in the publishing life of this country. I had been interested in it. and it seemed to me to be the loosest stone on the wall I proposed to penetrate. I made a trip over the country, east of Minneapolis south to Nashville. and north to Boston, and lined up a list of religious papers, the publishers agree. ing that I could buy space as low as any one cise. I did not ask for a better rate, but I insisted on an even break. I recall saying that my dollar was no better than the other fellow's, but that it was just as good. l also insisted that when I ordered twentyone lines, I get, for my client, just twenty-one, and not twenty, lines.

"Having arrived at this definite stage of business I found it possible to sell and deliver space, and the growth of the agency has been gradual since that time.

"I have consistently striven to play fair to publisher and client. I have never hesitated to ask for all of the courtesies and all of the advantages which my client might in reason expect from a publisher, and I have not played any games on publishers. It has always been a straight business proposition with us, nothing more or less.

"In having anace we are conservative and want to be shown, not only circulation figures, but the character of mediums, that we may judge actual selling values. Our aim, in general, is to make good goods known as quickly as possible, and carry the message in such a way that the public will want to buy them.

AT MAN MINT STIES PROSTET.

"The successful advertising man must study his product even more deeply than a salesman, and he must believe in it fully as much as a salesman. There must be no snap judgment. The world of trade is too great and too discriminuting to warrant the action of any one man in saving that anything will 'go' or that anything will fail to wip Hence, we have found it, as I Dort. have fold you, of great value to investigate and test before we begin spending another man's money.

"Some time ago we were called upon ter's tool. It was on sale had a anisndid reception, and was a high-class article, yet the figures showed that its distribution was not 10 per cent. what might be expected. An investigation revealed that those who were purchasing his tool were carpenters, who knew a good thing when they saw one. the course of time, it would follow, that the general public would learn from the carpenters that this tool was a highclass product. But the men who were behind the business didn't care to wait on this slow process.

"When we told them that the result of our investigation, which was conducted by a scrupulously careful trained newspaper man, showed that carpenters used the tool, but that the general householder didn't know of its existence, it became obvious that some advertising was needed. It was not to attract the attention of carpenters, but the average buyer, so mediums of general interest were selecta profit when some of my competitors, ed. The campaign was not begun until we knew all that there was to be known about these tools and the market for them. Then it was out out in clear-cut fashion and the results have men very gratifying.

"The point I wish to make is that advertising may become very expensive possible to drive quite a good bargain and extremely disappointing if conducted on impractical lines. There have been developed however, avatems which make the investment sound, and they need only be applied. We have fortunately outlived the wild-eyed speculative ora. The past ten years have been truly wonderful in the matter of making advertising efficient Great improvements are yet to be made. Young men need to keep thinking. Advertising has taken its place as a standard factor in commercial life, and it will command even greater respect as it is perfected as the indispensable auxiliary of the sales department."

Mr. Batten was born in Gloucester County, N. J., and is still a resident of that State. His home is at Montelair. and near Caldwell he has a model farm, which is his chief amusement. He calls his occupation that of a farmer. education as a boy was of the red schoolhouse order, but he has received post graduate honors in the university of experience. He was a travelling micsman before he could vote, and as a youth he had some experience as a drug cierk. He has penetrating, dark eyes, a firm chin, a quiet and unassuming manner, and he speaks with great deliberation.

He was asked to tell something of his fads and fancies. He replied: "I have been too husy to cultivate them, I guess, but I do enjoy my farm: I like to about, fish a little, and I find time to read some."

One of the features of the agency is that it has for years done its own type composition, art work, and engraving When Mr. Batten was still the propriefor of a "one-man outfit" he saw the necessity of having a printing establishment of his own, that he might "get mile the copy type effects which it would be impossible to obtain from job printers." The same logic worked out in the matter of art and engraving. The agency is well known for its circular work and its effective, often gorgeous edor illustrations for magazine publication. It is known to have put our worre of the last planted and most up. is full advictions contains that the model chairs of the courtes have wen

The best way to hamile an unreasonable man is to ignore him.

PUBLISHERS TO AID IN DISTRIBUTING PAPER

Representatives of Large and Small Newspaper Interests to Act with a Party Designated by Federal Commission, in News Print Distribution More Mills May Sign Agreement.

There will be a meeting of publishers with the Federal Trade Commission in Washington next week, it is understood, to work out plans relating to the distribution of news print by that body. It is understood that representatives from associations of large and small publishers will be appointed to act with a representative of the Commission, with offices in New York city, to arrange and take care of the details of news print distribution for the next six months.

Accountants of the Commission are busy working out the details for fixing the \$2.50 per 100 pound price of news print, as well as matters of distribution Publishers have not yet all agreed to the plan. They must enter into the arbitration by March 20 before it can be come effective. By that time, it is expected that the commission will have perfected arrangements with a number of mills that have not signed the agreement, to participate in the plan of price reduction.

CONCERNS THAT HAVE NOT SIGNED.

The Commission takes the ground that the price of \$2.50 per 100 pounds for roll paper in car lots is a fair price to the companies which have not signed. These manufacturers the Commission names as follows: The Minnesota and Ontario Power Company and its subsidiary, the Fort Francis Pulp and Power Company; the Gould Paper Company, Finch, Pruyn & Co., the Great Northern Paper Company, the Peichseot Paper Company, the Crown-Wilametic Paper Company, the St. Croix Paper Company, Price Brothers & Co., Ltd., the Donnaconna Paper Company. Ltd., and the Powell River Company.

The Wisconsin River Pulp & Paper Co., and the Consolidated Power & Paper Co., are named as companies that are likely to enter the agreement at a a slightly advanced price, due to high manufacturing costs.

DISSENSION AMONO MANUFACTURERS.

Publishers are wondering what course news print manufacturers who have not signed the agreement to permit the Federal Trade Commission to fix the price of paper will be. That there is dissension in the ranks of the paper makers is evident by the refusal of a number of them to join with the others. Just what the course of the Commission will he has not yet been revealed, but that the Commission has a method of procedure, there is no doubt on the part of publishers.

It is stated by some publishers that the mere fact that a number of mills will refuse to sign the agreement is the first step in the restoration of free competition among the mills. It is said that there is considerable feeling among manufacturers already, and if any of them attempt to take undue profits. while others have agreed to accept the price set by the Commission, they will "go after cach other" upon the expiration of present contracts.

On the other hand, there seems to be feeling that within the time limit set for publishers to agree to the plan. March 20 the Commission will have worked out some method by which the other mills will be given an opportunity

(Continued on page 24)

THE STREET

UNIQUE PLAN TO HELP EDITORIAL APPLICANTS

Has Been Established in Gleveland (O.) by Editor Morgan, of the Press, and Is Moreting with Secress Eliminates World Times of Forces and Secretaria

cure: New Bland.

The employment learness for applicents no join to editorial service on doily extended by the control of the base been established in Carvaland to Vision Morgan, editor of the Press. Buch good results for the recompaners, the executives in the editorial department, and for those seating work in the potential of the control of the poteners of the editorial operament for core of the editorial department of the

The first effect of the plan is to climicate waster waste of effect in producing a good newspaper, waste of energy on the part of city, managing, and ether editors in trying to keep result prim

The pilon objects by Biller Mergan is a samely like that used by any bool-near exercises in serability applicable from a position. Name, as example is not look and a position. Name, are example is not look flat and resistant of the Prince by moreting a holy sealed advertisement of feeting positions to easy white later has a construction of the position of the angular position of the angular position of from Cinvelsand and marrily resident of from Cinvelsand and marrily resident of the control of

SHIPLAN HEADINATIONS WHEN.

Part of the work of the employment tureau is to hold regular set examinawhere they stand or fall. Applicants and their first drawing down from Erness Brooks, Mr. Margan's gifted secretary, who complies details as to the personal characteristics of the ladieldtain, their past work, and education. Behoule of Jurnalism students, and those of exceptional talent with high rat test in examinations. How well the news-writing, editorial writing, feature swell, and the like is alreed at. Hy this process of elimination the best materfal comes to the surface. These was export qualify in any branch of the and shown that they are able to do better work in other lines, while to conoffice, they are nesting time.

"We consider that new development the best methods of ordered to large better the top of the best methods of the large state of

NEWSPAPER MAKERS AT WORK



HOW AND DAVIS

H WARRID DAVIR, diversit or detertining of the Now Title American, i.e. a man of divinity diverse and exhibitation. He is an allocated described the beauty of the control of restrict, and the user results by the real of the control of the control

it is said of Mr. Davis that in known personally every local advertiser in New York city and all the national advertisers from count to count. This acquaintanceship is reported as his test asset.

Mr. Davis tone charge of the fromm advertising of the New York Assett.

which has desired the class of sections that there again to a Personal and the Last Assemble Conference of the Conferenc

creations to aga before "ever" solution to the in-accordance to the before the solution of the

ST. LOUIS PLANS FOR

A. A. C. W. CONVENTION Secretary Flores Suys He Is Much Impressed with Progress Made and Predicts Great Success Masse Kiel Will

Appeal to Business Men of Gity to Booti Big Affair. Plaza for the convention of the Associated advertising 'Outsof the World in St. Losis in Jane have two complete and the details of the programme will be attent out mon to the Natissal Proposaume Convention, in whose bands the total arrangements now eref. There was a conference to Mr. Losian nevently, sitterised by P. & Prisons, of Hollanapolis,

Committee, and Carl Hunt, Indianapolis,

embinates official politication. They are stable the conversion beautiful to the conversion of the con

Mayor Henry W. Hist has announced that he will superal in a penciarration, if necessary, is all trainings uses of the city to advistme III. Lands warms at the time of the convention to their foliant superity, and densite their every citizen make it his personal hundram do local

properties is to the transport of the beats profities in the tell profities is to the ligand, tend arrangements of the little of the second continued consumer continued and profit in the little of t

The Advantiding Chah of St. Louis ban this week brand an immune arm of thor space for the heldding of fronts for the mounter parade. Another feature of

the monated parade. Another feature of the presence here of the old bottleb prises ably flaccose which was built in 1150 as an arrest new bottle man built in 1150 as an arrest new bottlem. And take made to transport prisoners to Australia freez England. The object with the horsespin up the Montescopy fram New York vin New Sec.

rections is now bold litrest Mail Advente the Adventions could coating until the o

CANADIANS MAY OBTAIN REDUCED CABLE RATES

Royal Commission Reports Finding Dominion Newspapers Wofally Larking in British News Bacques of Cost, and Recommends Use of State-Controlled

Underson Wirss.

Tomoroo, March 6.—Lower rairs for great dispatition and over the Batterian dispatition of the Batterian dispatition of the Batterian dispatition of the March 18 and Community farmed the Versiana of Communities and Industrial effects of the various parts of the Deithib Emiror. The final speak of the Controllerian was past been published, and the first-bridge are seen of the communities of the various parts of the Controllerian was past been published, and the first-bridge are seen of the communities.

"We suggest that issuediate use should be roads of the existence of a State-controlled Atlantic cable to facia-Canada, and through Canada, to other parts of the Empire. Our visits overscan were made in years of scute intermy that our Ropes of finding in the accurate account of world-important events were far from realized. In Canthe Dominion comes mainly through American agencies), the lack of Imperial news at the outset of the ent than that of securing the disserriration of Imperial news as widely and fully as possible. We, therefore, recenmand and advocate the lowest pos-State-controlled Atlantic and Paritie ca-We are confident that the already

over and reconstruction tention:
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of the Desiration and the relations to the Depuis et as while the property as a wing. The Constitute relationship was a superior as a wing property as a wing property as a wing of the Constitute relationship was a superior of the Constitute relationship with the property of the propert

To Advertise Their Fruit
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f the Perio Pice Fruit Exchange at
the June, P R, it was decided to spend
those on advertising Porto Higo fruit.

By the Side of the Road

"Do not think of your was dealer still fees of others. In every pursue that values many you, here for what is good and because, becar is, replace to it, and any you was, vey and bestime it. Your faults will dray of like dead horse when their time comes." Excels.

CHRISTIANITY, WHICH IS UNI-VERSAL, is giving way in some places helder Nationalism, which is previocial. A malionalism that is not party of Christianity is a recan and petty

THE QUALITY OF OUR FRIENDS is the quality of the thoughts we en-

WAS IN MY EARLY TWENTIES of manage-leving leadings man asked use to become a partner in a concern that premised to make a great deal of money. I refused, much to the exception of the man who thought, I am were, that he was giving me the opportunity of a lifetime. When he asked me for my reason for not accepting his offer, I send, "To accept would mean that I would have to do work which I am not at all interested in doing, and would keep see from doing what I want to do." "Dat it will make money," he urged. If you come in with one now thirty you will have all the money you

Heing a practical tentenas rean, and sot an inspendicia denials, he could not a majoratica denials, he could not sudderstand me at all. For the the first of suc. I said, "I causing the substantial of the

"Why I course I want to make "Why I want to make "Why I wanted to the course I want to the course I want to the course I want to the course I wanted pay too high a price for it wanted pay too high a price for it wanted to the way too high a price for it wanted to the wanted wanted

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"Marry the girl you tore," com"Marry the girl you tore," com"Shire," because powerly means
"The shire there is force—that an emo"y" making."

"I am gettin to marry the poor but be untited girl. In other woods, I am some to do the work I want to do consider the best of the work I want to ensugh to the work I want to do ensugh in bort, and I county an other into lesting any of I by untited any of my years olding work which pays mathing seen than money. If work objects give by, If there isn't malifacttion in It, If I oldowsh't counted me to express myself in service in the way in which I am best fitted to serve, I do not want to have anything to do with \$L."

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He also been notwell."

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SBELTON SAUPLEYS SUCCESS

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H. M. Ex

the first of this mouth, he seld the peper and plant for \$15,600, which is condeferred a recent price for a country newspapers, especially when it is understood that Handred is a town of early 1,500 shightlands. Young Studies built up his career

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His success was marked from the first. When the first both and, the puper had only one develop subcretisement which had 26 or year. Now the for-sign contracts assessed to \$2,000 a year. The also sold up the circulation to the also sold to put to the year of the also sold to put to the year of the also sold to put to the year. Jakowing the also sold to go to the years Department of the year of the year of the year of the year of the years of the years of the years and years of the years again.

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NEWS PRINT PRICE SET AT \$2.50 AT THE MILL

Federal Trade Commission, in Fixing the Price for the Next Six Months, Gives Publishers Until March 20 to Signify that They Will Agree to Relinquish 5 Per Cent. of Their Contract Tonnage, If They Would Participate in the Reduction-No Real Shortage of Paper at Any Time.

months for \$2.50 per 100 pounds, at That is the price fixed by the Federal Trade Commission last Saturday for roll paper to be supplied in car lots from March 1 to August 21. For less than car lots, the price will be \$2.75 per 100 pounds at the mill. Sheet news print will be furnished at the mill in car lots for \$3.25 per 100 pounds, and in less than car lots for \$3.50 at the mill.

JORDERS' COM MISSIONS

Jobbers will be allowed to charge not to exceed 5 per cent, on the above price. in single car lots, at the mill. In less than car lots, but more than one ton, they will be permitted to charge 12% per cent, on the cost of the paper in the warehouse, and on less than ton lots they will be allowed to charge 20 per cent, on the cost of the paper in the warehouse. While larger publishers are required, in order to get the benefit of the reduction in price, to agree to give up 5 per cent, of their contracted tonnage, it is not believed that they will be asked to do so.

PUBLISHERS MUST AGRES TO NEW PRICE.

In order to get the benefit of these prices, publishers must file with the Commission by March 20 an agreement to relinquish, if need be, 5 per cent, of their contract tonnage for the next six months, for redistribution among smaller publishers who are without contracts and who may be threatened with suspension. If the cost of manufacture increases during the next three months. the Federal Trade Commission, acting as a board of arbitration, agrees to readjust the price, if asked to do so by the paper makers.

NO PAPER SHORTAGE.

The Commission finds that there has been no actual shortage of paper, but a very close balance between supply and demand. The difference last year was only 27,000 tons, which was taken out of reserve stocks. Faulty distribution, which the Commission may attempt to correct, enabled manufacturers and others to encourage the belief that there was a great shortage of paper, when, as a matter of fact, there was enough to go around.

WHAT PUBLISHERS WILL SAVE.

While on its face the saving is only nomething like \$10,000,000 to the publishers, it is actually much more, for mine small publishers have been paying nearly \$200 a ton for small lots, and larger publishers have paid as much as \$60, \$70, and \$90 a ton for news print in quantity. Estimated on the 1916 range of prices, on contract and in the open market, the saving to publishers should be in the neighborhood of \$25,-000,000 possibly \$30,000,000.

The full report of the Commission to Congress follows:

Federal Trade Commission. Washington, March 3, 1917.

To the President of the Senate of the I'nited States:

Pursuant to a resolution of the United States Benate, dated April 24, 1916, and in some cases even up to \$90 per the Federal Trade Commission has been ton. Also, by concerted action, the

print paper industry of the United

inquiry has been directed to the cost of the manufacture of news print paper, its price to publishers and others, and to the question of unfair practices in the industry. A detailed report has been prepared and will be submitted hereafter.

On account of the exigencies of the present situation, the Federal Trade Commission submits herewith the following statement of its activities and

(1.) The increases in the selling prices of news print paper for the year 1917 in most cases were greater than could be justified by the increases in cost.

(2.) There is not now, and has not been, a serious shortage of news print paper. The Commission finds that there is enough news print paper to meet all the strictly necessary demands of publishers during 1917. There is, however, a close balance between supply and demand, and the Commission recommends the strictest economy in the use of news print paper.

(3.) The system of distribution of news print paper is faulty. By reason of this fact, this close balance between supply and demand could easily be developed into local shortage, and this condition was takes advantage of and exaggerated by artificial means. Reports of alleged shortage were widely circulated for the purpose of justifying high prices. Keen competition among the comparatively unorganized publishers, who, in their anxiety to assure themselves of their necessary supplies of paper, bid feverishly in the open market, helped to make the situation more acute.

FREE COMPETITION RESTRICTION.

(4.) The increase in prices has been due in part to the fact that free competition has been seriously restricted in the news print paper industry. Important manufacturers in the United States and Canada were banded together to secure unreasonable profits.

(5.) Some small publishers have already been put out of business, and more are likely to suffer the same fate; and some large publishers will be financially ruined and many others will be unable to make any profits unless conditions are remedied.

(6.) The Commission directed its efforts to a discovery of the facts affecting the economic and legal sides of the question, and, within the limitations of its power, sought also to restore competitive conditions in the industry and at the same time to bring such immediate practical relief as would prevent serious financial distress and injury while the processes of competition were being restored.

PRESENT CONDITIONS SERIOUS.

Conditions in the newspaper publishing industry are serious. Within the year prices to large consumers of print paper have been advanced from about \$40 per ton to over \$60 and \$70 per ton.

News print will sell for the next six engaged in an investigation of news terms of contracts have been so changed as to shift a considerable financial burden from the manufacturers to the publishers. To some of the larger newspapers of the country this price increase means in some instances an increase in cost of hundreds of thousands of dollars. This means, in many instances, not only the less of profits for the year, but a serious financial emberrassment of the publication it-

SMALL PUBLISHING SUFFICE MORE.

amaller publishers have been forced to pay prices as high as \$150 and \$150 per ton. In addition to the above increases of price among publishers of minor dailies and weeklies, it is complained that they found great difficulty in getting paper at any price, and to a large number of such publishers in the country the increase in the price means the difference between a living margin and the complete ruin of their business and the suspension of their publications.

The financial strength of great daily publications may enable them to survive; it is the smaller newspapers that will probably suffer the most seriously if these conditions continue. The small weekly and daily publications of the country particularly serve a great and useful purpose in the dissemination of facts and in the creation of an intelligent public opinion, and such disaster as impends by reason of this increase in the price of news print paper makes the question one of great public concern.

GENERAL STRUCTURE OF THE INDUSTRY.

News print paper is produced in North America by approximately eighty manufacturing plants, of which, in 1916, sixtythree were located in the United States and seventeen in Canada. Approximateby 75 per cent, of the Canadian production is consumed in the United States,

The costs of producing news print paper depend upon varying factors, to wit: the size and integration of the plant; its access to supplies of wood; the character and cost of its water power, and the efficiency of equipment and management. The large mills, which generally are the most efficient, usually make contracts for their entire output for a) ear in advance with the large metropolitan papers for the bulk of their tonnage. Some large contracts have been made for periods of from three to five years. The smaller mills, and those which are operating at higher costs, usually supply the smaller publishers and sell a larger proportion of their output in the open market, through jobbers, at higher prices.

CAUSES OF EXISTING CONDITIONS.

The existing situation is partly due to conditions of supply and demand. Generally speaking, due to the increase in advertising and news matter, there has been an increase in the demand for news print paper. The supply of news print paper available for domestic consamption increased from 1,644,900 tons in 1915 to 1,816,000 tons in 1916, an increase of 172,000 tons for the year 1916 over the year 1915. On January 1, 1916, the stocks of news print paper carried by manufacturers were about 69,000 tons. At the end of 1916 these stocks were reduced to approximately 42,000 tons. While during 1916 prices advanced to an extraordinarily high level, and there were difficulties in procuring paper, it is nevertheless a fact that newspapers were generally able to secure news print paper for their reasonable requirements if they would pay very high prices. The quantity manufactured during the year was equal, therefore, to that needed for reasonable requirements of newspapers within approximately 27,000 tons, which quantity was taken from the reserve stocks. It is generally agreed among manufacturers that if publishers will exercise strict economy the supply will he equal to the requirements for the year 1917. It is expected that new paper machines will substantially increase the production for 1917.

MANUPACTURERS ENCOURAGED PANIC.

The close balance between supply and demand inevitably tended to create general uneasiness. There is much evidence that manufacturers, instead of attempting to allay this natural fear on the part of the publishers, played upon it doliberately. A panic market was the result. While there was enough paper to go around, publishers were fearful that they could not get their supply. They tried to place orders with many mills and duplicated the placing of their orders for the purpose of being assured of a supply. Newspapers which had difficulty in closing contracts, or which were fearful lest their supply under contract would prove inadequate, went into the open market. The result was that requirements were made to appear many times greater than they actually were, and a fictitious demand was thus created which produced a condition of panie with panie prices. There is some evidence that this panic was stimulated deliberately by the organization of manufacturers.

ARTIFICIAL RESTRAINTS IN THE INDUSTRY

While these conditions obtained and would naturally have some influence upon price, it is the opinion of the Commission that the prices were actually made in the industry without the operation of free competitive influences in their determination. By means of a trade association, organized estensible for a lawful purpose, conditions in the market were influenced in a very substantial degree, and in a manner which sustained a price which would not be possible under conditions of free competition. Concert of action was made possible through this association in the matter of discouraging new production of news print paper, in the division of customers, in the promotion of four that the supply would not be equal to the demand, in disseminating propaganda justifying higher prices because of alleged higher costs, and in other ways. The increase in the prices charged are not justified by the increased costs of production.

The costs of production have increased, and, in the judgment of the Commission, may increase somewhat fur-

ther. Through its accountants, the Commission has been able to determine from the books of the companies just what cost increases have occurred. For the first six months of the year 1916 costs had not increased over the last half of the year preceding. For the next four months, up to October 1, 1916, it may fairly be stated that the average increase of costs in the chief American mills was about \$1.50 per ton. These costs have materially increased since that time. Materials and supplies for the production of 1917 will be purchased at higher prices. Among the manufacturers generally, it has been estimated that the advance would be between \$6 and \$10 per ton. Informal estimates made by the officials of the Canadian Government recently placed the maximum increase in cost of production at \$10 per ton for Canadian mills, and prices were recently agreed upon with the Canadian Government by which pub. limbers were furnished with print paper at the following prices: \$2.50 per 100 pounds for rolls and \$3.35 for sheets in car lots, and \$3.50 per 100 pounds for sheets in less than car lots.

GIVES DATA TO DEPARTMENT OF JUSTICE.

Contemporaneously with the econominvestigation, the Commission also conducted an inquiry into unfair trade practices or violations of the Federal Anti-Trust laws. The full powers of the Commission were invoked, and the books, papers, and private correspondence pertaining to the industry of the members of the manufacturers' assoclation were examined. The facts so gathered were transmitted to the Department of Justice.

The Federal Trade Commission was created for the purpose of alding in the maintenance of a condition of free and fair competition in industry. It was created with the expectation also that it might so conduct its investigations as to bring about accommodation between business and the Government that would secure competitive conditions by the most direct and immediate methods consistent with the public interest.

WORK OF CONCULIATION.

While pursuing the investigation of the news print paper industry, the Cominlesion tried to bring about such a condition among manufacturers, distributers, and publishers, as would afford some immediate and practical relief. Public hearings were held at which these interests appeared, and many conferences were had with them. The efforts of the Commission were made in the public interest, but without express authority of law. Its aim was to act as arbiter in the situation for the purpose of securing prompt relief. It was particularly desired to provide some means whereby the smaller publishers could be relieved with respect to their most pressing necessities. The various interested parties, however, failed to come to any agreement among themselves. But largely as a result of the Commission's activities some substantlai relief was obtained for smaller publishers in various sections of the country, through the cooperation of manufacturers, jobbers, and publishers.

CAPITULATION OF THE MANUFACTURERS.

Pollowing the activities of the Commission, certain manufacturers producing in the aggregate about one-third of the total tonnage of news print paper in the United States and Canada, submitted the following proposal to the Commission:

Whereas, Among manufacturers and publishers, there are differences of opinion regarding the forcesse since January, 1916, in the cost of prediction of news print paper in the United States, and regarding the increased prices to

anufacturors are entitled for name print imper sold for use in the United States for the months' period beginning March 1, laking into consideration the increase in their cost of production and other conditions affecting manufacturers; and

Whereas, The undersigned manufacturors of cooperating in any plan that may be approval by the Pederal Trade Commission, providing for a more effective distribution of news print paper among the smaller publishers; and

Whereas, The undersigned manufacturers submitting these matters to the arbitrament of the Pederal Trade Commission

Now, Therefore, Rark of the undersigned does stely request the Fadaral Trade Commission to and, Br. and determine forthwith :

probable or settinated increased cost of production of standard news print paper in the United States during the period of time comsouring March 1, 1917, and amilias September 1. 1917, over the cost of production of news rint paper in the United States during the year

(b) What price per hundred pounds at the mill would be a fair and remnumble price for the male of such paper for use in the United States during the aforesaid period of time, from March 1, 1917, to September 1, 1917; taking into conalderation such increased cost of production and other combitions effecting respective manufaction turers which the Commission may down pertinent this time.

And each of the undersigned does hereby agree that it will carry out, and complete at the prices and on the terms thurstn stated, all isting contracts for the sale of such paper which were made at a price or prices as lew lower than the swice or prices so found, fixed or determined by said Commission to be fair and reasonable, for said period come 1917, and ending Soutember 1, 1917, and that with respect to contracts which are for higher serious than those so found, fixed, and determined by said Commission for said tast mentioned pr ried of time, it will smoty such contract purchasers with their necessary requirements only of such paper at a price not in excess of the amount so found, fixed, or determined by the Futeral Trade Commission to be a fair and rensonable maximum price on such paper, as aforeald, during said period of time from March 1. 1917, to September 1, 1917.

PURSUREMENT MUST ACCUPT

The purpose of limiting such last mention contract purchasers to an amount of paper which will supply their necessary requirements only. In to enable each of the understaned to supply other, and pasticularly, small publishers who have no contracts, with sufficient paper to cover their essay requirements, from time to time, during said period of time; and, consequently, the event that any dispute arises at any time between any undersigned manufacturer and such contract purchaser, or that any complaint is made to the Foderal Trade Commission at any time. concurning the opention as to whether or such contract purchaser is getting more then blu becomeny requirements only of paper, during Federal Trade Commission shall have the right, and is bereby authorized, to determine in each of said instances the amount of paper which is needed to sumply the necessary requirements only of such contract purchaser, and the latter shall not be entitled to sective any reduction from his contract price for any paper during said period unless he has filed with this Computer written coment to this arhitration and its terms.

LIMIT PAPER TO REDUSERANCES.

And each of the undersigned does hereby agree will, so far so lies in its power, limit each contract purchaser to his necessary require onto unly, and sell to its customers respective ly who have no contracts, sufficient paper to meet their necessary requirements only, during said perint of time, at a price not in excess of the amount found, fixed, and determined by the Federal Trade Commission to be a fair and reasonable maximum price on such paper.

While this arrangement is to cun for only six It is understood that the contract prices named in contracts with publishers beretofore made, which may be reduced by the action of the usion hereinunder, are not berenfter to de termine the trice to be paid for news urint nacontract purchasers as consent to this arbitratice.

And the undersigned does also agree and bind lited to cooperate with the Federal Trade Comintesion in carrying out any plan approved by of news print super for the purpose of securing prompt and affective relief to the small realish of the Un'ted States, and which will enable such small publishers, through religerative ber ing, to secure their news print paper at tically the name price as that which is which is berein under to be enformed by the larger publishers, due provision being made for any solitional cost of distribution New publishers shall not charged more than said maximum price on found,

fixed, and determined by the Federal Trade Commission, during said period of time

DESCRIPTION OF THE LAW.

And such of the untersigned, while not admitting, but on the contrary expressly denying. that any law has been violated by it, pererrhelms hereby agree that the Pederal Trade municipal andy, if it finds it nervesary or ad visable proceed forthwith to make recommendathe readjustment of its business order that it may maintain its organization, manal, sail conduct of business in accordance

Respectfully yours.

INTERNATIONAL PAPER CO., by DUDGE, President; ABITIBL POWER & PAPER OO., LTD., by ALEXANDER SMITH, Vice-Pres Mont; THE SPANISH RIVER PULP & PAPER MILLS, LTD., by OKO, II, MEAD, President: THE LAURENTIDE CO., LTD., by GROBIGE CHAIRON, JR., President: THE BELIFOCAN, ADIAN PULP & PAPER CO., by W. H. BIRB-MAN. Gen. Mgr., THE NORTHWEST PAPER CO., by C 1 McNAIR, Gen. Mgr.; TAGGARTS PAPER CO., by G. C. SHEREMAN, President, Pobrusty 15, 1917.

To the Federal Trade Commission, Washingtun, D. C.

PUPILIBIARIA WILL MICHARM TONNAGE

When the proposal of the manufacturers was made known to newspaper publishers, a number of the larger of them agreed that if the price in their contracts made for the purchase of paper should be reduced to the maximum price to be determined by the Commission for the period of six months from March 1, 1917, they would release each mouth up to 5 per cent. of their tonnage under contract, it being understood that such released paper would be used in the manner to be determined by the Commission to help publishers without contracts.

PRICES JOSSERS MAY CHARGE.

As the needs of the smaller publishers, widely scattered throughout the country, are most urgent, and since they are largely dependent upon the paper jobbers for their supplies, and as such jobbers appear to be the only means at hand for supplying these small publishers promptly, the Commission deemed it advisable to call the jobbers for a conference. The result was that the leading jobbers have entered into an agreement to handle and distribute such news print paper as the Commission may place at their disposal at fair and reasonable maximum rates of compensation as follows:

Single car lots direct from mill not to exceed per cent. on f. o. b. mill price. Less than car load lots, but not less than ten

lots, delivered from warehouse, not to exceed 12% per cent, on cost in wareho

Less than ton lots, delivered from wareho to excured 20 per cent, on cost in warehouse

The agreement also provides that the jobbers during the period covered by it will handle all their news print tonnage sold to publishers on the above rates of gross profit figured on current replacement value, and also that they will sell for cash or on approved credit in car-load lots to the representative of any association of publishers at the same prices as to individuals,

In this connection it should be stated that while jobbers have been severely criticised in respect to the prices charged by them, the Commission has found many instances in which the mills have compelled the jobbers to pay exceedingly high prices, and in those instances it has been necessary for the jobbers in turn to charge extremely high prices to their cust mers. In some instances, however, it was found that jobbers who lought paper at reasonably low prices took advantage of their opportunity to sell such paper at unreasonably high prices.

PENDENDE OF THE COMMISSION.

Two specific phases of relief were presented in the proposal of the manufacturers set out almse.

(1) The matter of price reduction directly effecting the saving of millions to publishers, and

(2.) A more equitable distribution of paper supply directly benefiting the smaller publishers, not only saving them money, but preserving many of them from suspension and bankruptcy.

The second phase, that relating to the distribution of paper to the smaller publishers, while requiring a relatively small quantity of paper is the ment difficult of accomplishment. It is honed that this paper will be obtained in part by the proposal of the larger publishers indicated above.

The proposal of the manufacturers and the action of jobbers and publishers having been defined, the Commission decided to accept the difficult task of arbiter. In so doing it does not purport to act as an agency of government to fix prices, but, on the contrary, is serving only as an arbitrator.

The Commission's findings are as fol-

PRICES SET BY THE COMMERSION.

(1.) That a fair and reasonable price for the sale of standard news print paper in rolls by each of the aforesaid signatory manufacturers for use in the United States during the six months' period of time beginning March 1, 1917. and ending August 31, 1917, is the sum of \$2.50 per 100 pounds, f. o. b. at the mill in carload lots, and is the sum of \$2.75 per 100 pounds, f. o. b. at the mill, in less than carload lots,

(2.) That a fair and reasonable price for the sale of standard news print paper in sheets by each of the aforesaid signatory manufacturers for use in the United States during the aforesaid six months' period of time is the sum of \$3.25 per 100 pounds f o b at the mill in carload lots, and is the sum of \$3.50 per 100 nounds, f. o. b. at the mill in less than carload lots.

PUBLISHERS MUST SHOW BY MARCH 29.

(3.) That no publisher or jobber who has an existing contract with any of the aforesaid signatory manufacturers for standard news print paper at a higher price or prices than is hereby found to be fair and reasonable shall be entitled to receive or be given the benefit of such reduced prices, unless he files with this Commission prior to March 20, 1917, his written agreement to waive and release for sale and distribution to publishers only who have no contracts 5 per cent, of the total amount of tonnage specified in such con-

MAY BEVIEW PRICE JUNE 1.

(4.) That if any extraordinary new conditions hereafter arise, which make it unjust to the aforesaid signatory manufacturers to continue the aforesaid prices during the full period of said six months, this Commission will readjust the same for the whole or any remaining part of the three months commencing June 1 and ending August 31, 1917; provided that said signatory manufacturers file with this Commission their written request so to do; and provided further that, in the opinion of this Commission, the facts presented in such petition require such action in order to prevent plain injustice.

The Commission is of the opinion that the foregoing prices for news print paper would not produce a fair and reaonable profit for some of the smaller mills under the unusual conditions now existing as to the cost of ground wood and sulphite. They produce not over 18 per cent, of the tennage of the North American continent

Further, it is of the opinion that on

(Continued on page 28) LITTER LE

• TRADE LINOTYPE MARK S

THE MACHINE THAT LASTS



"Only a few months have elapsed since the Item installed in its composing room a considerable amount of modern typesetting machinery ***. The new equipment included two of the newly invented Ludlow Typograph machines for setting large display lines, and four of the latest improved Mergenthaler Linotype machines known as Model 14.



"Not content with this great advance in its provision for the future requirements of its growing business, the -ltem ordered five more Mergenthaler Linotypes of the Model 18 style. These will complete a battery of 11 up-to-date Linotypes and will standardize the equipment so as to make all units interchangeable on the principle of 'one for all and all for one."

THIS EXTRACT is taken from the front page of the February 19 issue of the Lynn Daily Item. This plant is equipped entirely with Multiple-Magazine Linotypes and the above voluntary testimony presents convincing evidence of the superiority of Linotype-Ludlow All-Slug Composition.

Let us PROVE to you the advantages and economies of the All-Siug system of Composition.

MERGENTHALER LINOTYPE CO. Tribute NEW YORK

HICAGO, 1743 No. Wahash Avenue NAN FRANCISCO: 644 Summered Street NEW ORLEANS: 549 Bureaus Navet TORONTO: Canadian Linetype, Limited, 35 London Street

STATE COLLEGES SHOW ENROLMENT INCREASE

12

Severteen State Schools and Colleges Offer Improcision in Journalism 627 Studone Encelled in Nine of Them-Nor-

mal Students Find Newspaper Knewledge Heloful in Handling Classes. My handred twenty-seven students Teachers of Journalism. Eight of the

ported this year. departments in the country. The desurfacett of agricultural pourcellers at classes in Journalism at the Missouri about state-right studyate are register-Georgia Technical School of Commany which is under the general di-

sulvey includes what is executively a department of fournation. Dudley charge of the classes in journalism. Iowa State College Includes a department of agricultural journalism, Kon-A desertment of rural journation, and the South Danteto State College a department of imbestrial journalism in Averagines instruction is given to departments of English or chetoric. Within recent years tournalism has franci its way into the normal schools and rhetoric look upon journalism as a and vitalising inviruettes in English the stomests of insmallers has been

Class Interviews Architect

making a short talk to which by told

To Visit A. B. C. Offices

Tracters of journalism who will at-American Association of Teachers of capy April 5, 4, and 7, in addition to of Circulations

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ, Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.



JOSEPH S. MEYERS, Professor of Journalism and head of the Depart-H. GETZ, Assistant Proframe of Journalism, in the office of the instructional

State Colleges and Schools Colorado Agricultural College, Delaware College, Newark. Hayn Technolal School

Indiana State Normal School, lows State College, Amer. Kanesa State Agricultural College, Manhattan Kannes State Normal School,

Missouri State Normal College, Warrensburg Netwaska State Normal School, North Dakota Asricultural Col-

Purior University, Lafayetta North Images State Cylines. Yotal 627

Goes to California States theor, assistant professor of orr School. Mr. Chany will assist Chin

serverer work in journalism at Caliren's faculties are improved just as the athlete's muscles are hardened-by

WILL SUCCEED BLIVEN

San Francisco Bulletin Man Will Teach Journalism at Los Angeles. Ernest J. Hopkins, of the editoris

nie, Los Angeles. He will take the work York as a merely of the editorial staff Junter Payrerstly, and has been a memher of the Builetin sinff since 1910. He Is at present retained editor. Two books

of fiction by him have appeared serially author of a volume of verse, seen to appear

Here and There lda M. Tarbell, associate editor of the

the students of Knox College, Galco-Stanley, a graduate of the echoel of Sournation of the University A recently published book on "Adver-

l'aiversity of Wisconsin, is being trans-Agricultural College, N. A. Crawford, Iv.

become city editor of the Evening Her-

nalten, Obto State University, Cutam-

MINNESOTA EDITORS GO TO COLLEGE THREE DAYS

Shart Course at University of Minnesota Preves of Genuine Help to Newspaper Men of State-Walter Williams, of the University of Missouri, Was Assens

H. M. Wheelock, retiring president of the Minnesota Editorial Association rays that the first abort course for editors given by the division of publifrom the sessions he attended than from The short course at the University

of Minnesela opened Monday evening Pehruary 12 with a discussion of Min-

tored with an address on "Newspaper and Nation." president of the University of Minneau

problems. Tuesday evening, the editors of the State, led by Herman Rose, of the Northfield News, discussed Minne School of Journalism of the University Drureday evening James Schermerburn

The evening addresses were the inspirational features of the programme The morning and afternoon parts of the programme were wholly practical Merrison, of the Morris Tribune: Wedneeday afternoon to circulation protlems under the direction of Mr. Wheelock, and Thursday afternoon to advertising problems under the guid-

ance of O. L. Carwell, field secretary of the fown Press Association rramme-one in front page make-upand one in job cost accounting. Prise-

FRONT PARK MAKE-UP. Fex-column class - Piret, Madelia News, Madelin, Minn., W. Saphorn, ediseld, Minn., Herman Roe, editor.

Seven-column class-Pirst, St. Poter Prec Press, St. Peter, Minn., IL C. Miller, editor; around, Herter Mirror, Herter, Minn., E. W. Nobba, editor. 200 COST MITMATING Pirst, M. J. McGowan, of the Apple-

ton Press Appleton, Minn.; second. tirerroy J. Van Rhee, of the Mille Lars County Torses, Milaco, Mina. Weesen Form Press Club

Women students in journalism at the

University of Texas have organized s School of Journalism to cligible to men, terebia. The arthur Cacooutie

All St. Louis Advertising Records Shattered by The St. Louis Star

IN February The St. Louis Star gained 405 columns over the same month a year ago. This is a greater gain than that of any other St. Louis newspaper, and is greater than the combined gains of The Post-Dispatch and The Times.

In February, for the seventh consecutive month, The St. Louis Star carried more local display advertising, week-days, than the Globe-Democrat, Republic or Times. The score follows:

> 1st St. Louis Star 706 Cols. 2nd Globe-Democrat 556 " 3rd Times - - - - 537 " 4th Republic - - - 430 "

Foreign Advertising Gain, February, 1917, over February, 1916, more than

185%

-Net Paid Daily Average-Circulation for February-

90,981

82% in St. Louis Suburban Area Designated by Audit Bureau of Circulations.

Present Rates Effective Only Until April 1, 1917.

THE ST. LOUIS STAR

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives: STORY, BROOKS & FINLEY

Chicago Peoples Gas Building. Philadelphia Mutual Life Building. New York City Fifth Ave. Building.

> The Best Known Slogan In St. Louis



ELOQUENT DETROIT EDITOR PAINTS VIVID

WORD PICTURE OF "THE SOUL OF A CITY" James Schermerhorn, of the Detroit Times, Delivers Stirring Address to Yonkers Audience, Urging the Spirit of Brotherhood

As the Saving Force in Community Life-Plea for High Ideals and Useful Service.

"Minuscrolls never accepted the re-

What tunnel is this we're going through? It was a flow Francisco man

for their adversaries-but no scene

"Nations have songs. Englishmen sing

there.' We sing, Tobuston, the Gen-

while, and blue!" States have songs-Michigan, My Michigan, The Disc

tibbe Mountains of Virginia, 'My Of

this corporations once considered and

troubled. There is nothing subline in

'Oh,' the New "A dutety deseroes had a sporkline track of tossing her ellipper into the scattence at the conclusion of bro Chicago paper alleged that a St. Louistried it and killed four men. And custinue to scarify and another, while pluming themselves on their own exreitenries. Belf-veunting statistics our

and back for a dine.

AMES SCHERMERHOUN, publisher by graft and New York reports that a Youkers, N. V. His subject was "The Soul of a City," and be did full justice



to it. As on after disner speaker Mr

fast word. He said in part;

"With threasure reflecation it tells of population, bank clearances, post office receipts, building permits, shyscrapers, f the throng Three cheers for the red "It recalls the world perconcurace

In the matter of waterfalls, and the to express. The next office good blackthese Our exercised citizen and moed when receiving his mad last week "A group of men were listening to a is see corner spoke up and reply. Yee, whit, you oughter see her CITIES IN WAS OF ELOCATE

"Toull Like Staffalo," is one sanguinabiliteleth, 'Minocapelia Makea Good,' upon the liver.

"Boston gave the ancestral trees by Petical Park. New York, were grown people who come to swell urban popu. It spenisted to us."

lations buil from smaller communities boordening incident of the highway.

'The vity with a good will well the conlorn and heart-breaking. W. Grady.

with a axel will reduce coldness and

physical uptoriding or material com-

tors and shells and wrote in the aquacosh slepacry lesigns for the scale and teritories trees for the excelling bears;

"The sity with a med is tenderty

to exclain 'I um a citteen of no mean never say (Fr. ner deport my suffering BASKINS IS A BUILTIER

Michigan Newspaper Man Has Accomplicked Much in His Youth. James B. Harkins, owner and pecital-

term perclation affairs to his State for several years. For a muster of hater he served as meretary of the



J. D. HARRING.

the organizations in Michigan Into

of throad House's delies as reported his boose town as village president,

STOLE COL EOSTERS CEN

Meso Third Rato Saldier-Introduct of His Associates' Gift.

Lieux Col. Registabl L. Poster, Jone men in the crush some one slipped

a city. It is the elimination of the great



I AM looking for a chance to manage a daily newspaper property. I don't want a contract and won't make a contract. I will take my chances in reading character and judging opportunity with the other fellow. I have a fainty and will take greater chances than the salary chance taken by the other fellow.

I have talked advertising and newspaper making in every important newspaper office in the entire Eastern half of the United States and Canada as traveling representative for the Editor and Publisher and SOLD advertising in a majority of them. I have tried to inspire and absorb the best thought on newspaper making from the successful men I have met.

I started newspaper work as printer's devil on the London (Canada) Advertiser. I have been in charge of the Business Department of the New York Herald and a member of the Executive Committee. I will gladly give the names of the few other associations I have had. Every man responsible for paying mc a salary is still alive and can be asked if he has regrets.

This work I am doing is intensely interesting. The associations are congenial. The only draw-back is the constant travel.

This advertisement will cost me \$100.00—the same price I have sold the same space to publishers and other advertisers. Publishers are sometimes credited with being "hard buyers" of advertising (his has not been my experience) and I want them to know that I conscientiously sold them value, and am not averse to taking a little of our own mealthing.

Address J. W. FERGUSON, Care of The Editor and Publisher, World Building, New York City.

TWO-CENT NEWSPAPERS WIN FAVOR IN BUFFALO

Circulation Losses Rapidly Retrieved, Great Savings Effected Through Eliminating Returns, and Net Revenues of Papers Increased-Advertisers Appreciate Enhanced Value of Space.

Advertisers and publishers in Buffalo are agreed, after three months' experience, that the increase in the selling price of the daily newspapers, from one to two cents, has been beneficial to all concerned.

The users of space, according to statements made to the correspondent for THE EDITOR AND PUBLISHER, believe they are getting better value for their money than ever before. The publishers are unanimous in saying that the results of this step have been satisfactory to them. Retailers and newsboys are pleased, because they are better paid for their work, and the readers themselves get undoubted benefits from the change.

Conditions that confronted publishers immediately after the price increase went into effect, December 1, varied. The new situations have been met. however, and the two-cent paper is believed in now as thoroughly as it once was feared.

Ruffalo practically was the first large city where all the papers simultaneously increased the price, with the exception of the Commercial, which has been a two-cent paper. The results, publishers ray, are highly encouraging, and the newspaper business is upon a more firm and substantial basis than heretoform

With the two-cent price, an ironclad, no-return order went into effect. What this alone accomplished is a matter of great satisfaction to advertisers and publishers alike, though it was this order which mainly was responsible for a circulation slump for the first few weeks following the inauguration of the new policy.

It weren to be agreed that the return privilege was a much abused one in The evil has been overcome Liuffalo. by taking this single step. Boys who formerly thought they were doing well have become really efficient. They now try to play the part of real merchants, instead of hanging around in groups; and the benefits from this to themselves, publishers, and advertisers are evident.

The main falling off in circulation was in rural districts, where, it is declared. the non-return order, with its provisions for increased profits for dealers and carriers, was not thoroughly understood at the outset.

WON OVER THE BOYS AND DEALERS.

In all probability, there would have been a like result in the city, except for the fact that William P. Goodspeed, Lusiness manager of the Evening News, lad a meeting with a delegation reprepenting the Newsboys' Association. They protested against the proposed increase in the price of papers. Mr Goodspeed went over the situation with them carefully. They left him, delightof with the prospects which they saw phead. To-da, the warmest advocates of two-cent pur by are the newsooya and dealers.

"I haven't heard of an advertiser," Mr Goodspeed said, "who desait feel ing the gots better value in a two-cent paper than in a one-cent paper truth of this is borne out by large advertising increases. Some advertising managers have teld me they believe they would be better off with even shallfly reduced circulation under pres-

News sold for one cent.

"Then there was a duplication of circulation, which practical / has been slimitated. Folks who buy a paper now read it through careful y and memberg of the family circle reed it through catefully. Our position can be summed up in a few words. While we have a loss of from five to six turn cent in gross circulation, there is a substructial actual increase in net paid circulation

"During the first two weeks the higher price was in effect, on street sales amounting to 12,000, the daily average loss was 27. That has more than been made up since. The biggest slump was in the country in the cities and towns outside of Buffalo in which the News is circulated. Dealers and boys were to blame, however, rather than the readers.

They were afraid they would be 'stuck' with papers which were not sold so they arbitrarily reduced their orders without trying to learn anything about the people's wants. Of course, we noted an increase in the orders almost immediately, and they have continued. There now are more standing orders for the News than ever before. Thus the increased price placed the News' circulation upon a more firm basis.

"Furthermore, the net circulation of the News now represents I believe, an absolute minimum of duplication and with the paper being read more thoroughly than ever before, the advertiser is getting maximum value."

MR. BAMBDELL SATISFIED.

William M. Ramsdell, publisher of the Elxpress, said the increased price affected his paper at first by a slump. but since then a gain of 1 1-17 per cent. in the daily circulation has been noted, and the Sunday circulation increased more than 10 per cent.

"Duplication has largely been climinated," Mr. Ramsdell said, "and the cutting off of the return privileges has acted as a stabilizer upon circulation. Our street sales were only slightly affected when the increase went into effect and soon went back to normal. There was only a slight change in our routes

"The circulation which we now offer is the most satisfactory kind. The discontinuance of the suicidal plan of returning papers has been proved satisfactory in every way and beneficial too. In Buffalo this has amounted to a heavy loss each year. The loss through this was a slow process of bleeding to death. The papers now are better read, gone through more thoroughly and naturally are more valuable for adver-Linera."

Thomas M. Clark, general manager of the Buffalo Times, told the writer the increase in prices has been beneficial to advertisers and publishers.

'From our standpoint," Mr. Clark said, "we found that any fears we had as to the result of the price increase were entirely unwarranted. During the first few days we did feel a decided falling off in volume. We were afraid this decrease indicated that we would have to suffer a greatly lessened circulation. In a few days, however, we found that the decrease was temporary, and that the cause of the decrease was simply the trait of human pature which makes people at first reluctant to pay more for any article than they have previously paid.

"Although we have since found our action almost unnecessary, we decided at the start-off to adopt a plan for the stimulation of our circulation. We sent men to different cities throughout the country, and within a few days put

ent conditions than they wer, when the into motion a system for keeping the sales of the paper on the increase. Of course, the Times had paid a lot of money to build its circulation. For that reason we did not want to seopardize it.

> "We have not only held our former circulation, but have added to it, in our city sales, to the extent of a gain of over 3,000 net paid. In the country we have had a harder time gaining the losses which came from the doublina of price. But, even in the rural districts, we have been gaining steadily. so that at the present time our out-oftown sales are almost what they were before the increase,"

> William S. Bennett, husiness manager of the Courier and Enquirer, said he did not care to discuss the matter for publication. William H. Ellis, secretary-treasurer of the Commercial, gave it as his opinion that as a result of the advance in price the newspapers are in healthier condition than they have been in many years. It places the newspaper business, he declared, upon a more substantial footing

NOT "BONE DRY" UNTIL JULY 1

Time Extended for Enforcement of Law Affecting Liquor Ads.

WASHINGTON, March 7 .- In the closing hours of Congress a joint resolution was passed extending the time of the operation of the so-called "hone. dry" amendment to the Post Office Anpropriation bill to July 1. This amendment also prohibits the mails to newspapers carrying liquor advertisements, when such newspapers are addressed to "dry" territory. The Solicitor for the Post Office Department has under advisement the question of preparing regulations for the enforcement of this law, as far as it applies to liquor advertisements. The regulations will be drawn so as to make plain the violations of the law.

A list of "dry" States, or those having prohibition laws, will be listed by the Department, and such information will be available to publishers, so that they may not violate the law for the want of information. As it was originally drawn. and passed in the Post Office Appropriation bill, the amendment prohibited the mails to liquor advertisements immedi ately after it was approved by the President, but realizing what short notice had been given, wiser heads proposed the joint resolution which extended the time of the operation of law until July 1.

PITTSBURGH WANTS A. A. C. W.

Local Ad Club and Chamber of Commerce Seek 1918 Convention.

The Pittsburgh Advertising Club, in conjunction with a committee from the Pittsburgh Chamber of Commerce, is formulating plans to bring the World Convention of the Advertising Clubs to Pittsburgh in 1918. These plans were fully discussed at the last Club meeting. which was in the nature of a jubilee, as it was announced by Secretary C. A. Holmes that the Club, for the first time in three years, was out of debt, with money in the treasury.

A merry debate was precipitated at this dinner when, in the discussion as to whether women should be admitted to membership, a member put forward the argument that "women would be a humanizing addition to the Club" Another member shouted; "1 хиррозе пр to the present we are barbarians?" committee of five was appointed to consaler the proposal.

BETTER TO LOSE STORY THAN TO BREAK FAITH

New York Tribune, in an Address to Its Staff, Tells Reporters What It Experts of Them, in Order That High Ideals May Be Sustained and Confidence As-

Editors of the New York Tribune have distributed this address to the staff:

"A newspaper is built upon information obtained from sources mainly of three kinds, viz.:

'Official.

"Open.

"Confidential.

"The treatment of confidential information often involves problems of a very delicate nature. One is generally bound by some sort of bargain. This may be in one case one's word not to disclose the source, or in another a promise not to publish the information at all. In excentional cases the bargain is merely implied, as when the informant is a friend of the reporter and has a friend's right to expect protection, or as when in another case, a person speaks impulsively to a reporter upon whose discretion he has learned to rely and then says, as an afterthought, 'Of course, you won't use that.'

"No two problems are ever exactly alike. Obviously, a mechanical rule cannot apply to all of them. There is however, a rule of spirit which will cover every dilemma.

That is.

ALWAYS TO KEEP FAITH. and when in doubt to err on the side of fine conduct.

"One should avoid bargains, if possible, but when they have to be made one should keep them acrupulously. In doing so the reporter will be supported by the Tribune, even though it costs us a good story. We had better accrifice a story than break faith.

"Confidential information is sometimes of great negative value. Though we cannot publish it, having it will save us from going wrong in what we do print. Every reporter must feel that his confidence will be kept and respected by the Tribune. We shall trust each other as others trust us.

"There is a more subtle matter to be considered. We like bright writing. We cannot have too much of it. Yet, in striving for it let us not distort either the facts or the relation of facts. There is always the temptation to strain or caricature the facts for a sprightly effect. Let us resist it. By taking a little more thought one may find a way of achieving the bright effect while at the same time keeping the values true,"

Owl Club Cheered Flag

The Della Robbia roum of the Vanderbilt Hotel held just 125 members and guests of the Owl Club of the New York Herald last Sunday morning, the occasion being the sixteenth anniversary dinner of the Club. The Owl Club is composed of the editorial and art staffs of the Herald, and the annual banquet is looked forward to with great expectations. Members of the Club come from all quarters to attend and revive old arquaintances. As the diners were about to be seated, the orchestra played "The Star-Spangled Bonner." A spotlight was then thrown toward one side of the room, disclosing an American flag waving vigorously in the breeze created by a powerful electric fan. The display won reneated cheers

No man will find the best way to do a thing unless he loves to do that thing.

All Southern Records For Automobile Advertising S-M-A-S-H-E-D!

The Birmingham News Prints 50% More than both its Competitors COMBINED

Birmingham's first Annual Automobile Show opened its doors Monday, March 5th, and continued through Saturday, March 10th. To celebrate this event all of the Birmingham daily newspapers issued their first Annual Automobile Show Numbers. As an evidence of how the Automobile, Tire and Accessory dealers, abroad and at home, regard the three Birmingham newspapers—here's how they bought space in these three Auto Show Numbers:

The Birmingham News - - - 61,782 Lines
The Birmingham Age-Herald - 23,394 "
The Birmingham Ledger - - - 17,136 "
Excess of News over Age-Herald COMBINED 21,252 "

It's interesting to note that The Ledger's Auto Show Number, issued Saturday, March 3rd, carried a total of 24 pages, of 7 columns each, and contained a grand total of 23,436 lines of advertising of all kinds. The Age-Herald's Auto Show Number, issued Sunday, March 4th, carried 54 pages, of 7 columns each, and contained a grand total of 58,212 lines of advertising of all kinds. The News' Auto Show Number, issued Sunday, March 4th, carried 82 pages of 8 columns each, and contained a grand total of 112,112 lines of advertising of all kinds.

The Birmingham Sunday News of March 5th printed more Automobile, Tire and Accessory advertising alone than the grand total of advertising of all kinds carried by the Sunday Age-Herald of the same day.

The Birmingham Sunday News of March 4th printed more Automobile, Tire and Accessory advertising, by nearly 50% than was ever before carried in any single issue of a Southern newspaper.

The grand total of advertising of all kinds, 112,112 lines, in this issue of The News was the largest volume ever printed in a regular issue of any newspaper in the South.

"Nothing Succeeds Like The News' Circulation"

The Birmingham News

"The South's Greatest Newspaper"

220 Fifth Avenue, NEW YORK

Kelly-Smith Company
FOREIGN REPRESENTATIVES
Member Audit Bureau of Circulations

Lytton Building, CHICAGO

you have done on paper

"If you will readjust this rea

costs van in percentage or funds to

Here Mr. Joseph exhibited tables

SUES BOSTON POST FOR \$16,860

age Case Has Began. Dospan, March 4 .- In the Suffelk Su-

\$10,000 against the Post Poblishing

Coursey for alleged Stet was begon

The likel alleged was contained to a

made on him by Watson in a speech in

U to ollowed by Wetson that Marat's

letter published to the Post, falsely

extended Hagan by various approbables

Watson letter a candidate for re-

but completerd to the Post that not

searches: that the Post reported bis Presturing Square speech, and that

Fost for additional reporting of his

W. C. Henderson Suffers Stroke

Watsun afterwards nated the

Pumbertun figuers. The letter was pub-

thing Clab of Cincinnati-Keen Interrat Shown in Bis Address. Jesse M. Joseph, of the Jame M. Joorth Advertising Agency, of Class O. in a recent exhaustive address begave his views relative to "How Much



a fortal Store Shrott Spend on Ad-After discussing advertis-'Generally speaking, I think another method fills the bill as closely as own basis, becomes it onof the past-one adapta itself to nearly may hind of rotall business Take your records of the past four

prace or what your exceesful competi-"Ascertain the approximate average

"Assertate the AVERAGE cost of the advertising in percentage. Ascertain the approximate AVESIAGE decrease per year in the cost of setting your increating volume. Should there be no decrease in the percentage of selling advertising man, to see whether the

period he it day, week, or recoth. "Now, given the average increase in Newspapers Suffer by Fires velome (in percentage) and just that The Hollney 103at | Montaley and the wuch in sales to this year, and get

Tilliven the average cost of advertis. Elec, which catended back thirty years

ing (us percentage) apply it to next STEVENSON MANAGING EDITOR years' sales' hudget and associate here Goes from Springfield Republican to Waterbury Republican.

Take this appropriation as a working baris and may out complete monthly plana-by works and days-remedying last year's mistakes and adjusting last eight years with the Springfield always being governed by the tables of Then consult with the merchandle



years o vity editor of that paper. Mr. He began newspaper In his position as city officer of that

NEW LYMPHIC BANK STREET IN

Cartagolia Brinkerhoff and His Bride Alarmed by Feelish Joke.

Edna Patterson, of 440 Niverside Brive, New York, were tracried on Saturday start for the steamer, friends of Mr lirinkerhoff jured him to the lebby of the Majostic Hotel, where the breakfast There a crowd of masked persons select him, pushed him into a taxwab, and started on a wild drive when it came time to start for the

In the mountless the beidegro

an hour, and he was in a panir

pleading wikily to the tunicals to be per-

All reight have gone well, but the

kidsappers had arranged to arrive just tires for Brickerhall to make a wild

"Ab." said the reach, as it full into the Copy Steader's stick pet, "this is

BLAIR & AUSTIN

told the publishers through an advertisement in THE EDITOR AND PUBLISHER last week that they would be willing to concentrate their personal efforts on a campaign in any city over 400,000 population.

The North American Philadelphia.

immediately engaged BLAIR & AUSTIN to organize and manage a Salesmanship Campaign which meets with the high business principles of The North American.

Publishers desiring particulars of the "Circulation Club" Plan as originated by this well known firm of circulation builders can obtain details by addressing (Commissions only little more than the others)

LOUISVILLE, KY. RESULTS COUNT

paper by trained many young newspa-

BLAIR & AUSTIN 721 Paul Jones Bldg.

Some Advertising Experiences

with the

New York EVENING JOURNAL

By W. R. Hotchkin

HEN John Wana-maker undertook the distribution of the entire output of the publishers of the Century Dictionary and Cyclopedia, it was a new and stupendous undertaking. But it has been the lifelong habit of John Wanamaker to undertake and DO unprecedented and almost unbelievable things in merchandising.

Previous to the produc-tion of the Century, the most complete and efficient dictionary was a massive, single-volume Worcester's or Webster's Unabridged. There was a tremendous work of education ahead of publisher and bookseller who could convince thousands of people that they were intellectually naked until they purchased TEN WEIGHTY VOLUMES at an investment of \$80 to \$120 a set.

Yet that was exactly what was accomplished by Wana-maker Advertising.

Naturally, everybody thought that we had to reach the studious class through so - called "high - class" mediums, the theory being that the great populace would have no use for a great and massive dictionary and cyclopedia, and that they could not possibly pay as much as \$80 for the set, no matter how hadly they wanted it.

Finally a page was run in the EVENING JOUR-NAL, largely for "luck"and we certainly got it. We were flooded with coupon

inquiries. Of course, somebody thought they were mere curiosity seekers; but they paid their money and had the Century Dictionary sent home; and they kept right on paying until the accounts were settled.

A seemingly amazing thing happened, in advertising: ACTUAL RESULTS IN SOLID SALES were so much greater from the EVENING JOURNAL advertising of the Century Dictionary, that eventually the publishers begrudged any money spent in other papers, because the cost per sale was so many times greater than it was in the JOURNAL.

It was a new discovery in advertising, that a POPU-LAR PAPER should outdistance all the so-called "high-class" newspapers in directly traced sales of a "high-brow" commodity, at a price that was supposed to he prohibitive to all except the well-to-do.

The Century Dictionary Club, the Ridpath History Club, and many other big book propositions proved to Wanamaker whether the readers of the Evening Journal were the most intellectual people in New York was not so important as it was to discover INCONTESTABLE FACT that Journal readers were MORE EAGER THAN OTHERS TO IM-PROVE THEIR MINDS. and that THEY ALWAYS HAD THE MONEY TO

BUY WHAT THEY WANTED.

Just the other day, this continuing evidence of the character of the readers of

the EVENING JOUR-NAL was proven by a letter received from the publishers of the ENCYCLO-PÆDIA BRITANNICA in which they say:

March 18, 1916.

The Publisher, New York Evening Journal. New York City. Dear Sir.

Dear Sir.

In arranging with Messrs, Sears, Roebuck & Co., for the new "Handy Volume" issue of The Encyclopaedia Britannica, we have constantly advised with them as to the advertising and we very early found that we faced a curious problem. That was, to concince the average man and woman that the Encyclopaedia Britannica was a work of enormous value to them, and not to high-brows alone. Also, because the price was so heavily reduced, to establish the fact in people's minds that this was a genuine and unabridged issue of the new Eleventh Edition.

In tracing the sources of the tremendous sale which this issue has had, it may interest you to know that we have received orders from the New York Evening Journal advertising which are more than satisfactory.

From one advertisement which was placed in your paper

From one advertisement which was placed in your paper we have received larger returns than from any other New York newspaper, morning or evening. The buyers of the new Britannica represent of course the most alert and intellectually alive element of the community. It has interested us to know how large a number of these are among your readers.

Yours truly, THE ENCYCLOPADIA BRITANNICA CORPORATION, Per H. E. H.

After getting the over-whelming EVIDENCE which the Century Dictionary supplied of what the Journal would SELL, I began to study the paper, to analyze its factors of strength, and to try to get some fair grasp on the problem of WHO WERE ITS READERS.

The facts that forced themselves upon me were such that I would not have believed them were they told to me.

And today the EVEN-ING JOURNAL is a better newspaper by at least fifty

per cent., than it was then. editorially as well as advertisingly, AND ITS CIR-CULATION HAS IN-CREASED ENOR-MOUSLY.

If the Evening Journal was so startling in results then, and has advanced so greatly since then, it seems that certainly the advertiser in New York who does not use the EVENING JOUR-NAL must be guided by his prejudices rather than by his judgment, when ignoring such a vast proportion of the buying public.

THE EDITOR & PUBLISHER

Entered as second-class mail matter in the New York Post Office.

New York, March 19, 1917.

The difference between perseverance and obstinacy is that one often comes from a strong will, and the other from a strong won't .- La Rochefoucauld.

of contend that advertising is an Tunnecessary factor of expense in the daily lives of the people is to contend that INFORMATION about comenvitties is not valuable-that, in buying, it is better to guess than to know.

N its busine of January 20, The Editor AND PURLISHER said that Mr. Dodge had made a great mistake in failing to fix his 1917 price for paper at about \$2.50 at the mill, instead of \$3.10. On March 3, with Mr. Dudge's permission, the Federal Trade Communion rectified this mistake, and fixed his price at \$2.50.

HTHUR BRISBANE save that a A RTHUR BRISBANE says that a successful ad must be seen, read, understood, and believed. True; and set an ad might qualify under this definition and still fail to sell goods. In addition to commanding belief an ad must carry persuasion.

F a grocer should sell butter to a Imajority of his customers at the regular market prices, but should give to other customers -for the purpose of getting them to buy butter, or because they asked for them -a bonus of a dozen eggs with each pound of butter, he would soon lose the bulk of his trade. Publishers, selling advertising space as a commodity, reasonably priced, to a majority of their patrons, but giving to SOME of them free reading notices as a bonus, or because they asked for the free space, are following a policy equally unsound and unfair.

1316 was when the proposition to Tabelish the exchange list would have greened revolutionary. Now almost all of the larger daily newspapers have adopted it-with profit. When a publisher is to pay cash for another newspaper he is likely to give some attention to the question of that paper's usefulness to his editorial and advertising departments. Likewite, editors and managers will climina e the non-essential papers, and will subscribe only to those actually reeded. The old plan of putting on the I'st any paper whose editor might happen to want your own has passed, not to be revived.

THE Read amendment, prohibiting the circulation in "dry States" of newspapers, published in other States, carryrig liquor a bertiang, is not a mea-· ure in the inter-st of temperance, or of Ir shibit on, but one aimed to hamper and recent the business of publishing me wapapers. That would be its only re--nit. The next logical step for our legistlaters would be to prohibit the circulaton of newspapers containing reports of crimes in States where such crimes are unlawful. According to the reasoning of the law-norkers such an ennetment should go far toward ending erine .

A VICTORY FOR THE SQUARE DEAL

T is not too much to say that the action of news print manufacturers, and of publishers, in accepting the offices of the Frderal Trade Commissioners as arbiters, in fixing a maximum price for print paper, proclaims the advent of a new era in American business life. It is an epochal event. It is in line with the "new spirit" in commercial life, which aims at the correction of evils through conciliation and concession-which proposes that the principle of the square deal shall control in the solution of business problems.

The Federal Trade Commission has justified its existence. It has handled a complicated and difficult economic problem admirably, and with evenly balanced justice to both producers and consumers of news print. Its arbitration plan required concessions from both parties, but these concessions were fair and reasonable. They were in the interests of immediate relief from an intolerable situation.

The prices fixed by the Commission, and agreed to in advance by manufacturers producing about one-third of the total news print output of the continent, and accepted in advance by a majority of the customers of these companies, are based upon ascertained costs of manufacture under present conditions. They allow reasonable-perhaps generous-profits to the manufacturers; and they save to publishers this year about twenty-five millions of dollars.

The Commission, in its report to the President, names nine other large companies which, according to its findings, should be able to accept the prices fixed for the six companies originally included in the arbitration agreement. These manufacturers should all join in the agreement, without delay. If any of them should fail to do so, electing to enforce contracts made under panicky conditions, their course may bring about a rate-cutting war which would not only bring disaster to themselves, but disrupt the industry and postpone the restoration of a competitive market. By standing alouf, by demanding temporary and unjustified profits, these manufacturers might obstruct for a time the movement toward normal conditions. But they have nothing to gain, and everything to lose, by such obstruction.

All publishers should indicate to the Commission, by or before March 20, their full consent to the agreement and their unstinted cooperation in making the plan fully effective. The concession of a small part of their contract allotments by large publishers, to the end that unprotected newspapers may secure a supply, is a wise and reasonable provision. It will help to make the task of the Commission feasible. It is an emergency measure-but it will not cripple publishers. If necessary, consumption may be curtailed by 5 per cent, pending the advent of assured increased tonnage on the market.

A stabilized, normal, competitive market in news print is in sight. Such a market will be assured within a reasonable period if all manufacturers and all publishers cooperate with the Commission,

The new day is upon us. The new spirit has gained a real foothold. Governmental agencies are hereafter to be used to bring about "mutual relations" between manufacturers and consumers-to curb avarice, to prevent extortion, to assure unrestrained competition, to settle industrial disputes by the rule of the square deal. It is a great thing that the Federal Trade Commission has done-great because it marks a first step on the road to better industrial conditions. The Government, as has been shown in this situation, need not throw away the whip of the law, which it reserves for peridstent offenders against its statutes, in order to effectually play the pleasanter and better rôle of friendly arbiter of economic questions. For the Department of Justice is reserved the sterner duty of punishing those who may have broken the laws of the land-and we are assured that "the public interest will be safeguarded at every point."

Meanwhile, the immediate duty of all publishers is to extend to the Commission their willing help in the big task so well begun. Sign the agreement at once and forward it to the Federal Trade Commission!

THE GREAT ILLUSION

HE baseball season is opening, and the editors of the country seem still to be under the delusion that large space must be given to this sport, no matter how much other news and feature matter suffers. As a random example, we find, in an issue of a New York evening newspaper of March 7 about three inches of space given to the news that "officers are sought for army of 500,000" while, on the sporting pase, a double-column display ts accorded to the vastly important news that Herzog, on his first day in trainms camb with the Giants, displays midseason agility.

The conservation of space, through to the sporting news. The waste in this department is appailing and it affocts almost every newspaper in the country. There is an unconfirmed behef in the minds of many editors and managers that readers of sporting news demand columns and pages of twaddle and goodp on occasions when actual news is lacking. As a matter of fact, readers of newspapers prefer to have news treated on its face value. If there are any readers who cannot be held except through giving to them abnormal portions of pure piffle about baseball products.

players, then the allegiance of such readers is not important-for they are of no value whatever to the advertisers in the paper. To lose such elements of circulation is merely to abolish pure waste, and to climinate uncless expense

Under present high costs of publishing, and scarcity of white paper, baseball news should be carried for its real, not for its legendary value. To cut important news to the hone and still give great space to basefull gossip is to confean that a newspaper's chief appeal is to frivolous minds. This is not often true; but to avow it through editorial policy is to cheapen the prestige of the paper and to belittle its value to advertimers.

HE Federal Reserve Board has de-I cided that advertising space is a commodity, and subject to the same banking rules as to drafts, etc., as other commodities. Shall we require still further confirmation of the commoditynature and character of advertising space? Some publishers, who give away this commodity to space-grafters, may see a new light when they realize that the Federal banking authorities class advertising space with goods, wares, merchandise or agricultural

VERDICT OF AN EXPERT

"You did the right thing in raising the price of THE EUTOR AND PUBLISHER. It will be more valued at \$3 than at \$2, I am sure."-C. M. PALMER.

R. PALMER has long been recagoized as the supreme authority in this country on newspaper val-He has often been called upon to appraise the commercial value of the asset of good will to a newspaper, and has reduced this difficult task to the dimensions of a simple business problem.

A life-long student of factors of value in publications, Mr. Palmer's comment on the increase in the subscription rate of THE EDITOR AND PUBLISHER has par-Heular significance. His judgment is that this publication will be "more valued at \$5 than at \$2."

It is hardly necessary to remind one class of our readers-the publishers and managers of newspapers-that THE EDITOR AND PUBLISHER cannot be produced and sold at even \$3 per year if subscitution revenues were relied upon in meeting overhead expenses.

But it is generally recognized that to give a big measure of value to advertisera a trade newspaper must give to its readers value and service far beyond the amount of the subscription rate. The publication must COST many times the amount for which it is sold to subscribers-and it must be WORTH to them. in the general average for the year, as much per issue as it costs them per annum.

Under the increased rate the circulation of THE EDITOR AND PUBLISHED IS growing encouragingly. The new rate will serve to automatically eliminate, hereafter, the man who considers it too high. And that man, if he is to be found, ought not to be a subscriber to this publication-for he would not get from it, under any subscription rate, however low the worth of his money. Nor would he be of any material value to the advertisers in this fournal.

THE EDITOR AND PUBLISHER IS for the men of large calibre in the newspaper and advertising fields. Some of these men are now in obscure positions, perhaps-but they are destined to move up To this type of reader THE and on. PERTOR AND PUBLISHER MEANS muchand their allegiance means much to the paper. They are the men of to-morrow and thus are, potentially, the men of to-day, as well.

THE EDITOR AND PURLISHER appeals, and strives to appeal more and more strongly, to a majority of THE MEN WHO HAVE ARRIVED in the fields of newspaper-making and of newspaper advertising -- the men who are on top of events in these fields-the men who do the directing, the planning, the buying the men who, in placing orders for newspaper equipment, have the final word; and who, in planning advertising campaigns, make the final decisions.

These vital men face vital problems every day-and on these problems THE EDITOR AND PUBLISHER alms to throw light. They are interested in the NEWS of the newspaper and advertising fields more deeply than in the general news of the day - and so this publication aims to give to them the worth-while news of these fields, eliminating the piffic and trivial and emphasizing the events which earry significance and general interest.

Mr. Palmer is right. THE PARTOR AND Promise will be "more valued at \$3 than at \$2" and it will be MORE VAL-PABLE, alike to its readers and to its advertisers.

(Caseert that advertising adds to the I selling cost and price of commodities is to assert that small per-sale profits through quick turnovers of stocks are a defusion.

Digitized by Googl

PERSONALS

Let thy speech be better than ailence or be silent.

Dionysius.

NEW YORK-Royal Cortisson, art and Mrs. H. C. Nelson, art critic for the New York Globe, represented the newspapers on the jury which awarded the prizes in the Competitive Art Students' Exhibition, given at the Wanamaker establishment, in this city, from March 5 until March 17, inclusive.

Ralph Bevin Smith is covering the art news for the New York Herald. He does the work that Peyton Boswell formerly did.

Conklin Mann, formerly of the New York Evening Sun and later connected with Collier's and the Cosmopolitan, has accepted the position of managing editor of Leslie's.

Dr. Smith Ely Jelliffe has joined the editorial staff of the New York Medical Journal. Four years prior to its conmolidation with the Medical Journal, Dr. Jelliffe was editor of the Medical News.

Victor Cevasco, vice-president of the Rudolph Guenther Agency, is receivcongratulations from his many friends in the newspaper business. The cause is the arrival of a junior Cevasco at his home.

Oswald Garrison Villard, managing director of the Evening Post, addressed the Congress of Religious Liberala, held in Pittsburgh this week. He also addressed the Pittsburgh Chamber of Commerce.

Charles McD. Puckette, who for nearly a year has been city editor of the New York Evening Post, has been promoted to the new position of assistant managing editor. He has been a memher of the staff since July, 1911. Walter B. Hayward, who was with the Evening Post for eight years, resigning in December, 1915, to become an assistant to the Sunday editor of the New York Times, becomes assistant city editor.

O THER CITIES-Ashley Evans, after twenty-five years' connection with the Bonham (Tex.) News, has retired from the editorship of that paper and has been succeeded by J. Leonard Webb.

J. W. Perry, for several years city editor of the McAlester (Okia.) News-Capital, has become State editor of the Daily Oklahoman, at Oklahoma City.

H. D. Jacobs, for some time manager of the United Press at Dallas, Tex., has joined the staff of the Dallas Evening Journal.

J. M. Finley, formerly assistant advertising manager of the Scattle Post-Intelligencer, is now advertising manager of the Fremo Herald.

Mrs Will Irwin, better known to toliterary world as Inez Haynes Gilmore was the guest of henor at luncheon in the San Francisco Press Club last Wednesday. Mrs frwin, who recently returned from Europe, where she saw many of the gigantic military operations, related some of her experiences

Charles A. Miller, editor of the Nya-k (N. Y.) Evening ftar for the past three years, has resigned to enter a New York publishing house. Prior to going to Nyack he was for seven years on the Troy (N. Y.) Record. He has been succeeded on the Star by H. W. Belcher, of

Valentine T. Karnes, who was editor of Norman E. Mack's National Monthly when he sold it to Frank R. Lord, the Washington correspondent of

the magazine, is back on the staff of the Buffalo Evening Times, where he was city editor before he accepted the editorship of the National Monthly. He succeeds the late James W. Reilly, of

Edward P. Hartnett, of the Buffalo Enquirer, is general secretary of the committee of the Friendly Sons of St. Patrick, which is arranging for the annual parade and banquet to be beld March 17. Mr. Hartnett expects 20,000 persons to march.

Cyrus H. K. Curtis spoke and Thomas A. Daly, colyumnist of the Philadelphia Ledger, presided at the first annual banquet of the Ledger's printers, on March 4. The affair was a huge suc-

Henry J. Auth, formerly assistant treasurer, has been made business manager of the Newark (N. J.) Star-Eagle.

James A. Norton, for the past eight ears with the Express-Advertiser. Portland, Me., has been appointed private secretary by United States Senator Frederick Hale.

Paul W. Brown, of the editorial staff of the St. Louis Republic, has resigned and will conduct a financial paper in that city.

John A. Caulfield, formerly with the El Paso (Tex.) Times, has resigned from that paper's service and has been appointed to a staff position with the Gal-

William Turnbull, editor of the New Westminster (B. C.) Daily News, has been appointed private secretary to Hon. T. D. Pattulo, at Victoria, B. C.

Charles A Miller editor of the Nyack (N. Y.) Evening Star, has resigned his position there and will join the New York office of a well-known Hoston publication.

PHILADELPHIA.—Cyrus H. K. Curday night at the banque! which concluded the Wholesule Grocers' Convention at the Bellevue-Stratford.

Tom Daly, columnist of the Evening Ledger, was the principal speaker at a literary night given by the Young Men's Hebrew Association during the week.

Howard Shelley, of the Inquirer staff and grand opera press representative, has written a farce, "The Family Tree," which will abortly be produced at the Little Theatre.

H. T. Craven, of the Press; Kenneth Magowan, of the Evening Ledger; Herman L. Dieck, of the Record; Harold P. Quicksall, of the North American. and Henry Starr Richardson, of the Star, as the committee on awards of the local Drama League, have not been overtaxed by reading plays, submitted as per requirements by authors living within a 25-mile radius of City Hall. Two prizes of \$100 and \$50, respectively, were offered, but not one single manuscript was presented, despite the fact that in this city several newspaper men have "made good" within the year with theatrical productions.

Levi Wilcox, kennel editor of the Inquirer, judged several classes at the recent two-day show of the Philadelphia Kennel Club.

Lisetta Neukom, one of the clever women writers of the Evening Ledger, is the only newspaper representativo to join the "INct Squad" under the direction of the Life Extension Society. which is now conducting the first diet test outside of a medical school to be held in this city. She is reporting her experiences and menue in daily articles.

Henry McBride, art critic of the New York Sun, will give a "Gallery Talk" at

Miss Curtis Wager-Smith will also give a talk in the series.

Joseph M. Rogers, of the editorial staff of the Inquirer, will speak on Saturday at the University of Pennsylvania Museum on "The War-Battered Cathedrais of France."

Henri Bazin, a cousin of the famous Renée Bazin, and a most brilliant man himself, who was for a time on the staff of the Evening Ledger, has been sending colorful letters from the French battlefront for the editorial page of that A recent communication pic-Daner. tured with tracic simplicity the shattered giories of Rheims Cathedral, which he had previously visited eight years before and described in a published volume on the Gothic churches of France.

Arthur L. Drew, of New York; Spick Hall, Louis C. Macaran, from the North American, and E. F. Pharo, of Atlantic City, are recent additions to the staff of the l'resa.

Hugh A. O'Donnell, editor and publisher of the New Orleans American, who has just been fined \$500 and given a jail sentence of four months because of his fearless attacks on the city administration, was some three years ago business manager of the Press, and has many warm friends and admirers in Mayor Behrman, who led Philadelphia. in the libel suit against the newspaper man, was a familiar figure here at the time of the A. A. C. W. Convention last

W. F. Taylor, promotion manager of the Evening Telegraph, has left that pa-

Edward Gilchrist, of the Record business staff, has become advertising manager of the Press, succeeding Mr. Lasher, who has gone to Chicago to take charge of the Press interests in the Middle West.

BOSTON-Frankin Collier, Journal the Red Sox. He is the only Boston artlat to make the trip, and his drawings are proving a big attraction to Journal readers.

Joseph D. Carlin, district editor of the Post, is away on a short business trip.

Benjamin Freedman, of the Post, has been named a member of the executive committee in charge of the work

the Academy of Fine Arts on March 15. of raising \$200,000 for the Boston Federation of Jewish Charities.

Nick Fintley, sporting writer of the Traveler, has resigned from that paper and joined the sporting department of the American.

Alfred W. Cullin, of the Post, has been in Houlton, Me., during the past week writing a special story on the prosperity of Aroostook farmers.

Joseph D. Hurley has been transferrod from the city department of the Post to the copy desk.

James S. Collins, of the Bunday American, is reading copy on the daily for a few weeks.

Roy Atkinson, who has been ill, returned to his work on the staff of the Post Wednesday.

Reuben Greene, the Traveler humorist. is making a tour of the State, writing up different cities and towns. About a column and a half is devoted to each story, which is signed and also carries a photograph of Greene, who is said to resemble Homer Rodeheaver, the Billy Sunday chorister.

Dustin Lucier is writing the Auto Show for the Herald. Most of the resular automobile men are so busy securing advertising that they have little time to do any writing, and city staff men have been assigned on nearly all the papers to look after this feature.

Carl Wilmore, who has been ill in a hospital, has returned to his work on the city staff of the Post.

Visitors to New York

Louis T. Golding, publisher, News Press, St. Joseph, Mo.

J. M. Annenberg, circulation manager, Union-Star, Schenectady, N. Y.

William B. Bryant, business manager, Press-Guardian, Paterson, N. J.

William J. Schaefle, advertising manager, Times-Journal, Dubuque, Ia. Col. Robert Ewing, publisher New

Orleans States. D. D. Moore, general manager New

Orleans Times-Picayune. Marcellus E. Foster, editor Houston

(Tex.) (hroniele. R. W. Beckwith, manager Chicago office S. C. Beckwith Special Agency.

C. H. Rembold, general manager Cincinati Times-Star.

tirey Woodson, publisher, Owenshoro Messenger.

(Continued on page 22)



PERSONALS

(Continued.)

CHICAGO.—Harry Canfield has tendered his resignation as night city editor of the Chicago Examiner. His associates are seeking to get him to reconsider his action.

Ben Hecht, of the Chicago Daily News staff is co-author with Maxwell Bedenheim of a play, "Mrs. Calhoun's Letter," recently produced by the Players' Workshop.

Clara E. Laughlin, president of the Cordon Club, an organization of authors and artists has been writing a series of articles for the Chicago American anent the Marjoric Dolbridge case, which attracted considerable local noturiety.

Hobert M. Buck, who jumped from the newspaper game into politics, was defeated at the recent primary when he sought renomination as Republican candidate for Alderman in the Thirtythird Ward. Mr. Buck was formerly connected with the Chicago Daily News and the old Inter-Ocean.

County Judge Thomas F. Scully has appointed a commission for the revision of election laws, the members of which include James Koeley, editor of the Chicago Herald, E. S. Beck, managing editor of the Chicago Tribune, and Roy D. Keehn, general manager of the Chicago Examiner and Chicago American.

Jack Lalt, newspaper man, short story writer and playwright, who writes a daily novelette for the Chicago Herald, has signed a contract with the Chicago Tribune. Mr. Lait will leave the Herald in September of this yeer.

Word has been received in Chicago of the arrival of John T. McCutcheon and his bride in Havana. They had spent a month in Treasure Island (Bahamas), which was recently purchased by Mr. McCutcheon, but the lure of the revolution drew them to Cuba. Mr. McCutcheon is cartoonist and war correspondent for the Chicago Tribune.

PITTSBURGH.—H. R. Boyd, nephew of Col. O. S. Hershman, of the Pittsburgh Press, was a member of the Culver Military Academy. Black Horse Troop, in the Inaugural parade. Col. Hershman was one of the hosts of the troop during their sojourn in Pittsburgh en route to Washington.

Col. C. A. Rook, president and editor of the Pittsburgh Dispatch, attended the inauguration as a member of Gov Brumbuugh's staff. L. R. Goshorn, political editor of the Dispatch, spent several days in Washington assisting Louis W. Strayer, Washington correspondent of the Dispatch.

George 8. Oliver, vice-president and manager of the Pittsburgh Gazette-Times, is recovering from the effects of a second operation for appendicitis.

D. J. Davies, sporting editor of the Pittsburgh Dispatch, is with the Pittsburgh baseball team at Columbus, Ga., for several months.

W ASHINGTON, D. C.-W. C. Colver, editor-in-chief of the Clover Leaf group of newspapers, with head-quarters at 8t. Paul. Minn., who was appointed by President Wilson as a member of the Federal Trade Commission, fasied of confirmation in the last Congress owing to the congestion of the husiness of the Senate, but Mr. Colver will probably be reappointed at the special session of the Senate.

cirufton S. Wilcox, chief of the Capitol staff of the Associated Press, will shortly leave the Associated Press to join the forces of the Chicago Tribune in Washington. Mr. Wilcox is president of the National Press Club, and one of the most popular members of the Washington corps of correspondents.

Josephus Daniels, jr., son of the Secretary of the Navy, and now the editor of the Raleigh News and Observer, was a visitor to Washington during Inaugural period.

Senator Willard Saulabury, owner of the Dover Delawarian, has been unanimously reflected President of the Senate pro tempore.

Carl D. Sheppard, for many years a member of the Associated Press staff, covering the Supreme Court, and more recently personal representative of Presidential candidate Hughes, has moved to Akron, O., to join the law firm of Otts. Berry & Otis.

Col Edwin A. Halsey, for many years assistant superintendent of the Sonate press gallery, will be married next Wednesday, March 14, to Miss Mary M. Younger, of this city.

MILWAUKEE-Floyd Gibbons, Chicago Tribune correspondent, wha was on board the liner Laconia when it was torpedoed, is a former Milwaukee reporter. Before going to Chicago he covered police on the Milwaukee Free Press.

Miss Lorenn Hickok, feature-writer on the Milwaukee Sentinel, has resigned to press agent the cause of Miss Philippine Artois, a Belgian who is in this country to raise funds for Belgian relief and to establish Belgian colonies.

Miss Mabel Search, formerly of the Evening Wisconsin Staff, is now on the Milwaukee Leader.

John Mullen, formerly of the Milwaukee Free Press, is now in charge of the service department of the Milwaukee Sentinel.

Harry Hohlnson, former business manager of the Milwaukee Free Press, is now handling automobile advertising on the Evening Wisconsin.

Hal A. Mitchell, formerly of the Milwaukee Free Press, is now on the night copy desk of the Sentinel.

George Louisberry, veteran Milwaukee newspaper man, is handling the publicity in the campaign to raise \$150.-600 to establish a Lincoln memorial here.

Benson K. Pratt, former Milwaukee newspaper man, is now sporting editor of the Madison (Wis) State Jour-

SAN FRANCISCO-Rose Wilder Lane, of the San Francisco Bulletin, who has achieved prominence as a special writer during the past few years, has brought out her interesting "Life of Henry Ford" in book form. When Ford visited the San Francisco Exposition. Mrs. Lane took advantage of the opportunity to secure interviews that formed the nucleus of a blography of the famous inventor and ran the matter in the Bulletin as a serial.

Mrs. Genevieve Yoell Parkhurst, of the San Francisco Call staff, is running her story, entitled "Paste," as a serial in the columns of the Call. It is a gripping satirical story of the social climbers of the San Francisco Bay region.

Jero Collins, of Fort Benton, Mont., a ploneer newspaper man of that section, is a visitor here. Firty years ago be founded the River Press, which is still in existence. "Kipling's marine had nothing on my man, Louis Chemidlin," said Collins. He told how this man did the reporting in the morning, covering the military post, the steamboat wharf, and the only hotel within

250 miles. Then in the afternoon he set up the paper at the case and ran it off with a Washington hand press. Later he took the edition under his arm and delivered the papers in person to each subscriber.

ST. LOUIS.—George S. Johna, editor of the Post-Dispatch; M. P. Linn, president of the Advertising Club of St. Louis and advertising manager of the St. Louis Republic, and W. C. D'Arcy, president of the D'Arcy Advertising Company, were recent judges in a slogan contest for an industrial name for St. Charles, Mo.

Omar Hite and George Huber, copyreaders on the Republic have gone to the staff of the St. Louis Star in the same caracity.

L. M. Davis, a free-lance newspaper man, is now doing special copy-writing for the Ruebel-Tyler-Brown Advertising Company.

Homer Bassford, manager of the Times: E. B. Lilley, manager of the Itepublic; M. J. Lowenstein, business manager of the Star, and E. Lansing Ray, vice-president of the Globe-Democrat, are home from attending the recent conference, called by the Federal Trade Commission, to discuss news print rates.

H. G. Lidstone, formerly of the editorial department of the Post-Dispatch, is now editor of the American Paint and Oil Dealer, a trade journal published here.

Sixteen-Page Clothing Ad

The Madison (Wis.) State Journal recently issued a sixteen page clothing advertisement for one concern, which was used as an insert for the newspaper. This is believed to be the largest single advertisement for a clothing dealor ever published and William C. Allman, advertising manager of the Journal, is receiving congratulations for his good work.

The man who compliments you to your face usually has an axe to grind.

Letters to Successful Publishers

Mr. C. B. BLETHEN, Editor THE TIMES,

Seattle, Washington, Dear Mr. Blethen:

On the occasion of our signing a new long-time contract to supply our service for the exclusive use of THE TIMES in Western Washington, let us assure you of the pleasure it gives us to continue the relations of the past three years.

THE TIMES is one of the great papers of this country, and its position in the Northwest is most enviable.

We are proud to have it known that the editors of a paper of such excellence are finding such good uses for our illustrated service.

Your friends, THE CENTRAL PRESS ASSIN. New York and Cleveland.



\$2.50

per hundred is the price for news print paper fixed by the Federal Trade Commission.

This fact will undoubtedly enable many publishers to increase the size of their papers, but

It is Not
Necessary to Print
a Great, Big
Paper in Order to
Get the Good
Out of the
NEA Service

For years NEA has been working to put out a live, interesting service—a service that deals with things in which the reader is interested NOW—that can be effectively used in the minimum space.

We have succeeded, as more than 200 daily newspapers using the NEAservice will testify.

We would like to tell YOU how valuable this service would be to YOUR paper, and to send you samples of it, so just send your address to

Newspaper Enterprise
Association
1279 West Third Street

OHIO

CLEVELAND

20

PUBLISHER MOON'S VIEW OF MODERN JOURNALISM

Tells Trenton Rotary Club That Newspaper to Be of Service Must Have Conscience, Defend Public Interests and Preach Justice and Righteonsness.

Owen Moon, jr., of the Trenton (N. J.) Times, addressed the Trenton Rotary Club a few days ago on journalism from the viewpoint of a practical and active publisher.

Mr. Moon spoke of the classes of newspapers and defined the ideals and purposes of each. Broadly speaking, he said, there are two classes of newspapers, the reactionary and the progressive, the one devoted to advancement of selfish interests and the other striving for betterment of the community and all conditions affecting the masses.

The speaker defined the real newspaper of to-day as the one with a social conscience, with social service regarded as a duty. Mr. Moon said in part:

The real newspaper of this day must not only possess a social conscience, but must have vision and a mind to analyze. It has to deal not only with men and events, but motives-a newspaper is no longer merely a mirror reflecting only that which your eye can see, but a modern newspaper is radium, seeing through and beyond, picturing the nerves and the heart of human action, as well as the skeletons. Not only must these things be the aim and daily working policy of a real newspaper. but social service must be a duty-only such a paper with public confidence can initiate helpful movements, accept the leadership in civic betterments, and

fight for their successful accomplishment. Poor, indeed, is a city without a crusader of this sort, for in many instances the limelight of pitiless publicity is the sole weapon against public and private outlawry, crime, and

Habitual transgressors of the law, when brought to the bar of justice, fly to the newspaper, pleading, "Keep my name out of the paper." Only the greatest contempt can be held for such cowards. If any one knowingly does wrong let him be man enough to pay the price, and publicity is one of the penalties of crime.

The suppression of news is one of the greatest offences a newspaper can be guilty of. No newspaper, no NEWS-PAPER (an organ may) permits the tainting or the suppressing of news or editorial expressions.

THE MONEL NEWSPAPER.

Over against a servile press let us portray the sphere and function of the modern newspaper which is no longer the mouthpiece of an individual, but an institution of a semi-public nature, expressing, as humans may, current opinion, with a full recognition of its responsibility to the people.

First, it must be informative, laying bare the facts and stripping seerccy from the motive.

Second, it must be corrective and arouse the public against wrong-doing.

Third, it must expose the wrong-doer. Fourth, it must defend the public against Governmental mismanagement and conspiracies.

Fifth, it must preach justice and righteousness.

And sixth, it must not only preach, but must perform and work and sacrifice for its policies.

The constructive work confronting a newspaper is limitless and involves

movements looking to better government, better living, and better citizenship. Only a fool would say a radical newspaper, working energetically along these lines, aiming to awaken the public and private conscience, was doing it to increase circulation. It is a fact that in all communities the free, independent, unshackled press, spokesman of the majority, is the paper of influence and leadership. Shall we my in democratic America that the majority is not intelligent and is unfit? That the leaders in American journalism are a menace to the nation, firebrands of revolution, because some vanal, partisan editor cannot see beyond his own horizon of graft, politics, and controlled

Less than a quarter of a century ago, in the days of corrupt business practices, graft, and rotten politica, the partisan paper, sitting at the feet of political or corporate influence, held full away. But to-day, truth in business, politics, and advertising has sounded the death knell of the organ and established the modern progressive newspaper, independent of all baneful influence.

New Daily in Shreveport, La.

The Shreveport (La.) News Publishing Company, Inc., has filed its charter for incorporation under the laws of Louisiana. The company has a capital of \$50,000 and the officers are: C. E. Palmer, president; John B. King, vicepresident; M. G. Caldwell, secretary and treasurer. The policies of the paper. it is stated, will be religiously and politically independent, and the publication will employ union labor. The estabishment of this paper in Shreveport has followed continued labor troubles involving the union premmen Shreveport.



"YOUR HEALTH'
By DR. JOHN B. HUDER

Dr. John B. Huber writes a daily health service for us, to which we have given the appealing name "Your Health."

Dr. Huber is one of New York's best known physicians, with an unusual gift for clear, plain, conservative, sympathetic writing.

He is a man in whom a newspaper can place utmost confidence, and that is the kind of a man you want to conduct your health department—for, in a way, you turn your readers over to his care.

Dr. Huber writes for a number of national magazines, and has contributed to the press for many years. He sticks closer to his subject than most writers on health subjects, but writes interestingly and understandably.

Write in for samples of the Dr. Huber feature, and sak to so raplass Dr. Huber's careful and distinctive method of anemering questions sent in by your readers.

THE GEORGE MATTHEW ADAMS SERVICE

8 W. 40th ST., NEW YORK

Another Good Month



for INTERTYPES

60 machines sold during the short month of February

One Intertype sells another. Watch us grow!

INTERTYPE CORPORATION

World Building, NEW YORK 589 Carondelet Street, NEW ORLEANS Old Colony Building, CHICAGO 86 Third Street, SAN FRANCISCO

Canadian Agents, MILLER & RICHARD, 7 Jordan Street, Toronto; 123 Princess Street, Winnipeg

FEDERAL ADVERTISING

TAX MAY BE IMPOSED George Gordon Battle Tells Advertising Club that United States Board to Conteel Paid Publicity Is Being Planned and May Soon Begin Week Mere

than \$1,000,000,000 Spent Last Year. Grorge Gordon Sattle aroused the Club of New York, at a dinner at the chithrense, 47 Fast 25th Street, Isal Turniay night, that the creation of a Pederal advertising commission to regeral tax on all advertising expenditure tirrly possible of speedy followent." insurance business was to before the Hughes investigation, and he warned his a similar investigation. It was estimaxico, he said, that succe than \$1,000. in the United States last year. The influorer of publicity on the life of the

LEGISL PROPERTIES INSTITUTE.

"It to inavitable," he continued "that striction of the law. It could not be fortunes of advertising men rould be overlooked by the legislaters. Bome ortion is understedly necessary to problhis dishonesty to advertising and cer-

navarring definite shape and traders were exactly adventurers," and when the low favored the seller to the detri-"Within the last few years," he said. There has been great improvement

but it is incomplete. Constructive law to lacking. There is some feeling that advertising to wasteful. I believe to others at the speakers' table were O.

Mare William J. Malone Plevel Kreter, Richard H. Waldo, and Alan C.

ACKERMAN COMING HOME

Young War Correspondent Has Made Fine Record for Himself.

Park New Braze that Carl A. Arkerwho is on his way heere with egrang some sensettonal atories when stonged by wire by the New York Tests. Aithrough Ariterman has made his

press one of the best known of any of Involva School of Journalism in 1912. Afree leaving the School of Journal ten he went in the Washington Bureau

work too late to have his reputation practically wiped out for all publish. ries, because of his loability to settle up. ers, large or small, by the prices the

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



PUBLISHERS TO AID IN DISTRIBUTING PAPER-

(Confluent from page 6) to reduce their proces to the level of no thought of the possibility of failure. one publisher who had watched the att-

for what severed impossible less then resid not do, and I have confidence in store, before March 20, other manufac-

While it is said that there is hardly

There are several large daily news papers," soid a publisher, "that are proc-tically without supply. These publishdesion for a supply. Thus is indicated Many a man has settled down to hard diffees are remoded.' Profits would be

enventeriumers had arbitrarily fixed und that a number of targe publishers

PERSONAL INSPIRE CONTINUES. of trule, or an understanding among

ABITIBI'S BIG PROFITS

Paid 19 Per Cent. on El,000,000 Commun correct forward. The company's new

brings the satisfaction that the other man cannot contravert yes.

TO HASTEN PAPER DISTRIBUTION Commission Making Stremuous Effort to

Afford Relief to Small Publishers.

Wassermen, March 5.-On Monday next the Pederal Trade Communication will it has been able to secure from well specied publishers and which if will place with the less fortunate ones. The Commission will also resultiv make known whether there are others than the seven large paper manufacturers who have stated their acquiescence in the Conventation's price-fixing plan. The Commission has no power to compel have surred to furnish paper at the two and a half cent rate to comply, and us n maiter of fact, the Conveniences the tora of having a moral effect on all are in accord with the agreement or The Commission's hope is that there will be a general decline in the price of paper in the market, and of the publishers. The Commission's imreclinic interval is in getting some reseems, at the present time, in about as tion to know are giving E. O. Merchant.

the work since fast July, directing in a pitration to the work in hand and by his produterd efforts has apparently was crited for the publishers. Sale of Johnstown Londor

his efforts in behalf of the publishers

scorvity and exceptions price.

Merchant has been in charge of

Januarowa, Pa., March 5 .- At nahlic sale to-day the Jehnstewn Leader was sold by the receivers, who have speculed it slove January 18, 1917, to Heward C. Cook, a real estate dealer of this city. The publication of the reated that Mr. Cook will reaks a private sale of the newspaper and Joh printing plant within a few days. Johnstown has three daily rewspapers. There are newspapers of large circulathe Lender, has had its difficulties in ce a modern plant of considerable value. and those who are familiar with the uable property.

New A. N. P. A. Members The Pittsburg (Kan.) Daily Head-SEI Exeming Tylegraph to associate

Money works for the industrieuspeyer for the indolunt.

POINTERS IN BUYING FIRE INSURANCE

Cincinnati Times-Star Correspondent Has a Record of Eighteen Years of Distinguished Service at National Capital-Is Acquainted with Many Public Men

Eighteen years of conspicuous and distinguished service as Washington correspondent is the record of Gus. J. Karger, of the Cincinnati Times-Star.

Mr Karger is a native of Germany, having been born in Berlin in 1866, When he was seven years of age his parents migrated to this country and established their home in Ohio. He was educated in the public schools, and while



GUA. J. KARGER.

a student at the Columbus High School he entered journalism, as he facetiously expresses it, "to cirvate the calling." His first newspaper work was on a German Sunday paper. Soon afterwards he joined the staff of the Freie Presse porter Cincinnati ever had.

From the Freie Presse Mr. Karger went to the Cincinnati Volkefreund and was the first reporter of a German paper to be detailed for work at the State Capitol.

ONCE A CITY EDITOR.

Mr. Karger joined the staff of the Cincinnati Post in 1895, and for four years was its city editor. In January, 1899, he was detailed to Washington as the Post's correspondent at the national capital. Shortly afterwards he was placed in charge of all of the Scripps-McRea papers represented in Washington. He resigned from the Scripps-McRea service on September 10, 1906, to become correspondent of the Cincinnati Times-Star, owned by Charles P. Taft, a brother of President Taft, and is still employed in that capacity. He has attended and reported every National Convention of the two major parties since 1892. While Col. Roosevelt was president, and also while Mr. Taft was in the White House, Mr. Karger travelled extensively with them, always, as he says, "on the office expense account."

In 1907 he was selected by President Roosevelt, and Mr. Taft, who was then Secretary of War, to be Mr. Taft's publicity representative in the campaign for the Republican Presidential nomination. He remained with Mr. Taft throughout the campaign, and accompanied him on his various trips throughout the country.

Mr. Karger is chairman of the board of governors of the National Press Club.

When the 80 Per Cent. Clause Protects and When It Does Not Give the Same Degree of Protection, and the Reason- Essentials the Purchaser Should Remember.

> By EDMUND WALKER, Auditor, Keeley-Handy Syndicate, Chicago, Ill.

BEFORE proceeding to a consideration of all that interests you in relation to your fire insurance policies, rates, and schedules, it is well to briefly review the fundamental principles underlying all insurance.

As you know, our grandfathers regarded all insurance as nothing more or less than a plain gamble. You "bet" \$100 against \$5,000 that you would die this year, and the insurance company accepted the wager.

From this beginning we find that the "odds" or rates are calculated on a scientific basis—the theory of "probabilities" Explaining "probabilities" is very simple, but to calculate the same requires a thorough knowledge of higher mathematics. Suffice it then to say that the rate you pay is obtained as a result of a certain mathematical calculation known as "probabilities"—and to the amount so obtained is added a certain percentage to cover overhead expense, administration, and distribution charges-and a reasonable profit on the capital invested in the insurance company. This process of adding additional You will therefore correctly charges is known as "the loading of a policy." assume that the only reason for a difference in rates is owing to these "loading charges," and not to the probability calculation, which must be the same for every company.

In order that you may take out a fire insurance policy you must have "an insurable interest." This again takes insurance away from the gamble class. Just what is an insurable interest? Broadly speaking, it means that you would suffer if the event against which you are insuring did occur. If you own your house, you have an insurable interest in it. If you hold a mortgage on my house, you again have an insurable interest-and perhaps you have an insurable interest in my life, too, as mortgager and mortgagee-but you do not have any insurable interest in the life of the Sultan of Turkey or the Shah of Persia.

Up to this point you are thinking of insurance as a common business venture based on scientific plans and being carried on for the purpose of earning a profit.

ANOTHER VIEWPOINT.

Supposing all the house owners in your town get together and adopt the following resolution:

"Whereas, it has been found that the actual aggregate value of our houses is \$1,000,000, and that each year \$1,500 of this property is destroyed by fire. Therefore be it

"Resolved, that each householder shall pay to a common fund 15 cents per \$100 of property owned, each year, and that out of this common fund all sufferers from loss by fire shall be indemnified. And he it further

"Resolved that each property owner shall pay an additional 5 cents per \$100 to cover administration expenses."

There you have present-day insurance, and I want to say that all insurance in Cincinnati, and according to his con- is mutual. If John Doe has a fire and makes a profit out of the event it is not temporaries he was the best police re- only an infustice to the insurance company, but an injustice to every policy holder in that company, because it affects the rates. It is out of your money that John Doe is being paid.

CONTRACTO

This is perhaps the most misunderstood word in all the insurance world. You remember your agent told you that you would obtain a cheaper rate by having the 80 per cent, co-insurance clause inserted in your policy. You agreed to this clause-but do you understand its application?

Perhaps the best way to make this clear is to take an example.

Example No. 4.	8440 804
Your machinery cost you	\$100,000
You took out a fire insurance policy with the 30 per cent co-insurance	
clause and did insure for	\$0,600
You then had a fire and the loss was	50,000
You would receive from the insurance company	50,000
Example No 2:	\$100,000
Your machinery cost you	\$100,000
You took out a fire insurance policy with the 80 per cent. co-insurance	
clause, but you only insured for	70,000
You then had a fire and the loss was	50,000
You would receive from the insurance company seven-cighths of \$50,-	
800, or, as \$70,000 (the amount you did insure for) is \$80,000 (the	
100 or. 98 \$10 and the amount And the terms of the	47,500
amount you should have carried), i. e.:	

You see now that with this clause you must be able to prove that you were carrying insurance equal or greater than 80 per cent, of the value of the merchandise or machinery insured. To do this you should have a complete inventory of your machinery and furniture-supported by original invoices and receipts, and verified by some competent auditor, and these papers should be at the bank, not in your office, where they are likely to be burned up at the very time you want them.

A PEW LEGAL POINTS.

Insurance can be contracted for by oral agreement. The contract expires within one year, and it is not necessary under the statute of frauds that it be reduced to writing. Until your policy arrives from the head office it is better, however, to obtain what is known as a "binder"-this is a temporary contract.

The object of fire insurance is indemnity- not profit-Chief Justice Knowlton, of Massachusetts Supreme Court, lays special emphasis on this,

Once your contract is issued and accepted by you, you cannot introduce verbal understandings and agreements—the entire arrangement must be set out in writing in the contract. This is broadly speaking-sometimes when absolute fraud is clearly proven a written contract can be voided.

FIGHTING COALMINE MENACE

Philadelphia Prem Seeks Protection For Many Homes Endangere A.

The Philadelphia Press has been conducting an aggressive campaign to save some of the settlements and city suburbs in central Pennsylvania from dropping into coal mines, from which the supporting pillars have been removed The war has been waged before and legislation asked for in vain. If the present Scarlett bill, now before the Legislature passes, it will be largely due to the series of articles which have been running for the past ten days in that paper, which have portrayed with uncompromising clearness, the exact conditions of the region.

The story was written by Harry Goldberg, a brilliant young reporter, who was a candidate for Congress on the Socialist ticket at the last election, and through many signed articles. Accompanied by Carl Thoner, star photographer on the Press, he spent several days in the district, digging out from a confused and unclassified mass of testimony all the important facts in the long-drawn case. The story ran every day, covered some four or five pages altogether, and was a convincing exposition of the menacing danger which hovers over many a town between Wilkes-Barre and Scranton. The photographs, taken under the most adverse conditions, were thrilling.

The Scranton Republican and the Times, which have done what they could do to abate the peril, extended cordial editorial cooperation to the Press. The well-planned propaganda, by focussing public attention on the evil. in likely to bring beneficial results.

Newspapers as Educators

Speaking at a recent gathering in Evans Memorial Hall in Boston, Dr. Alfred Rockwell stated that, in his opinion. newspapers classed first among the educational institutions of the country Hospitals he classed second, and schools and colleges third.

YOUR RATE.

The rate you pay is based on what is known as "the schedule." Then additions are made to this rate to cover any additional risks peculiar to your particular plant and shops-deductions are also made to allow for any features reducing the hazard. Therefore, perhaps, it pays you to find out what has been added to the schedule in your particular policy and compare this additional yearly charge with the interest on the amount of money required to install sprinkler systems and other apparatus-plus depreciation on the same. Don't compare the amount charged over the schedule with the cost of installation-but with the interest on the investment and its depreciation.

A PEW SPECIAL POINTERS.

(1.) If you separate your heavy machinery from the light machinery you will get a cheaper rate on the heavy machinery.

(2.) While you are covered from loss by water in the event of a fire-arc you covered from loss by flooding of your press pits?

(3.) If you have not paid in full for your premium, issue a note and have it acknowledged by head office. fet that note go past due.

(4.) Sixty days after you have paid your agent in full in cash write head office and ascertain if they have been paid

(5.) Keep your policies and inventories at the bank.

(6.) Read your policy to-day.

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TIPS FOR THE ADMANAGER

Street & Finney, Inc., 171 Madison Avenue, New York city, are placing an extensive campaign in New England cities for Kibbe Brothers Co., of Springfield, Mass., advertising the Social Whirls candy.

The Brown Advertising Agency is placing full-page advertising for the Louisiana State Rice Milling Co., Inc.

The Chambers Agency, Inc., Maison Blanche Building, New Orleans, is sending conv to country weeklies in Louglana, Masiasippi, and Arkansas for H. & C. Newman, cotton brokers, of New

Ewing & Miles, Inc., New York city, handle the lubricating oil account of the D. Kibler Co., Indianapolis, Ind. This agency also handles the account of the Hill Insulating & Manufacturing Co., 511 West 42d Street, New York city, manufacturers of Thorne Anti-Skid Chains.

The Russell M. Seeds Co., of Indianapolis. Ind., handles the advertision of the Parry Manufacturing Co., makers of motor bodies, Indianapolis, Ind. This agency also handles the motor car account of the Interstate Auto Co., of Muncie, Ind.

Walter B. Snow, of Boston, Mass., handles the machinery advertising of the Rind Machine Co., East Walpole. Mass. This agency also has the mathine Co., Lebannon, N. H.

The Walter B. Snow Advertising Agency, of Boston, Mass., handles the account of the Rockport Granite Co., Pittsfield, Mass.

The H. H. Stalker Co., of Boston, Mass., handles the motor-truck account of the Lane Motor Co.

The J. P. Storm Advertising Co., of New York city, handles the maternity apparel account of Lane Bryant, Inc., New York city.

The Erickson Co., of New York city, handies the account of the Magnesia Association of America, 381 Fourth Avenue. New York city.

The H. H. Stalker Co., of Toledo, O., handles the threshers and farm tractors account of the Banting Manufacturing Co., of Toledo, O., as well as the juvenile auto account of the Sypher Manufacturing Co., of Toledo, O.

Ewing & Miles, Inc., New York city. handle the paint account of the Wilhelm Co., Reading Pa., and the advertising of men's garters of the Griprite Garter Co., of Providence, R. L. as well as the shoe-polish account of the Chieftain Manufacturing Co., of Charlestown W. Va.

The Stack Advertising Co., of Chiengo, handles the banking account of the Second Ward Savings Bank, of Milwaukee, Wis.

Ernest J. Goulaton Advertising Agency, 18 Tremont St., Boston, In preparing new copy for B. V. D. Under-Newspaper and magazine space will be used.

The Colony Advertising Co. is the new name of Williams & Carroll. 1 Madison Ave., New York. The change was made on Mr. Williams's resigna-

The plant of Harrison Brothers & Co., Inc., Philadelphia, makers of "Town & Country Paints," has been nurchased by the Du Pont de Nemours Co. The account will be handled henceforth by George H. Pierre, Du Pont Bidg., Wilmington, Del.

The National Lead Co. will use about

farm publications, in addition to trade papers, in its coming campaign.

The Winchester Repeating Arms Co., New Haven, Conn, account is handied by J. Walter Thompson Co., 44 East 23d Street, New York.

H. H. Levy, 1328 Broadway, New York, is starting an advertising campaign for the Hotel Martinique, New York.

Sacks Co., Inc., 171 Madison Avenue, New York, are sending out orders to newspapers for La Resista Cornet Co., Bridgeport Conn.

Arkenburg-Machen-Dowd. Produce Exchange Building, Toledo, are again placing the account of the Toledo Cooker Co., Toledo.

Manufacturers' Publicity Corporation. 30 Church Street, New York, is placing the advertising of the Pulsometer Pump Co., Irvington, N. J. This agency is now in charge of the advertising of the Whitlock Cordage Co., New York, rone manufacturers

The Geo. Batten Co., 281 Fourth Avenue, New York, will shortly make up a list of New England newspapers for the ipswich Mills "Ipswich Hosiery," Inswich, Mass.

The E. P. Remington Agency, 1280 Main Street, Buffalo, N. Y., is sending out orders for the Atterbury Motor Car Co., Buffalo, N. Y.

The H. K. McCann Co., 61 Broadway, New York, is handling the advertising of American Thermos Bottle Co., Norwich, Conn., and 35 West 31st Street, New York.

The Gardiner Advertising Co., \$15 North Tenth Street, St. Louis, is making contracts with a selected list of newspapers for the General Roofing Co. "Certain-terd Roofing," Boatsman's Building, St. Louis.

Greenleaf Co., 185 Devonshire Street. Boston, is handling the advertising of the Waltham Watch Co., Waltham, Mass.

The Standard Oil Co. of New York, 26 Broadway, New York city, is renewing contracts with New England newspapers through the H. K. McCann Co., 61 Broadway, New York city.

The Lazell Perfume Co., Newburgh, N. Y., will place its advertising through N. W. Ayer & Son, of Philadelphia, This advertising firm is also making 5,000line yearly contracts for the Conklin Pen Co., of Toledo, O.

The Frolaset Cornet Co., Detroit, Mich., is placing orders with large city newspapers through the Banker-Martin Co., Free Press Building, Detroit,

E. A. Mallory & Sons. Inc., hat makers of Danbury, Conn. are placing orders with newspapers in selected sections through the George Batten Co., 381 Fourth Avenue, New York city.

The Fouthern Cotton Oil Co.. Broadway, New York, is making 2,000line yearly contracts with newspapers in selected sections through Calkins Holden, 250 Fifth Avenue, New York city.

The Cleveland Macaroni Co., 7526 Shaw Avenue, Cleveland, O., will place 2,000-line yearly contracts with newspapers in selected sections, advertising their "Golden Egg Noodles," through the D'Arcy Advertising Co., International Life Building, St. Louis, Mo.

The Galen Hall Hotel, Atlantic City, N. J., is placing 10-line, 100-time orders with a number of Pennsylvania newspapers, through the Dorland Advertising Agency, Atlantic City, N. J.

A. B Benesch & Co., 74 Broadway. twenty general magazines and sixty New York city, are placing stock advertising through H. W. Fairfax, World Building, New York city. This agency will also shortly place orders with a number of selected newspapers for Robert R. Forester, investments, 61 Broadway, New York.

The Cleveland Provision Co., of Cleveland. O., is placing orders for "Wiltshire" ham, bacon, and lard, with a number of Ohio newspapers, through Fuller & Smith, New Guardian Building, Cleveland, O. This agency is also placing copy in a selected list of papers for "Turpo," a shaving preparation made by the Glessner Co., of Findlay, O., as well as 5,000-line yearly contracts for the Statler Hotel, of Buffalo, N. Y., with Middle West newspapers.

The Ernest J. Goulston Advertising Agency, 18 Tremont Street, Boston, Mass. handles the advertising of Robert Reis & Co.'s underwear, for which a newspaper campaign is being planned. This agency is also placing sixinch ten-time orders with some Southern newspapers for John E. Allen.

Hantf-Metzger, 95 Madison Avenue. New York city, is placing 2,500-line copy for the F. M. Hoyt Shoe Co., of Manchester, N. H., in cities where the shoe company has agents.

Hoyt's Service, 120 West 32d Street, New York city, is placing orders with Pennsylvania newspapers for Richter & Co.'s "Ruffles" dandruff remedy, 74 Washington Street, New York city.

The Martin V. Kelley Co., 171 Madison Avenue, New York city, is placing copy for a special campaign with a number of Pacific Coast newspapers, for the Fisk Rubber Co., Chicopee Falls, Mass.

Lord & Thomas, Maller's Building. Chicago, are placing the "Burnshine" copy of Paul N. Friedlander, 317 Broadway. New York city. The advertising is going to a number of Southern newspapers. Lord & Thomas are also placing 300-line yearty contracts with Mississippi newspapers for the Quaker Oats Co., Railway Exchange Building, Chicago. Ill.

The "Forkola" cough remedy copy of the Bacorn Co., Elmira, N. Y., is being placed with a number of New York and Pennsylvania newspapers by the Lyddon & Hanford Co., Cutler Building, Rochester, N. Y.

The Wisconsin Condensed Milk Co., 91 Hudson Street, New York, is placing 2,000-line yearly contracts with a few Eastern newspapers through Frank Seaman, 461 Eighth Avenue, New York

Street & Finney are placing orders with some Pacific Coast newspapers for the "Educator" shoe of Rice & Hutching, 10 High Street, Boston, Mass. This company is also placing copy in selected sections for the Sterling Rubber Works. Rutherford, N. J.

The Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is placing copy on contracts with newspapers in selected sections for the American Radiator Co., 822 South Michigan Avenue, Chicago, Ill.

The Albert P. Hill Co., People's Bank Building, Pittsburgh, is placing orders for the North Carolina Pine Assessation, 34 Bank of Commerce Building, Norfolk, Va.

Frank Seaman, 461 Eighth Avenue, New York, is handling the advertising of the Pensicola Co., "Pensicola," New Bern, N. C.

Sherman & Bryan, 79 Fifth Avenue, New York, are making up a newspaper list for the Erlanger Bros. "B V D" underwear, 351 Broadway, New York: also placing advertising for Kohn &

Haer. Inc., manufacturing furriers, 42 West Third Street, New York; also placing copy for the Samuel W. Peck & Co., men's and youths' clothing, \$06 Broadway, New York.

The Martin V. Kelley Co., Second National Bank Building, Toledo, is making 2,000-line one-year contracts with some Middle West newspapers for the Champion Spark Plug Co., Toledo. and is again placing orders with newspapers for the Peerless Motor Co., Cleveland.

Picard & Co., 50 East 42d Street, New York, will shortly make up a new list for the United Shirt & Collar Co., "Lion" Brand Collars and Shirts, 720 Second Street, Troy, N. Y.

The Blackman-Rose Co., 95 Madison Avenue. New York, will place 4,000line schedules with newspapers for the N. K. Fairbank & Co., "Cottolene," 9 South Dearborn Street, Chicago,

John Wanamaker, Ninth and Broadway New York city, is placing six-inch two-time orders with newspapers in selected sections, the copy going through Collin Armstrong, Inc., 1457 Broadway, New York city. This Advertising firm is also renewing newspaper contracts for the Lamport & Holt Line, 42 Broadway, New York.

Street & Finney, 171 Madison Avenue, New York, are now handling the advertising for Klever Kraft Silver Ware. manufactured by the American Ring Co., Waterbury, Conn.

Ability is very common-resolution is the rarity.- [Business Chat.

Claimed Circulation _IS ONE THING

Proved Circulation

_IS OUITE ANOTHER

MERIDEN, CONNECTICUT,

"THE RECORD"

Gives advertisers guarantee of

A. B. C.

No other Meriden paper does so, or has much more than HALF the circulation of THE RECORD.

THE BOSTON **EVENING RECORD**

printed last month twice as much local store advertising as it printed in February, 1916, and gave its advertisers a net paid circulation of more than 42,000 copies a day.

The Record is being talked about for its excellence as a newspaper, and ample proof that its readers are good huyers is found in its growth in local advertising.

PQ III

New England's Food Bill

A CONSERVATIVE estimate of the total sum that New England people pay daily for their food amounts to

\$4,323,169.80

These figures are based on an average of 60 cents a day, for New England's population of January 1st, estimated at 7,205,283.

The 60 cent rate is that used by steamship lines and large hotel corporations.

It represents the lowest possible cost, when edibles are bought in immense quantities.

Considering the present extravagant prices, the Per Capita is LOW, but the aggregate is startling.

It voices in no uncertain tone the great possibilities for National Advertisers who will vigorously exploit their Breakfast Foods, Biscuits, Soups, Jellies, Coffees, Teas, etc., in the accompanying list of New England Newspapers.

To progressive merchants and manufacturers the men who prize achievement and expansion the New England Newspapers are a necessity.

				Fo	r the	Sr	ace	E	Buy	er				
		A	Gilt-e						-	nd circulations				
Del Del	ASSAC	HUSETTS					Net				VER	MONT.		
	0	Net Paid regiation	2,500	10,000 lines	Springfield		Paid reulation		10,000 lines		C	Net Paid regintion	2,500 Hara	3-03-000 14-00
Boston Americ	-	380.281	.40	.40	Republican		17,542		.04	Burlington Free	,		*****	******
name in	(5)	821,625	.88	.85	Springfield Un	(36328)	30.444	.07	-00	Press	(M)	9,892	.025	.017
Boston Globe	(ME)	242,457	.30	.30	Worrester	(0000)	00,000		100	Population, 36	31,205	i.		
Boston Hernid	(8)	296,523	.80	.20	Gazette	(E)	25,863	.00	.045	C	OXNE	CTICET.		
Traveler	(ME)	196,794	.28	.25						Bridgeport Post-				
Beston Joursa	(M)	5N,921	.16	.125	Mass. totals,	2	,57×,201	3.3497	31.2121	Telegram	(36 30)	32,019	.075	.050
Boston Post	(2E) (N)	483,573 329,276	.45	.45	Population,	3,005	22,			Danbury News	(E)	6,000	.0118	.011
Besten Record	(E)	35.123	.13	.12		RHODE	ISLAND.				(215)	18,970	.06	.04
Beston Transci	ript(ID)	30,277	.19	.18	Providence					Hartford Times	(10)	25,091	.06	.05
Pail River			.02	.02	Bulletin	(E)	49,455	.00	.00	Meriden Journa		4,897	.025	.014
Hernid Fitchhurs	(E)	7,885	.02	Julia	Providence Journal	(3018)	25,759	.07:05	.07*08	New Haven Tim			.04	.03
Sentinel	(80)	5,065	.02	.0157	Proxidence	(78.0)	2019, 2 000	20) - OB	101,00	Leader New London Day	(30)	115,295	.00395	.017
lyna Item	(EG)	13,227	.054	.0857	Tribune	(E)	31,654	.08	.05	New London	(10.)	-0,1-00	-umage	.017
Lonell Couries Citizen	(3680)	17,045	.035	.035	Waansocket C Reporter	(B)	11,542	.0428	.02NS	Telegraph Norwich Bulletin	(M)	3,750 9,265	.0088	.007
New Bedford S														
& Merenry	(28 RC)	20,774	.04	.04	Rhode Island	totals,	20%, 410	.2726	.2385	Connecticut tota		125,132	-BARRE	.243
Pittsfield Eagl		12,423	.0207	.0187	Population,	501,210	i.			Population, t.				
alem News	(E)	18,732	.05			90.0	W. W. W. W.			New England to	tals, 2	Z,M & Z,NNS	1.005%	31,7413
pringfield flos (M)	16,21	8. /	.nn	-004	Portland Exp		INE. 21.347	-0535	.0373	interest to				
Springfield Net	19,417	34,082	.00	.00%	Population,			AMO-DIM	.0375	*Publishers at: Rating Gov. s			er 1. 1	916.

NEWS PRINT PRICE SET AT \$2.50 AT THE MILL

(Continued from page 10)

the basis of their respective costs of production, the foregoing prices are also fair and reasonable for each and all of the following manufacturers who have not thus far joined in this arbitration:

MILLS THAT HAVE NOT SIGNED.

Minnesota & Ontario Power Company. including its subsidiary, the Fort Frances Pulo & Paper Company, Ltd.: Gould Paper Company, Finch-Pruyn & Company, Great Northern Paper Company, Pelebecot Paper Company, Crown-Willamette Paper Company, St. Croix Paper Company, Price Brothers & Company. Ltd., Donnaconna Paper Company, Ltd., Powell River Company.

in addition to the above companies, the Consolidated Water Power & Paper Company and the Wisconsin River Pulp & Paper Company can sell at a slight advance over the prices named and make a fair profit. It should also be stated that the Great Northern Paper Company, appearing in the above list, in selling most of its output at prices as low or lower than those named; and it should be further stated that the Powell River Company and the Crown Willametto Paper Company have much tonnage under long-time contracts at lower prices.

RECOMMENDS REDUCTION IN BIZE

In accepting the responsibility here exercised, the Commission recognizes the grave difficulties involved. It may not bring all of the relief which may be expected from its action, but all publishers will be given an opportunity to become participants in the plans. In the opinion of the Commission the most certain remedy for the immediate relief of the present situation is for all the metropolitan dailies to still further reduce the size of their papers and the number of their editions, and for those who have not yet done so to cut out such wasteful practices as allowing full credit to newsstands for the return of unusold papers.

It is the nurnose of the Commission to continue its efforts with the object of restoring competitive conditions in the industry.

The Commission is of the opinion that it ta desirable for small publishers to cooperate in buying in carload lots.

In its final report on the news print industry, the Commission will make recommendations to Congress for remedial legislation that has been suggested by the facts during this inquiry.

The Compulssion desires to make formal and official acknowledgment of the highly effective assistance that has been rendered by its special counsel in this matter, the Honorable Francis J. Hency, of California, in effecting a solution of a very complicated situation.

Respectfully substitted, WILLIAM J. HARRIS, Chairman. WHILH PARRY, Commissioner, JOSEPH E. DAVIES, Commissioner. March 2, 1917.

Secures Big Timber Rights

The St. Croix Paper Co., of Woodland. Me, has acquired stumpage on 50,050 acres of timberland, tocated on the Bt. Croix River. The land is located on both the American and new Brunswick widow of the river. The lease of the Murchie lands assures a supply of 10,seniono feet of legs annually for ten VINETE.

PALMER CONGRATULATES subject published in the bulletin of May THE EDITOR AND PUBLISHER

Manager of the A. N. P. A. Also Supplements This Paper's Record of the News Print Controversy with Facts Which Make the Valuable Story Quite Complete.

Writing to THE EDITOR AND PUBLISHisk under date of March 5, Lincoln B. Palmer, manager of the American Newspaper Publishers Association, has the following interesting things to say about the news print situation:

"May I take this opportunity to offer constitutions to The Epiron and Pun-LIBILIA for its excellent work in behalf of the interests of news print consum-115: The comprehensive manner in which you have handled the subject has been extremely beneficial to those whose efforts to safeguard the publishers' interests have at last been crowned with success, which, while not yet complete, is, nevertheless, success in its full meaning.

"In order that your record of the news print situation, published in your issue of March 3, and headed Story of News Print Crisis, 1916-1917 may be somewhat more complete, may I draw your attention to the fact that an erroncous impression may be created because of your statement that about this time the news print manufacturers requested that Congress make an investigation, and a short time later, the Federal Trade Commission was directed to make the inquiry, and report back.

"The facts are that on April 24, 1916. Mr. Owen presented the following Senate resolution, which was considered and agreed to:

'Resolved, That the Trade Commission is hereby requested to inquire into the increase of the price of print paper during the last year and ascertain whether or not the newspapers of the United States are being subjected to unfair practices in the sale of print paper,' and that subsequently the News Print Manufacturers' Association petitioned the Federal Trade Commission to investigate 'this question in accordance with the Benate resolution above set forth."

AN INCOMPLETE STATEMENT.

"Your statement, that on July 21, the American Newspaper Publishers Assoclation urged publishers to reduce consumption is accurate, and yet falls short of completeness because of failure to mention that the A. N. P. A. bulletin of March 4, 1916, contained notice of impending difficulties in the shape of the following warning:

"'It is, therefore, suggested that publishers seriously consider the advisabillly of economy in the use of paper as a means of not increasing the difficulties with which the market is now threatened.'

"And again, under date of April 8. a bulletin warning was sounded which contained in part:

" 'As stated in this bulletin of March 4, every economy should be made in the use of news print until the mills have had an opportunity to replenish their reserve.

"And again in the bulletin of April 15 appears as part of a warning:

"I'nder the circumstances, we again flie liberty of suggesting that members exercise every economy in the use of news print paper."

"And from that date on these bulletins kept all members advised of news print conditions, and constantly sounded the warnings of impending difficulties. Among other matter, on the

20, I find:

It is confidently believed that every ton of paper saved will have a direct bearing on future cost.'

"The A. N. P. A., at its annual convention during April, discussed this situation at length, and as an organization, became active in forming and following out plans that have at last culminated."

Paper Salvage in New Bedford

The New Bedford (Mass.) Standard has taken up the conservation of old newspapers with great success and through its representative, W. D. Armitage, is salvaging many hundreds of pounds weekly. It is necessary to have a tunkman's license in New Bedford to collect old papers, therefore the paper secured such a license for Mr. Armituge. and then established thirty-one stations throughout the city where paper might be left. Fifty cents a hundred pounds is being paid, and the collections have been very gratifying. Preparations are being made to cooperate with the Cirl Scouts of the city in a saving campaign, when all paper left at the stations will be credited to the Girl Scouts and will be turned over to their vacation fund.

THAT "DEWEY BEAT" STORY

Chicago Men Tell What They Have Found in Old Files.

The claim that the Boston Post printed the first story of Dewey's victory at Manila Ray, as set forth in THE EUTOR and Pustashize, has aroused some heated arguments in the Chicago Press Club. Reference to old files finally brought about the conviction that while the Boston newspaper may have "doped out" an advance story -- a lucky guess-the first authentic account was printed in the New York World and the Chicago Trib-

The three war correspondents who viewed the battle were Edward Harden, representing the New York World and the Chicago Tribune; Joseph A. Stickney, of the New York Herald, and John McCutcheon, of the old Chicago Record. As soon as Dewey's victory was assured, these men started for Hongkong, the nearest cable office, in a revenue cutter. Mr. Harden was the first to Jump ashore. and by marking his message "urgent rate prepaid" succeeded in getting his message through first, paying \$9.90 a word therefor. The battle was on May 1, and Mr. Harden's message arrived in the United States early in the morning of May 7. It was the first information of the autcome of the battle to reach the Army and Navy Departments.

New Goldberg Feature

Cartoonist R. L. Goldberg, of the New York Evening Mail has created a feature which promises to rank with his past successes, "Foolish Questions," and "I'm the Guy." The new one he calls "Silly Sonnets." An amateur versifier is shown in three squares in the act of composing pretentious "poetry." In the fourth, a little chap with whiskers fills out the stanza with a concluding line which brings the climax and the laugh. The Des Moines Capital is conducting a sonnet writing contest, based on the feature, and Goldherg will not as judge and award the Bittati

Some men write poetry, others think they can. Most editors entertain doubts

CONTEST MAN ARRESTED

N. A. Schwartz Charged with Obtaining Money Under False Pretences.

Justice Green, of Fairfield, Cal., has held N. A. Schwartz to answer before the Superior Court on a charge of obtaining money under false pretences, made by Edwin J. Manker, editor of the Fairfield Enterprise.

Schwartz, several weeks ago signed a contract with Manker whereby prizes, including an automobile, were to be given away by the newspaper by gaining subscriptions, the affair to be managed by Schwartz.

Manker paid \$200 down on the car out of the first money obtained in the subscription contest, paying Schwartz 30 per cent, commission each week.

After several weeks Schwartz chims he saw nothing ahead for him in the matter, so he handed it over to two friends of his from San Francisco, Wallace and Morgan, and left town.

On the day set for the awarding of the prizes, it was discovered that Morgan and Wallace had left town, taking about \$175 of commissions paid them by Manker, leaving Manker with the automobile and other prizes to pay for. Before they left they borrowed Manker's contract, under the pretence that they were going to compare his with theirs, and took it with them. They have not been located. Schwartz declares he is innocent of the plot to defraud the editor.

New Orleans States

Member Andit Bureau of Circulations, Sworn Not Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white home delivered eneming circulation in the trade territory of New Orleans.

To reach a large majority of the trade respects in the local territory the States the logical and aconomic medium. Circulation data sent on request. The S. C. SECKWITH SPECIAL AGENCY

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunawick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO.,
747-748 Marquette Bldg., Chicago,
Iil.; 200 Fifth Ave., New York,
N. Y.; 8 Winter St., Boston,
Mass.; Kresge Bldg., Detroit, Mich.

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AD FIELD PERSONALS

Carroll S. Bartram, one of the oldest newspaper men in the Twin Cities and for the past ten years assistant advertising manager of the Minneapolis Tribune, has resigned to become superintendent of the insurance department of the Knights of Pythias for Minnesota and North Dakota. Mr. Bartram has been at various times managing editor and city editor of the Minn-apolis Journal, St. Paul Dispatch, and Minneapolis Star-News. His headquarters will be at his home, Birchwood, White Bear Lake, Minn.

J. M. Kemp, formerly advertising and sales manager of Jacoby's, of Los Angeles, has been made advertising and sales manager of the Lipman & Welte Company, Portland, Ore., one of the largest dry-goods firms on the Pacific Chant.

William Woodhead, a former premdent of the Associated Advertising Clubs of the World, and Joseph Knowland, publisher of the Oukland (Cal.) Tribune, addressed the San Francisco Advertising ("lub at its weekly luncheon last week.

Frank Kiernan & Company, advertising agents, 191 Broadway, announce the appointment of Louis E. Delson as director of service for financial institu-tions. Mr. Delson, who is a specialist in financial advertising and is president of the Delson Publicity Service for Financial Institutions, was formerly assistant general manager of Albert Frank & Company, advertising agents, Chicago.

J. C. Wood has become advertising manager of the Hal Motor Car Company, Cleveland, O.

F. W. Reiter has become advertising manager of the J. B. Owens Floor & Wall Tile Company, Zanesville, O., and of the Empire Floor & Wall Tile Company, Metuchen, N. J., with headquarters at the latter place.

Metlure, formerly Toronto J. manager of the Mortimer Company, Ottawa, has become advertising manager of the Mitchell Car Company, Bacine, Wis

William F. Hatch, advertising mannger of the B. J. Johnson Soap Co., Milwankee, is in charge of a class in advertising which has been started at the University of Wisconsin's Extension Division in that city.

Alfred Bartsch, for seven years advertising manager of the Bosch Magneto Company, has been made secretary of the McLain, Hadden, Simpers Company, advertising agency, 220 Broadway, New York.

Louis E. Delson, formerly assistant general manager of the Chicago office of Albert Frank & Co. and who has made a specialty of high-grade financial advertising, has been appointed director of service for financial institutions with Frank Kiernan & Co., advertising agents, 191 Broadway.

Fred W. Church, of Johnstown, Pa., who has been connected with advertising and publicity work in Pittsburgh and Florida during the past fifteen years, has opened offices in Johnstown to handle theatrical, mercantile, financial, industrial, and other advertising. also to do some work along the financing of institutional work.

Rice Exploited by Ads

The benefits of rice as a food is being exploited in full page newspaper ads, by the Louisiana State Rice Company New Orleans. The comparative value of rice with other foods, especially potatoes, of which there is a shortage, is shown in the ads.

ALONG THE ROW

GENEROUS MEN.

When you come to think of it you must admit that newspaper publishers are kind-hearted men. The price of paper is something awful, and yet the papers sell for the same price. If the publishers were pigs and grafters like egg and butter men, they would boost the price of their publication, until the people of a neighborhood would be forced to chip in and form a syndicate to buy one copy and pass it from hand to hand to learn what was going on in the world. This would be hard luck for the last man in line, but there would be no help for it. The people do not realize what a soft snap they have in getting ten, fourteen, and even twenty-fourpage newspapers for a cent.

CUB COPT.

The concert was well attended, and several solo pieces were rended by the choir.

TIME FOR QUICK ACTION.

Quick action is needed in war times. For instance, a certain paper wanted a picture the other day of people being held up by naval militiamen on Brooklyn Hruige.

The reporter who had the assignment could not find anyone being held upall kept moving right along. Into a saloon dashed the reporter, and found a hobe warming himself by the fire. A rapid conversation followed, and the hobo left with the scribe.

A few minutes later the hobo began to argue with a militiaman as to his right as a citizen to linger on the bridge. and was prodded with a bayonet. Click went the camera, and all it cost the reporter was 50 cents.

NEAR PRIME TIME.

"Gracious," said the fair female visitor to the Society Editor, "what is that poise?

"Don't be alarmed, miss," he answered, "it's only the editor quarrelling with the foreman of the composing-room, but they'll make up shortly."

PATE MADE PETE, PEET.

"There goes another bunch of subscribers," yelled the editor of the Weekly Banner.

"What's the trouble?" asked his assis-

"Head that story about the swell reception up on the hill last night," said the Editor, tossing over a copy of the And the Assistant rend: Hanner. "Every person in society was attracted by the big feet of the hostess, Miss Smithers, last night."

MADE WISE.

He put his ads in street car, but No passenger would heed it. He watched them, but he didn't see

A single person read it. And then he saw their eyes were fixed

Each on a daily paper. Newspapers now for mine," he cried:

"I've learned the proper caper."

HEAD TO COME,

"I think it disgraceful," said the fair visitor to the City Room to a friend as she was being shown through; "that man over there with a long white paper slip in Lis hand, gave a look at it, and then shouted to another man with dirty face and hands: 'Slug Unitarians.'

TOM W. JACKSON.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA MONTANA MINER INRR Butto Average daily 12,470, Sunday, 20,371, for 6 Average circulation for December er. Dully 41,675; Sunday, 42,687, Printed 2,591,112 lines more advertising than its nearest competitor in 1916. months ending September 30, 1916. CALIFORNIA **NEW JERSEY** EXAMINER A. B. C. Audit reports show largest Moraing and Sunday circulation. Greatest Home Deliv-PRIMES CHRONICEMPaterees COURIER-NEWSPlainfield NEW YORK GEORGIA JOURNAL (Cir. 57,531)Atlanta IL PROGRESSO ITALO-AMERICAN. . New York CHRONICEEAugusts ILLINOIS HRRALD-NEWS (Circulation 15,190) Joliet NEBRASKA IOWA REGISTER AND TRIBUNE Den Meinen Essential to covering Des Melnes a vicinity. OHIO SUCCESSFUL FARMINGDes Melses More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bursen of VINDICATOR Toungstown Circulations. PENNSYLVANIA KENTUCKY MASSINIC HOME JOURNAL...Louisvilla, Ky. (Hemi-Monthly, 82 to 64 pages.) Gearanteed largest circulation of any Massuic publication is the world. In excess of 90,000 conies monthly. DAILT DEMOCRAT......Johnstown LOUISIANA TENNESSEE TIMES PICATURE New Orleans MICHIGAN PATRIOT (No Monday lawne)Jackson Last Gov. Statement.—Daily, 11,463; Sunday, 12,568, Member A. B. C. and A. F. A. TEXAS Pint Rates-One time son, 50 cents toch; yearly contracts, 35 cents inch; position 30% extra MINNESOTA UTAH TRIBUNE, Morning and Evening . . . Minnespolis MISSOURI HERALD-REPUBLICAN Sult Lake City POST-DISPATCH......St. Louis VIRGINIA Dally Evening and Sunday Morning. Is the only newspaper in its territory with the DAILT NEWS-RECORD Barrisesburg In the famous Valley of Va. only paper to the Fichest Agricultural County in United States. beautiful Rotogravure Picture Section,

ROLL OF HONOR

The following publishers guarantee circulation and withingly grant any advertimer the privilege of a coreful and exhaustive investigation.

The POST-DISPATCH sells more nabers in

St. Louis every day in the year than there are

Circulation entire year, 1916:

homes in the city.

ILLINOIS

NEBRASKA

WASHINGTON

PRESE PRESE (Cir. 129,384),..., Lincoln

NEW YORK

New York

SENDS MILLION YEARLY

20

TO NEWSPAPER CLIENTS I. A. Klein, Special Publishers' Repre seguative, Concerns Himself Only with Adding More Business to His Field, and Daes Not Bother About the De-

tails While He Hustles. I. A. Kiela is the New York representive of twelve daily newspapers, and sends to them more than \$1,000,000 worth of business every year. His is one of the most intensively operated tel publishers' agency in New York. Mr. Kiris suts personality behind highclass newspapers, and couples service with positive knowledge of every field in watch he will space. In order to do this, he has visited and made a survey of the territory each of his papers con ers, known how they are distributed, the to which they influence supervisors, and the confidence is which they are hold his list are two newspapers that stand at the bend of all others in the

Mr. Klein brushes aside all detail in the handling of the foreign business of soil with bookkeeping and has nothing lictions who named him, are devoted to petung a constantly increasing arecuri rotions. He regards himself in the light of a militter, doing exactly the saver to take himself seriously, and believing of his time to spreading the gospet of presence publicity, and its value to the privertier of nationally distributed

Pull of energy, an intensive worker, of pornaing personality and wide armorning until night, his mind occupted with the thought that he must give perview in a constantly increasing dedered not only to the newspapers by he is an authority on the local distribuduren, specializing in the particular

whose business in the East be is han-Mr. Kicin burners a special condicts ers' representative eight years ago, sucreeding C. J. Hillson, who retired on oc-

The McClure Method

Our fractions are and an individual merit. Any section may be undered study. This attention panels in a subtreed study. The attention of the section of the Sudgets
With as for semples of our funding the
mind femous, dely combine techniq fro large brillians stories, fortion, etc.

The McClure Newspaper Studieste

gether to select a successor. They spent decided on Mr. Klein, who at that time



I. A. KLAIM of the dry-goods and fertign advertising

REPRESENTS TWISLIS PAPERS. Leaving the Press to go into the field mated in addition to the two papers mentioned the Grand Rapids Press and the Eay City Times. Since then he has added the Cincinnati Enquirer, the Columbus Dispatch, the Springshol News. insolness of his newspapers that, acgrayroup. The reason may be found in now of his list 500 per cent, since he by maintains on other office. each one has, where the papers go, how distribution is suade, the

The New Orleans Item Largest Circulation of any Louisiana Largest afternoon Circulation in the entire South

Sunday 68,942 Daily 55.365

Today's Housewife

newspapers over \$2,000 towns where only 18% of the dailies circulate. More Than a Million

Guaranteed GEORGE A McCLELLAN General Manager

result of ill health. When Mr. Hillsen and the country, on rural routes and resigned, H. S. Milholland, of the Pitte- through the mails. He knows all about territ Prote, and H. S. Scott, of the the local field, and keeps as well posted on what is being done in each of the and when he sile down to talk with a near three of his elients' business on surr any questions, and give informaground, makes frequent visits to the cities of publication, and known from

tact just what he is talking about. MANITORA DIVISION MET

First Annual Session Since Separation from Saskatrhewan Body. The first annual meeting of the Mani-Winnipeg on March 2. About forty newspaper men from all over Manitoba. werr present, and the chair was occupresident of the division, John M. Isrrie. and delivered an address on "Coloursed to divide the province into eight or ads. A resolution was also passed com-Canada in launching advertising cam-The fallowing officery were elected for

Honorabie president, J. W. Dadoe, Wienipeg Free Press; president. A. Dunlop, Norpawa Press; vice-presirre' Clotde, Winnipse; secretary-treahittarney Golds: D. Conross. Mirror does Tribune, and E. H. Curten. Oak litter Post. E. H. Markille, Worselpen representing the division on the execu-

The Value of Advertising

Depends on the Medium The Cleans, Mary Attractive, More Soliable If You are Not Fearther with the Cohirach

Paper, The Sorthwesters, Rend a Parist Cond and thet Hample Copies, Especially Moran West a Illiah Class Medices. THE HICKS PRINTING CO. Oshkosh, Wis. The

Pittsburgh Post ONLY Democratic Paper In Pittsburgh. CONE. LOBENZEN & WOODMAN. A. B. G. CONTINUES ACTIVE

Ten New Papers Seek Membership, and Fourteen Are Audited. The Audit Bureau of Circulations has newspapers for membership and the audt of fourteen others. The ten aupicante for membership are the New and Stream, New York city: esty; Commercial-Star, Neptune, 18.; Tittera, Watertown, N. Y.; Hogue Blave Courter, Grant's Pans, Ove.; News-Telegram, Calgary, Alta. Con.; Colombe, Virtoria, B. C., Can.; Spectator, Harn-

Ston, Oat., Can. There on which stalls reports have teen tied are as follows: Erie (Pa.) Daily Times, Evanwille (Ind.) Courter and Journal-News, Milwauters (Wisa) ronnin; Sentify (Wash.) Post Intelligenery, Star, and Times; Bernesan (N. day), Journal, and Post-Standard, Henver (Cubs.) Merchants' Index.

Raising Subscription Rates Owing to increased cost of news print. vance their autocription price to 12% the Motine Daily Disputch, Hork Island said. The change will become effective

Colorado Springs THE TELEGRAPH J. P. MCHINNEY & SON New York Degroin Chicago

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street New York



We can increase your business-You have thought of pressings yourself. But let us to pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELI 60-62 Warren St., New York City Established a Quarter of a Contury

FIRST WOOD PULP MADE JUST FIFTY YEARS AGO

Ruins of Cradle of Great Industry Can Still Be Seen at Interlaken, Mass., Where Early Problems Were Solved and the Product Was Sold at Eight Cents a Pound.

Monday, March 5, was an anniversary of peculiar interest to newspaper publishers of this country, for on this date fifty years ago, in 1867, the first ground wood pulp was made at a mill in what was then the village of Curtisville, now Intertaken, Massachusetts, according to the New York Globe.

Up to that time paper was made exclusively of rags, naturally limiting the amount produced, but with the successful conversion of wood into a fibre suitable for print paper the vast timber resources of this continent became the limitiess reservoir of raw material for future demand.

The wood pulp fibre also solved another difficulty for the printer, for theretofore the speed of printing presses was limited, caused by the slow drying of the inks on paper made of rags, while the trade soon discovered that paper made of ground wood had excellent absorbing and drying qualities, and soon thereafter the printingpress manufacturers were putting their minds to work to develop the high-speed press, and now the modern double octuple press will print 72,000 sixteen-page papers per hour.

The idea of making paper from wood originated in Germany in the early forties with Gottfried Keller, tradition having it that he in turn received his inspiration from a wasps' nest. Kelier collaborated with a manufacturer of machinery. Heinrich Voelter, in whose name the patents were executed.

It was not until 1866 that the possibilities of this invention in this country were recognized, when Albrecht and Rudolf Pagenstecher induced their cousin, Alberto Pagenstecher, to build a mill in this country, and financed the purchase of machinery and the building of a mill.

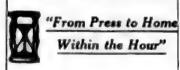
FOME BARLY DIFFICUATION.

The choice of location fell to Curtisville, where the outlet of Stockbridge Bowl seemed to supply an adequate amount of power. The mill was built and on March 5, 1867, the first ground wood pulp was produced

Then another difficulty arose, the selling of the product. Paper manufacturers were either strongly opposed to or extremely pessimistic of the paper-making qualities of wood fitre. When one large manufacturer was approached he onswered, "Sir, we don't use shoddy."

Finally, however, Wellington Smith, who owned a mill near Curtisville, at Lee, agreed to buy a lot as an experiment, and to Wellington Smith is due the credit of having made the first paper out of wood pulp.

This pulp was invoiced at 8 cents a



It a exclusive currier service onto be delivered on every city block in Washington, D. C., "from press to home within the hour." The tormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is,

pound, while the normal price to-day of LIVE TOPICS DISCUSSED pulp is under 1 cent per pound, and news print paper, thon selling at 14 cents a pound, was reduced to 2 cents.

It is remarkable that in the fifty intervening years no substantial change in the manufacture of ground wood pulp has been made, although the improvement in details of the grinder has naturally increased efficiency and production.

Once the practicability of this new fibre had been demonstrated, the industry developed by leaps and bounds. The Pagenstechers, of whom Albrecht Pagenstecher is the sole surviving member and still largely interested in many paper-mill enterprises, immediately built a larger mill at Luzerne, N. Y., and in 1869 acquired the water-power at Palmer Falls, where they built what was to be for many years and is to-day with but one exception, the largest mill in this country.

Little remains of the Curtisville plant. The power was soon found to be totally inadequate, and the mill was eventually dismantled. But motorists travelling from Stockhridge to Lenox can still see, when passing through Interlaken, a square pile of stone on the right hand, all that remains of the cradle of an industry destined to become not only one of the largest, but also one of the most important in this country.

GIBBONS'S STORY PRAISED

Chicago Tribune Received Many Complimentary Messages Concerning it.

Numerous complimentary measures praising Floyd P. Gibbons's story of the sinking of the Laconia have been received by the Chicago Tribune. Mr. Gibbons, who is a staff member of the Tribune, was one of the passengers on the Laconia, and his story was the first account of the torpeducing of a big liner written by a trained newspaper man from first hand experience.

"Gibbons's story is and will remain one of the greatest news achievements of the war," wired Managing Editor Charles M. Lincoln, of the New York World.

The Boston verdict is that it is the finest story written since the war began," said C. B. Carberry, managing editor of the Boston Post. "We are mighty proud to be able to publish such a story, and it is tremendous tribute to the greatness of the Chicago Tribune."

The EVENING TELEGRAPH

Philadelphia publishes regularly

More Real Estate Advertising

THAN ALL the other Philadelphia newspa-pers, evening and morning, COMBINED,

THE REASON:

The duping power of the readers of THE RUSALVES TELESCRAPH to greater than that of the readers of any other Philadelphia acutepaper, curates or meaning.

The new Specifall

Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN

It is means that those who OWN it. BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

BY OUR READERS

Under this caption we shall print, such seek, letters from our readers on enhighest of interest connected with nexuspeper publishing and advertishes. Any publishes who desires help in the colusion of its problems or who has prosented visue on any subject connected with the business, to implicate to confident that column as the properties of the column as the confident that as a column can be made of great value through the cooperation of our readers.—En.

Likes Word "Newspaperman"

BROOKLYN N. Y., Feb 26.

THE RESPONDANCE PRODUCTION

This Esercie And cumments

A symposium recently appeared in a Chicago
paper areat the use of newspaperman (one word)
and newspaper man (two words). Your paper and navapaper man (two words). Your paper severally prints it as a single word, thus making the name replace the adjective and noun, thouse sometimes I have seen both soages in your col-

As an old reader of your splendld publication, which so excellently represents the nowspaper ernft. I take the liberty of urging your support of the single formation—newspaperman—and of the single formation-newspaperman-and hope to occ yes no declare in your editorial

tillings.

Why abouldn't it be one word, like frontiers.

an, artiflesyman, cavelryman? It is not in Wity shouldn't it be one work, like frontiers-inan, artiferyman, cavelryman? It is not in the dictionaries, to be sure, but mage, the will of the people, always brings the dictionary-makers into line. Think of the hundreds of words now in the dictionaries that were not there ten years age and that cauge of the people formal the textcographers to adopt?

Misquoted, Says Mr. Acheson ABDRIAY-ON HUDBON,

Mane H 3, 1917, THE ROLLOG AND PUBLISHER.

In the March 3 inste of your 1 find myself misquoted. 1 per I find myself mississeed. I have never raged
"a standardized method of appeal to the pablic
for all advertisers." In a inik to regard to
"trade-mark advertising" I advised the farmulation of an individualized appeal by each "trade-mark" advertiser to be held as a standand by him for all of his advertising, arguing that trade-mark values are created by belief,

Gain of 93,993 lines

In February, The New York Times published 834,662 lines of advertisements, a gain of 93,993 lines over February last year, and, deducting help and situation wanted advertisements, a greater vol-ume than any other New York newspaper.

The average net paid daily and Sunday circulation of The New York Times, exceeding one-third of a miltion copies, restrements in one grouping the largest number of intelligent, discriminating and responsive readers ever assembled by a newspaper.

and that belief is formed by simple and pigasing affirmation frequently repeated, much more quickly and effectively that it is by disconnected and varying arguments however reasonable they might be. I did not advise a "common standmight be. I did not advice a "common stand-ard" for all advertisers, but an individual stand-ard for each "trade-mark" advertiser, based upon his specific mosts. My talk did not concern the immediate onle of goods such as the full-peer situritisements of a department store are intended to effect, but to the "creation of building pur-

Newspapers are naturally more concerned with the former type of educations, as the built of their revenue comes from retail advections, but the function of the newspaper as a medium for trade mark advertising is every year becoming more important. I have saked the Evening Post to send you a copy of my monograph on trademark advecticing, which will fully explain my idea, if you cure to read it.

of prestige and confidence.

ARTHUR ACRESON.

THE EVERTING STAR Washington, D. C., March 1, 1917. The Rector and Publishers:

In the interest of cutserration of namer i might suggest that publishers can find a market for a large portion of the white paper stripped from damaged rolls in the preservous by selling it to the local paper desicre, who can profitable cut up the paper into flat shrets in different

I Would be gied to beer from our mobilebor who is using a cutting machine in his own cutablishment to advantage, cutting up white paper. FLEMING NEWBOLD,

Business Manager

NE reason The Indianapolis Star has a greater Rural Route circulation than any other Indianapolis newspaper is due to the fact it publishes more Farm and Poultry advertising than any other Daily newspaper in the United States.

The Shaffer Group:

CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR ROCKY MOUNTAIN NEWS DENVER TIMES LOUISVILLE HERALD

Hearty oc-operation extended to edvertieers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street

Chicago

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual having power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Feoples Gas Building, Chicago Peoples Gas Building, Chicago H. C. ROOK, Real Satate Trust Building, Philadelphia

Food Medium 01 New Jersey Trenton Times

A. B. C. -12c Per Week

KELLY-SMITH COMPANY

229 Fifth Avenue NEW YORK

Lytton fluiding CHICAGO

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

Successful

Romeike's Press Clippings

Among our patrons are professional and business men and women, public person-ages and the leading Banks, Trust Com-panies and Corporations.

Romeike Clippings

ars an indiapenushic adjunct to every busi-sees. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC., 106-110 Strenth Are. New York City

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

New York-Ten Evek Publishing Co., Inc.; capital, \$15,000; general advertising business, booksellers; directors, D. G. Griffen, L. E. Mahar, and Nathaniel Milbauer, New York.

OTERNA-The Zamore Press. Inc.: capital stock, \$2,000; printing and stationery; directors, William Zamore. Maurice Weinstein, and Morris Greenbeng, New York,

ROCHESTER-F. B. Kelly Co., Inc.: enpital stock, \$10,000; general advertising business; directors, F. B. Kelly, R. V. Lawrence, and Charles E. Ericson, Rochester.

New York-Schworm-Mandel, Inc.; capital stock, \$25,000; general service agency for collection and distribution of magazines and advertising agency; directors, George V. Schworm, William Mandel, and W. B. Katzenberger, New Vork

NEW YORK-Conmec-Frazer Co., Inc.: capital stock, \$5,000; publishers and printers; directors, Thomas F. Fraser. James D. Conmee, and R. E. Acker,

Own Seaso-The Droggists' Circular. Inc.; capital stock, \$2,500, general publishers and printers; directors, William O. Allison and Daniel G Hogert, of Englewood, N. J., and H. M. Brigham, of New York.

New Youk-Newtype Supply Co., Inc.: capital stock, \$6,000; manufacture of type and printers' supplies; directors, Wilson C. Newton, of The Bronx, and H. C. Latham and William A. Waas, of Brooklyn.

New York.-Century Advertising Service, Inc., general advertising, 100 shares stock, no par value, active capital. \$500. Directors, L. E. Sisson, D. B. Beale, E. C. Duble, 45 West 55th Street.

New York -- Hubbell Leavens Company, Inc., publishers, and printers, capital \$10,000. Directors F. A. Daly, R. P. Thomas, C. J. Curran, 24 Broad Sit ment.

New York .- Hurst & Company Inc.. newspaper proprietors, publishers, etc., 100 shares stock, no par value; working capital, \$10,000. Directors: L. G. Nourse, G. E. Platt, R. Hurst, 432 Fourth Avenue.

New York .- A. M. Hinman Corporation, printing and publishing, capital, \$50,000. Directors: A. M. Hinman, J. S. Maloney, 546 Seventh Street, Brooklyn. and R. L. Smith, New York.

HECOKLYN. - Paramount Advertising Corporation, general advertising, capi-Directors: W. P. Steuer, I. Schwartz, J. Yuger, 244 Grove Street.

CONNERSVILLE, Ind .- Dan Patch Contpany, advertising, capital, \$100,000 Directors Edward W. Austead, George W. Anstead, Frank E. Kehl.

Sense of Satisfaction

The advertiser a series of authoration in results estated through the new of been broading, is gooded eight at years

Advertisers know why.

The Detroit Free Press

"Michigan's Grostest Newspaper." Largest two cent morning circulation in

VERREE & / Foreign | New York CONKLIN | Representatives | Detroit

CHANGES IN INTEREST

ALDEN, N. Y .- The Alden Advertiser was this week sold to L. F. Whitney. of Perry, who bought the publication from H. F. Burton, who will return to his former home in Ogdensburg, N. Y.

Changes, Mo.-Harry H. Niemeyer, of the St. Louis Post-Dispatch and Samuel J. Shelton, of the same paper, have purchosed the Henry County Republican. published at Clinton. They assumed charge this week. Two editions will be issued, a daily and weekly. Niemeyer has been with the Post-Dispatch for nearly ten years, and he and Shelton are well known to the newspaper fraternity in St. Louis.

Oxfore, Ind.-The Gazette has been sold by Craw & Craw to Wayne Canine, who took active charge last week. Mr. tanine is a native of Oxford, and formerly owned a large job plant there.

LONGVIEW, Tex.-The Daily Leader made its initial appearance on the afternoon of February 17, having been delayed for about two weeks on account of non-arrival of a type-setting machine. F. A. Taylor is editor and W. J. Gay business manager. The paper is a sevencolumn four-page sheet, published every week-day afternoon.

NEWSPAPER ACTIVITIES

The Cieveland (O) Plain Dealer has gone a step further toward improving conditions for the National Guard soldiers who have been sent to the Mexican border, by opening an employment bureau for those who will need jobs when they return home. Many of the boys" have stayed away so long that their positions have been filled by others. Cooperation of the City-State Prec Employment Bureau, of which Charles Arndt is Commissioner, has been obtained.

The San Diego (Col.) Tribune will give four free scholarships in a commercial college for the best answers to the following questions: (1) Why is the Evening Tribune the best evening advertising medium?; (2) why the Evening Tribune is the best evening paper for the reader; (3) why I think the best advertising in the Evening Tribune: (4) my reasons for believing that a business college course is essential to business success.

To determine what percentage of its readers also read other daily newspa-

You MUST Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWI Sunday Circulation 150,000

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Duilding NRW YORK
C. GRORGE KROGNES.
Marquette Building. CHICAGO pers, the Milwaukee Evening Wisconsin made a canvass, through carriers, of \$.400 homes. The complete returns show that in about 57 per cent. of these homes no other daily newspaper is read.

COUPONS EXACT FULL TOLL

Homemaker Says Price or Quality Must Pay for Them.

In the Hackensnek (N. J.) Evening Record the "columnist" of that paper sald in a recent issue:

We were discussing the high cost of living, its effects and remedies, with a member of the Homemakers' Association yesterday, when she hit upon the subject of coupons, and offered the following worthy statement:

"'At the present time, when officials of cities. States, and the nation are investigating causes for high prices of fond, would it not be well for somebody to figure out just how far the coupon system affects prices? At a Homemakers' meeting it was stated that everything put up in packages carried a coupon, something for nothing, except ivory soap.

There is no such thing as something for nothing. Every coupon exacts its full toll either in weight, price. or quality. Just think of the clerical force needed to redeem these coupons. select, and distribute the premiums, to say nothing of the cost of the same. How much better for the package dealers to advertise by giving us goods for the money. For instance, why should I pay double price for a package of oatmeal in order that some one else may get a double boiler in which to cook his meal? It seems like an act of common-sense to outlaw the coution system and give us cheaper packages."

"And there seemed to be much good reasoning therein."

Subscription Contest by Phone

The Fort Smith (Ark.) Times-Record announces a subscription contest in which \$150 in gold will be awarded in three prizes, a first of \$100, second of \$35, and a third of \$15, to those securing the greatest number of subscriptions. This is termed a telephone contest and those who enter are to call their friends by telephone and ask them to subscribe for the Times-Record.

Buffalo News

EDWARD H. BUTLER Editor and Publisher

The only Buffalo newspaper that cansors its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea

MEMBER A. B. C.

Perenge Advertung Representatives
KELLY-SMITH COMPANY NEW YORK Lytton Building

Canadian Press Clippings

The problem of cuvering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all mathers of inferent to jou, printed in over 85 per cent, of the newspapers and publications of CANADA. We cover game and

We cover every foot of Canada and New-foundings at our bend office. 74.76 CHURCH ST., TORONTO, CAN.

Price of service, regular press elipidag rates sterial rates and discounts to Trade and Newspapers.

HARD LUCK FOR PAIGE

Inventor of Typesetting Device New Inmate of Almshouse.

James W. Paige, inventor of "one of the most remarkable pieces of mechanism ever put together," is in the poorhouse at Oak Forest, Ill. Twenty-five years ago he was owner of the Paige compositor plant, in Chicago, for the making of typesetting machines. Upward of \$2,000,000 was invested, and Paige was reputed to be worth \$1,500,-000. Mark Twain was one of the in-

In the panic of 1893 Paige lost his money. His great invention, although a mechanical marvel, proved impractical and needed further development, which never came. Mark Twain, who lost a large amount by the smash, went on a lecture tour around the world to pay his debts. Paige disappeared.

Palge's name was written into the Encyclopædia Britannica, and his invention was then described as "most remarkable."

Boston Press Club Ticket

The candidates for election at the Boston Press Club on March 8 were: President, James White, Heraid; vicepresident, Frank P. Bibley, Globe; treasurer, Judd E. Dewey; financial secretary, Bert Ellis; secretary, Walter B. Ryan, Globe. Directors: E. J. Car-penter, Robert Norton, H. B. Vittum. Thomas Greenall, Charles Loring,

Tarrytown Daily News

The paper with the "pep". Circulates in the wealthiest town in the United States. Get acquainted, Mr. National Advertiser.

Topeka

Daily Capital

Average net paid cir-culation for the six months ending Sent. 1916, as sworn to in Government report.

And as confirmed by report of The Audit Bureau of Circulations

Atthe Capper Publisher TOPEKA, KANS.



CUT NUMBER OF PAGES

New York Newspapers Printed 940 Lens Pages During February, 1917, than for Same Period in 1916, but Published 332 More Pages of Advertisements than One Year Ago.

New York's daily newspapers printed 940 pages loss during the month of Feb. ruary, 1917, than during the correspondmg period in 1916. For the same period, they exhibit a gain of 728,992 lines. or approximately 322 more pages of advertising, during the February just passed, than they did one year ago. paper only showed a loss in advertising lineage for the month, compared with 1916, its percentage of loss being 3.7. Clains in advertising varied from 3.6 to 127 per cent., according to the figures. shown by the statistical department of the New York Evening Post, Those for. ures include the Press, which was amalgamated with the Sun last summer, the Press figures for February one year ago being 100,392 lines

MORNING NEWSPAPER STATISTICS.

The morning group of newspapers printed 4,103,862 lines in February, 1917, compared with 3,705,445 for the correspending period one year ago, while the evening group printed 3,925,536 lines, compared with 3,594,961 lines one year ago. The ary-goods stores were the greatest advertisers in the evening newspapers, using 1,382,512 lines, a gain of 12,152 lines over the same period one year ago. The dry-goods advertising in the morning papers totalled 705,255 lines, a gain of \$1,942 lines over February of 1916. The morning newspapers printed 712,779 lines of classified, a gain of 95,450 lines over February of 1916. The local display in the morning newspapers totalled 1,693,008 lines, a loss of 74,345 lines, while the local undisplay was 1,364,304, a gain of 215,600 lines. There was an increase in proprietary medicine accounts of 10,503 lines. National advertising in the morning group morning group amounted to 860,288 lines, a gain of 246,765 lines. The total of display advertisements of all kinds in the morning group amounted to 2,739,558 lines, a gain of 179,517 lines, while the total of undisplay was 1,264,304, a gain of 218,-600 lines. The total number of pages printed by the morning group of papers during February, 1917, was 4,802. or 692 less than in February, 1916.

PEGURER FOR SVENING PAPERS.

The evening group of papers printed 4,000 pages during February, 248 less than during the same month in 1916 They printed 755,630 lines of national advertising, a gain of \$8,391 lines. In local display the evening group printed 2,514,286 lines, a gain of 235,652 lines. The local undisplay published by the evening japars amounted to 550,878, a loss of 17,894 lines. The total display advertisements of all kinds printed by the evening group amounted to 3,374,658, a gain of 348,469 lines.

There was an advertising gain shown in thirteen leading cities of the United States, by seventy-seven papers, accurding to the statistical department of the New York Evening Post, as follows, for the year 1916, compared with 1915:

2026

		2.20 0 10.	1010.	WAUE.
	New York.	. 100 T22,714	102.157,722	T. 504 500
	4 Birmate	. 57,210,042	60,152,026	7,048,616
٠	Imilia istphia.	No. 324, 700	45,7(9),500	11,45.15, (100)
	ME EMILLA .		\$91,K16 423	4,00% 321
	Wish., II C	. 37 1177, 388	26,451,044	1,516,544
	Minnespolls.	26 1015,794	24,001.020	2,424,764
	Mr Pottl	. 18,215,554	15,506,102	2,300,452
	diecoland .	33,310,980	24,060 375	226,0ER,B
	Villwaukee .	. 37,453,461	21,03A,712	2,500,644
	Ben Fran	190 BUIL BUIL	25 115 456	fierer, 67549
	Buffulo	27,5617 223	20,0712 570	7,474,533
	fats Augrine,	47 466 202	44_570 736	2.×14_496
	Baltimore .	. 34,198,417	30 (kat 215	6,130 104
	Total:	525 691,265	470,0051,050	22,004,235

CHICAGO HERALD SCORES REAT

AS ADVERTISING GROWS First to Publish Japan's Repudiation of German Plot Alliance.

The Chicago Herald scored a notable beat on March 6 wher, it published a message addressed to the editor from Count Terauchi, Prime Minister of Japan, repudiating the German plot against the United States.

Immediately following the disclosure of the plot the Herald cabled the Jananese Prime Minister for an official expression of opinion. Through the courters of the Japanese Embassy at Washington, the Herald was enabled to get an early reply.

"The proposal which is now reported to have been planned by the German Foreign Office has not been communicated to the Japanese Government up to this moment, either directly or indirectly, officially or unofficially," Count Tenauchi's message concluded, "but should it ever come to hand. I can conceive no other form of reply than that of indignant and categorical refusal."

HELPS SAVE NEWS PRINT

Martin V. Kelley Co. Ask Only for Page on Which Advertising Is Printed.

In the interest of news print conservation, the Martin V. Kelley Co., of Toledo and New York, has inaugurated a new plan for proving insertion of advertising. In the future it will only require that the publisher shall send to the agency office the page on which the advertisement is printed-not the entire issue of the paper.

Newspaper Ads Endorsed

Newspaper advertising, as much cheaper, wider circulating, and more effective than poster-advertising in factories and stores, was indersed by the executive board of the Milwaukee Forward League, an organization launched by the leading business men and civic associations of Milwaukee to carry on a campaign of civic advertising. Plans originally were for circulating facts about Milwaukee by means of large placards to be changed weekly, but when it was shown that 30,000 cards would be required at a cost of \$750, it was decided to use newspaper space.

FOR SALE

Advertisements under this clussification, fifteen cents per line, cook insection. Count six unids to the line.

LINOTTEE Model No D. Serial No. 10 magnitus, assertment of matrices. Part W. Printing Co., Fort Wayne, Int.

LINGTYPE Model No. 1 Serial No. 8010, and Model No. 1. Serial No. 8011, with 1 magnitude. However, ejector hinders four of matrice tfor each machine. Tribune Privileg Co. Charteston, W. Va.

LINGTYPE-Model No. 4, Serial No. 11640 magazine, unitiers, spacebands, libers and blades, Winston Printing Co., Winston Salem,

11\0TYPE-Three Model 1 machines with simplete equipment of m 1\0, magnitines and mat ces. New Haven Union Co., New Haven, Com-

resMPLETE newspaper, 3th printing and olse style plant. New tesper press, 42 pear Goss tradition from the resemble to the properties of th

SITUATIONS WANTED

Advertisements under this classification, ten-cents per like, each enertism. Count six words to the like, For three unemployed, not is careed 50 words, two learning PRES.

FURINMAN - Experienced all around newspaper an needs position on daily or exceller insper; attraction experience perceived indeventant ig of working conditions; executive ability, ill are in instruces or efferences as to chicarter and bity delires it stores, one bitter and fini-

REPUBLICAN-Versatile joing newspaper man, fair tears' experience as general repeater, feature and spectal assignment man, telegraph editor, camera can and correspondent, seeka situatist ameria reas and correspondent, seeks situation in likely super, preferably so regular respective respectal assignment man. Harman interest intries like specialty. Has made good everywhere a tan-leven Well so enawhere I fina joh at everyal tame, but wants to lovate in city where is services will be appreciated and where he can ettle down. Address P. 3227, care Editor and whilston.

Joh RNALISTIT WORK, expering preferred. Born U.S. Citizen, age 23 vers, sebrated and learned newspaper work is Landon, (Pingland), just returned, seeks position, läg city delly. Pour year landon experience. Put jears with American attained extring special Stundey stockes; two pears general properties in Springollan dailieu lies excelal kinebolise of European skins tom when dought excludible. Address P. 3228, erre Editor and Publisher. JOH INVALIBITIC WORK, reporting preferred,

MISTOR AND COPPREADER, twenty-free are experience in New York City, but make cut; Am full of ambition, any stions and tiesas. Numinal aniary if professed pentions and tilean. Numinal calary if creation, one quite Personally acquainted with all well-known posititeians and possibileties. References from well-known New York editors. Am a paragraphic, and write leads with a joneth. Address 4, 3229, care Editor and Publisher

CHEVILATION MAN - Young man, 19, a present employed in currelation department of inclaspolition deligations to connect with necessary of the connect with the necessary of the connect with the vertaing department. Reference furnished, Ad-dress P. 23th, care Editor and Publisher.

EDITORIAL MAN.—Can devote some after-bonin weekly assisting in editing trade paper; have had 25 years' positical experience in edi-torial and composing rooms. Address P. 3237, sees. Editor and Publisher

SET RESIDENT AND PURSUANCE THE RESIDENT AND PURSUANCE AND

MR. PUBLISHER, are yet establed with yets preserved conditions. A new spaper preserved, the temporary who has made a special attery of preserved conditions who has noted a special attery of preserved conditions. Consumer the templing of paper cuts and waste seeks conditioned a possible of a possible and preserved for conditions. All algebra treferences as to characters sed ability. Experiences as on color and magnitude work. Address P. 3240, over Editor and Publisher.

EDITOR—Winted pasition by experienced editorial exister and all around newspaper man, Capable of taking charge of any Separtiment; middle-axed, single, excellent besits, hest of an experience of the consensual man to personal character and ability; skiling to severi insolvate sollary if assured primateral englishments. Address P. 3249, care laborate and Publisher.

EIFTNORIAL MAN-will editorial and advertising experience because by art training, travel and adults to writer g od forethis Engired be of use in your magazine, trade super or book publishing office? I am idl, now employed, but desirous of greater operaturits. Molerate suits:

27 Address P 3233, care of Editor and Publishing

HELP WANTED

Advertisements under this elecationtion, fifteen cents per line, such insertion. Count size words to the line.

Publisher Sestres man with husiness ability familiar with non-ruper adver-Union defails, one speaking French and hering especience with Tremb limite evend flectes good meets ols for a legisling Fresch prespaper, preferably a Who has had considerable nemapaper exactions in the United States. Address P. 1215, care Editor & Publisher.

NTFD Editorial arter for Indiana centre newsperser. Will jury good wage to sets the wire must. State age, experient solutions extend Write L. C. Elsus, Publisher Jeannal Grante Fart et set.

Twelve Page Duplex Flat Bed Web Press

Prints and folds t, 6, 8, 10 and 12 page papers For side by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

Sco.coo cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

The City Grind

This Brill has been responsible for many indices from the "city griad" to successed awnorship by capable newspaper mon, in country offers untild experientialities for objects make static specific problems. applying made

Furthermore, we helleve the print paper situation is about to clear, and that the newspapers of the U S. are entering upon the trusteet era of prosperity in their history.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

Advertising Manager

Successful solicitor, copy writer and exexecutive, with eighteen years newspaper office, circulation and advertising exteriories, erets new connection. Six years in present metion with daily of 8,000 circulation "A good advertising man, a gentleman at all times, highly respected, has rendered efficient service" Wants \$1,500 mlary Men-Flore No. obtent

All departments represented; East, South

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg., Springfield, Mass.

PUBLISHERS' NOTICE

The Editor and Publisher maintains as efficient virte of pulls correspondents at the following important trade centress: Parson, Piliadellabia, Heimit, Clereland, Pitteburgh, Chohas, Ladia, Chicasa, Atlanta, Nichasa, Ladiana, Chicasa, Atlanta, Nicolasa, Ladiana, Robert Virtessa, Palise, Ladiana, Radiana, Washington, Baitrianser, and San Francisco Other cyrre-position will be abled from these of the red participation of advertising achievements, new lexit, utc. by addressing the main office, 1117 World Building, New York City.

Branch office San Francisca, 742 Market St., J. Bidwell, manager, 'phobe Kearney 2121. The Editor and Publisher pape costains 612 agust lines, 164 on feer. Columns are 18 picus with and twolve inches deep.

Advertising Rate is 25c. on agate line, \$100 a juste. \$75 a half page and \$42 a querrer page Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classifica-tion will be charged as follows: For Sale and Help Wanted, fitten cents a line Business Op-portunity and Miscellaneous, fitten cents a line, and Situation Wented, but overto a line, count six westle in the line. For those mem-played a fitt. werd or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to bloom address. This will insure premise force.

The Editor and Publisher relia regularly to the a cotor \$3.00 per year in the United lates and Colonial Possessions, \$8.50 in Canla, and \$1.00 further, and it on sole each week the Tellusting news stands;

New York-Warls Pullding, Tribene Buibling, Park Ruw Building, 140 Naman Street, Man ming's deposite the World Building), 38 Yark Row; The Westworth Building, Times Building, Feety-woods Street and Brendway, at bearent entenine to Subway; Brentand's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fronth Sc. on-trance.

Baltimore-B. R. Edwards, American Building. Patindelphia-I. G. Ran, 7th and Chestant rests; Wm. Solet, Butletin Butleting Nows.

Boston-Purker House News Stant.

Pittsburgh-Davis Rook Mbsp. 416 Wood

Washington, D. C. Bert R. Trenis, 514 Four-brenth Street, N. W., Righe Bidg., News Stand, Chingus-Iwanner's Book Stare, 37 N. Clark Street; Dist Office News Co., Montre Street; Chin. Lavy Circ. Co., 27 N. Fifth Avenue.

(Trenhind-Retirodor's News Stare, Superfor Street, opposite Dog Office; Soloman News Co., 1111 Walnut Street

Ben Prancisco R. J. Bidwell Co., 142 Market

DEATH OF P. J. OUIGLEY

Manager of Dubuque (Ia.) Telegraph-Herald Long Prominent in lows.

Patrick J. Quigley, who was one of the organizers of the Dubuque (Ia.) Telegraph, which was later combined with the Herald, died in Dubuque on March 1, after a three months' illness. Mr. Quigley was born near Binghamton, N. Y., on June 1, 1837. His parents located in Iowa in 1847. After a varied career he was elected clerk of the District and Circuit Court in 1871. On his retirement from that office ten years later he, with others, organized the Dubuque Telegraph and became the editor and publisher In November, 1901, the Herald and Telegraph were consolidated, Mr. Quigley remaining as business manager, a position he retained until his death. Three months ago he was taken ill with a cold and never fully recovered. His interest in his paper did not prevent him taking great interest in local affairs, and he was identified with every matter that had for its object the betterment of the city. He is survived by one son.

"Dick" Chamberlain's Sudden Death

"Dick" Chamberlain, aged fifty-four, one of the best known newspaper circulators in Texas, died suddenly at Denison. Tex., in a dentist's chair, where he had gone to have some work done. Death was due to collapse, following a severe attack of la grippe. Mr. Chamberlain had been in charge of circulation of newspapers in Galveston, Houston, Dallas, Fort Worth, and for several years had been in charge of the circulation of several out-of-town papers at Denison.

OBITUARY NOTES

Jacon R. Broom, owner and editor of the Neenah (Wis.) Daily News, and one of the pioneer publishers of the State, died at his home in Neenah on Mr. Bleom had been publisher of the Neenah News for sixteen years. Born in Scranton, Pa., in 1851. he started as a printer's apprentice under the late Gov. George W. Peck author of "Peck's Bad Boy," in Ripon. Previous to going to Neenah he published the Fond du Lac Journal.

FRANK A. DOHMITY, editor of the Goodsprings Gazette, dropped dead on February 24 at Goodsprings, Nev. He was at one time a part owner of the Searchlight (Nev.) Bulletin.

CAPT. JOHN L. PARKER, editor of the Lynn (Mass.) Item, died at his home in Lynn February 27. He had resigned his editorial position only a few weeks before his death, on account of his health, after thirty-seven years' association with the Item. He became editor of the Item in 1880. Previous to that he had been the proprietor of the Lexington Minute Man, which he sold to his brother, who still publishes it.

THEODORR HENRY HITTELL, California historian, lawyer, and newspaper man,

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our col-ored comics, daily and Sunday pages in black and calors.

Newspaper Feature Service M. KOENIGSBERG, Manager ST WEST SPTH ST. NEW YORK died at Los Angeles, Cal., at the age of eighty-seven years. He was horn in Pennsylvania April 5, 1830,

ALEXANDER MARR, publisher and one of the proprietors of the Aberdeen Free Press died at Aberdeen, Scutland Mr. Marr had been connected with the Free Press on its commercial side for considerably over half a century, and was widely known among the newspaper men of Scotland. He was eighty-seven venus of age.

CHARLES F. SMITH, ased seventy-one, for more than twenty years Lynn correspondent of the Boston Globe, died last week at the Lynn Hospital following an operation. He was born in Mercer. Me. and came to Lynn as a young man. In addition to his work for the Globe, Mr. Smith was once editor and part owner of the Lynn Bes.

CHARLES H. SCHOLL, who was associated with his brother in the publication of the Contier (Tex.) Delta Courier. died at his home in Cooper last week. Prior to going to Cooper, Mr. Scholl published a paper at Denison, Tex

Lion Will Founds Hospital

By the will of William A. Linn, the veteran journalist who died in Hackensuck. N. J., on February 22, the sum of \$20,000 is left for the establishing and maintaining of a non-sectarian hospital in the village of Sussex, N. J.; be called the Alexander Linn Hospital, in memory of the testator's father. Mr. lann was for twenty-seven years the managing editor of the New York Evening Post, and in his early days he was a member of the staff of the New York Tribune, and at that time wrote a biography of Horace Orecley and a history of the Mormons in the United States. Mr. Linn's will gives to Yale University the loving cup and resolutions given him by the New York Evening Post on the occasion of his retirement and all his books and pamphlets pertaining to Mormonism

Fire Did Not Stop Paper

A three-story frame building occupied in part by the Times and Journal Publishing Company, at Lakewood, N. J., took fire Wednesday in a dector's office on the second floor, and for a time the flames threatened to destroy the structure. The Times and Journal ran its edition on the press of a contempo-

The True News -FIRST-

Always-Accurately

International News Service

38 William St., New York City

FLAGS-MAPS-ATLASES TIMELY SUGGESTIVE PREMIUMS

Patriotic, Educational, Historic Write today for Samples and Quantity Prices-ACT PROMPTLY DELIVERY GUARANTEED

S. BLAKE WILLSDEN Premium and Advertising Specialties, 1606 Heyworth Blig., Chicago

RIDDER ESTATE BANKRUPT

Late Publisher's Liabilities Exceed \$250,-000, Assets Being \$17,986.

Herman Ridder, editor and proprietor of the New Yorker Staats-Zeitung, left liabilities of more than \$250,000 and asmeta of \$17.986, according to an accounting filed by Mrs. Mary C. Ridder, his widow, in the Surrogate's Court.

Mr. Ridder's life insurance policy brought \$7,188.50 to the estate. The foreclosure on properties of the International Typesetting Machine Company frust Company har 1 his Guaranty brought \$5,486,47 to the estate in act-Hement for 211 shares of stock in the defunct concern. Herman L. Heide purchased twenty-one shares of the capital stock of the New Yorker Staats-Zeitung for \$300. The shares had been deposited to secure the payment of certain claims against the International Typesetting Machine Company in connection with the flotation of its \$1,000,000 bond Issaue.

A claim by the estate for \$15 against the Italian Red those was sold for \$10. Mr. Hidder held the notes of several persons, made more than ten years ago. They included that of Catherine Tamsen, \$1,600, and Mrs. Therese Huenowickell, \$1,000. A note of D. A. Pierman for \$1,656 was due on February 22 of this year.

The funeral of Mr. Ridder cost \$724.30. Among the unpaid claims against the estate are those of Eugene H. Paul, \$113,321; Greenwich Bank, \$44,580; William Hampel, \$12,433; Daniel L. Hauckel, \$20,819; Otto M. Eldlitz, \$9,783; German-American Bank, \$8,75\$; Peter Cooper Hewitt, \$4,212; Erskine Hewitt, \$22,966; Henry Heide, \$17,216; Jesse Wineburg, \$14,118, and Herbert G. Saltz. sleder \$10,000

Daily Comics

So good that

Philadelphia Bulletin

has used for 13 years

The International Syndicate

Features and Newspapers

Established 1889

ECONOMY

Of space demands the best copy and the most important names in the shortest form.

We have them.

Antional Editorial Service, Inc. 225 Fifth Ave., New York.

USE

UNITED **PRESS**

FOR

Afternoon Papers General Offices, World Bldg., New York TO MAKE REAL NEWSPAPER

Pulitzer School of Journalism Will Have a Finished Product.

The Pulitzer School of Journalism the fourth-year students of which prepare a newspaper one day each week up to the point of setting the type, will hereafter have the results of their work put in printed form.

"Copy" for the "Blot," as the paper is called, will be set up in the composing room of the World and the proofs sent to the School, where they will be pasted on a sixteen-page dummy newspa-Der. Herbert Bayard Swope, city editor of the World, told the students on Monday that Ralph Pulitzer, president of Press Publishing Company (the World), had offered to have the type set and the proofs drawn. The announcement was greeted with cheers.

Under the old plan, the typewritten heads of stories were pasted on the dummies and the students had no opportunity to see how their work really looked in type.

It is better to be accused of extreme caution than carelessness.

There is always room for the best

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

You can capture

Slim Jim

and put him to work in your paper. He's a full page COMIC FEATURE that gets away with a bunch of fun each week.

Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.

Send for proofs.

World Color Printing Company R. S. GRABLE, Mer.

Established 1900

ST. LOUIS, MO-

R. J. BIDWELL CO.

DAILY **NEWSPAPERS**

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN PRANCISCO

Relating to The New York Evening Post Public Utility Review

of March 30th

¶ Advertising Agents know that every week-day throughout the year, The New York Evening Post prints news of public utilities. In its columns appears the latest news of electric light, telephone, traction, gas and allied utilities, together with the development of ideas relating to municipal ownership, intermediate franchises and problems of National or State control.

¶ So, when the Annual Public Utilities Review Supplement of The New York Evening Post is announced they look to it for a comprehensive presentation of not only articles of specific interest, but expect to see represented therein the advertising of corporations whose stock, output or interests are before the public.

¶ In conserving the interests of their clients, Advertising Agents aim to place copy where it will appeal to investors and the public generally who have been reading public utilities news in The Evening Post throughout the year, and on this date in March — Friday the 30th—will turn to it as an invaluable guide.

¶ In past years this issue has been in great demand in the United States and Canada for immediate use because of its comprehensive reviews and for reference in the future.

¶ The Public Utilities Review is established. It is recognized as filling a real need. Associate the name of the products of your clients with the big operations of the country. Announce to a much interested clientele just what has been done and is doing.

¶ As the date of issue is not far off we suggest that you start your plans for advertising at once—for it will be to your advantage to get your copy in at the earliest moment. For further particulars address

The New Hork Evening Post

More Than A Newspaper-A National Institution

20 Vesey Street

New York City

Known Circulation

Is the Biggest Principle Back of the Effective Sale of Advertising Space

As a Measure of Quality

Definite proved circulation verified by the A. B. C. forms the corner stone of all advertising values. Regardless of a medium's pretense regarding quality, the advertiser must first know the quantity of its circula-

tion before he can determine whether the rate asked represents a fair value for the quantity of the quality he is asked to pay for.

As a Measure of Value Received

Regular audits every year to prove up what the advertiser has paid for, as made by the A. B. C., have placed the entire matter of buying advertising space on a sounder basis than at any previous time. With nearly 1000 newspapers

submitting to these audits any advertiser nowadays can buy space in almost any community in full confidence of securing full value received.

WHAT THE NEW YORK GLOBE DID TO HELP ESTABLISH THE PRESENT HIGH STANDARD

Until August, 1911, only one New York daily newspaper sold its advertising on the basis of net paid circulation—The New York World. At that time The New York Globe in a full page announcement came out into the open acknowledging that 138,000 circulation (gross print) meant only 103,333 net paid as proved by A. A. A. audit.

Up to that time all New York Newspapers claimed "High Water-mark Circulations," gross print figures, or dealt in purely imaginary claims that would get the business. When the Globe came out with net paid figures it was met with all sorts of unverified claims by its competitors.

For over two years the Globe waged a vigorous fight against the unsubstantiated claims of its competitors, for the purpose of producing fuller recognition for honest verified net paid figures. As a result of these efforts, the Globe originated and outlined the plan for changing the old Association of American Advertisers, which with very limited resources was pretending to check up circulations, into the present Audit Bureau of Circulations.

To-day all but two newspapers in New York are members of the Audit Bureau of Circulations and can be used with full confidence that figures regarding circulation given out by them, all subject to later audit, are correct and dependable.

The Globe is justly proud of its record of achievement in making it easier and more effective for National Advertisers to "Break Into New York" and the other large cities of the country through newspaper advertising.

An important national advertiser recently suggested that the facts regarding this important service would make a good trade paper ad., hence this statement

Over 200,000 a Day

THE NEW YORK GLOBE

Member A. B. C.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year Coopelant, 1917. by Reality of California Co. NEW YORK, SATURDAY, MARCH 17, 1917

MAR 2

1917

For the maker of shoes—during 1916 The Chicago Daily

News printed more shoe advertising six days a week than any other Chicago newspaper printed in seven days. The figures (in agate lines) are:

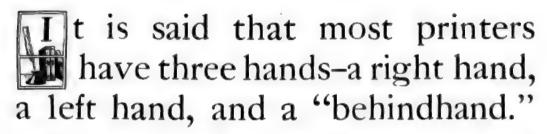
The Daily News (6 days) 313,843 lines
The Tribune (7 days) 262,789 lines
The American (6 days) 154,386 lines
The Journal (6 days) 101,032 lines
The Herald (7 days) 100,279 lines
The Examiner (7 days) 75,807 lines
The Post (6 days) 29,690 lines

Do these figures have any bearing on your advertising plans for Chicago?

THE CHICAGO DAILY NEWS

Over 425,000 daily "It Covers Chicago"





The Nation Press has many hands, all actively employed and at your service. But they are all rights and lefts in the most efficient proportion. It is seldom, if ever, that you will find the "behindhand" existing, as far as it is concerned.

We believe that our strict adherence to the delivery requirements of each job has been responsible for our rapid growth and the addition of many pleased customers to our active list.

If our reasoning be correct, you too will appreciate this feature of our service. In any case we would be pleased to have you put us to the test.

The Nation Press

20 Vesey Street

Phone Cortlandt 83

New York

OHIO FIRST

OHIO is one of the FIRST GREAT MARKETS of the Middle West. for Advertised Goods, and one of the foremost States of America in enterprise.

Ohio Newspapers are the mediums through which this valuable market

can be reached effectively.

Analyze Ohio's 5,000,000 population.

Individualize your analysis.

Bring it down to each one of Ohio's 1,138,165 families.

Satisfy yourself by putting each one through the "Third Degree," or any other similarly trying test—each one will come through a good buyer.

Note Ohio's well-kept homes, her annual wage distribution of \$400,000,000, her wealth of almost \$10,000,000,000, and how she has solved the problem of distribution with her electrified rails, her steam railways and her automobile roads.

Then note again the thousands of dealers in the cities and towns who sell advertised goods, and who could sell more, if national advertisers and merchants would advertise more in the "Ohio First" Newspapers.

Dealers in Ohio are willing to co-operate with national advertisers in every way they

They are more than willing—they are anxious.

They realize that with the right kind of publicity they can materially increase their own business and at the same time expand the business of all the manufacturers who will help them.

This inclination of dealers exists in all parts of Ohio, and it was never more pronounced than it is today.

These investigations will convince you that Ohio's trade is FIRST in importance west of the Ohio River.

"Ohio First" Newspapers Are Best

Only Lindt		spuper.		DUST
		Net paid		
		irculation	lines	lines
Akron Beacon-Journal	(E)	26,541	.035	.035
	& S)	12,316	.0214	.0214
Chillicothe Scioto				
Gazette	(E)	2,436	.0057	.0057
Chillicothe News	4 900 0			
Advertiser	(E)	2,451	.0085	.0072
Cincinnati Commercial	135	0.00 000		
Tribune	(M)	•60,723	.11	.09
Cincinnati Commercial	(6)	*26.220	1.4	10
Tribune Cincinnati Morning	(S)	*26,339	.14	.12
Enquirer, 5c. (M	& C)	56,583	.14	12
Cleveland Leader	(S)	*145,000	.17	.12 .15
Cleveland News	(E)	*125,000)	.18	.16
Cieveland News	(E)	123,000	.10	.10
Combination L. & N.		*270,000	.30	.26
Cleveland Leader	(M)	*85,000	.15	.13
Cleveland News	(E)	*125,000]	.18	.16
	()		,	
Combination L. & N.		*210,000	.27	.23
Cleveland Plain Dealer	(M)	*145,000	.18	.18
Cleveland Plain Dealer Columbus Dispatch	(S)	*210,000	.22	.22
Columbus Dispatch	(E)	72,120	.10	.09
Columbus Dispatch Columbus Dispatch Dayton Herald**	(S)	67,528	.10	.09
Dayton Herald**		†22,114	.05	.035
Dayton Journal** (M	& S)	†22,430	.05	.035
**Combination	on (M	& S) 6c. p		0.15
Dayton Journal	(S)	†22,000	.07	.045
Dayton News	(E)	33,958	.045	.045
Dayton News	(S)	20,388	.03	.03
East Liverpool Tribune	(21)	4,392	.0115	.01
Findlay Republican	(M) (E)	5,950 †9,322	.0093	.0093
Lima News Mansfield News	(E)	† 7,631	.019	.019
Marion Daily Star	(E)	7,467	.0129	.0129
Newark American-	(2)	7 0 404	.0127	.0127
Tribune	(E)	5,318	.0085	.0085
Piqua Daily Call	(E)	4,012	.0072	.0072
Portsmouth Daily Time		9,075	.015	.015
Sandusky Register	(M)	4,660	.0093	
Springfield News (E	& S)	12,453	.02	.02
Steubenville Gazette	(E)	3,620	.0143	.0071
Toledo Blade	(E)	50,508	.11	.09
Youngstown Telegram	(E)	16,199	.03	.03
Youngstown Vindicator	(E)	18,658	.03	.03
Youngstown Vindicator	(S)	16,716	.03	.03
Zanesville Signal	(E)	*10,000	.02	.02
Zanesville Times-		4454		
Recorder	(M)	16,711	.025	.025
Totals,		1,792,253	2.9476	2.5983
4 Otato,		a jour super of the	2.5 17 0	=.0>00

†April, 1916, Gov. statement.

*Publishers' statement.
Other ratings Gov. statement Oct. 1, 1916.
National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

ISN'T IT REMARKABLE? YET IT'S TRUE ABSOLUTELY

that every one of the four biggest department stores in Des Moines,—every one of the four biggest men's clothing stores in Des Moines,—every one of the four biggest furniture stores in Des Moines,—and three of the four biggest suit and cloak houses in Des Moines used more advertising in The Des Moines Capital with its six issues a week during 1916 than they used in the Register and the Evening Tribune combined, publishing thirteen issues.

How the Sixteen Biggest Advertisers Used the Des Moines Newspapers During the Year 1916

FOUR LARGEST DEPARTMENT STOR	ES
Capital Register News Tribune	35,922 inches 54,578 inches
FOUR LARGEST FURNITURE STORI	ES .
Capital	11,222 inches 25,950 inches
FOUR LARGEST SUIT AND CLOAK STO	ORES
Capital	6,783 inches
FOUR LARGEST MEN'S CLOTHING STO	ORES
Capital	5,054 inches
GRAND TOTAL	
Capital	. 58,981 inches
News Tribune	40 000 1 1

The figures presented above show The Capital's wonderful pre-eminence among Des Moines merchants,—a record which The Capital has maintained for many years. And it affords evidence of the most final character as to the relative producing power of Des Moines newspapers.

The Des Moines Capital

Honest News-Honest Views-Honest Advertising

Member Audit Bureau of Circulations

LAFAYETTE YOUNG, Publisher

SPECIAL REPRESENTATIVES O'Mara & Ormsbee, Inc. Tribune Bldg., Chicago, III.

SPECIAL REPRESENTATIVES O'Mara & Ormsbee, Inc., Brunswick Bldg., New York City

THE EDITOR & PUBLISHER

Issued every Sattorday—forms closing at ten A. M. on the Friday precoding the date of sublication—by The Editor and Publisher Ca., Smite 1117, New York World Besiding, 65 Fork Row, New York City. Private Branch Telephone Exchange, Beelman 4350. The Journalist, established 1864; The Editor and Publisher and Publisher and Telephone and Telephone Exchange, Weekman 4350. The Journalist, 1971. The Editor and Publisher and Telephone and T

Vol. 49 Copyright, 1817, by the zellor and Publisher Co. NEW YORK, SATURDAY, MARCH 17, 1917

No. 4

PRESBREY LINKS ADVERTISING WITH SERVICE

Head of Great Agency, Handling the Accounts of More than One Hundred Concerns, Has Always Hitched the Advertising of a Commodity to the Distribution Plans—Success of His Own Business Contingent Upon the Success of His Clients—Man of Diversified Business Interests and Amazing Capacity for Work.

FRANKS PRINTERS ONLY 1985.

SINGE OF THE PRINTERS ONLY 1985.

SINGE ONLY 1985.

SI

CONSISTENCE OF THE PERFORMANCE OF THE ACCOUNTY OF THE ACCOUNTY



PRANK PRESENTES

achieved for the twenty-are seen whose

subcettles are prese to complete, and bestevens in hist expansion were naturally and final first Monthles was a series of the substantial for the control of the substantial for the control of the substantial for the substantia

of that State two an association that broadened their scope, increased their sphere of influence, and bettered their condition. The Associated Onto Dalling lowed a meeting which he called. It path he marked out. That was long before the days when one heard so much that have become freighted with meanmodern American business methods. 1686, and in his eight yours in the national capital, with constantly broadening ideas and a wider outlook, he realised the commercial advantage York was to play in the world of boottens. He came to this city to 1894, as H. Page, new the American Ambassa dor to England, was the editor. During the two years he was connected with that congustee, he collected data PLANTING FOR TRACK EXPANSION

ave years he was connected with Ohio

As a publisher of a dally and of two portance of the then rapidly growing, vice of the country. Home agencies in not no good. He knew from personal business world from observation and morrisal development through which he had fired, he saw that system was to The day would come when business could no imper be done in a haphazard way. Hethods would change and problems, brought about by com-United States and the flinging of an emples across the plains and over the ridge of the Recky Mountains to the others had for mic. The marufacturer only of one thing-on-sim the service, it was neckagary to being about distribution, but before this could engisation. Then this mass, composed of so many parts, had to be knitted together into a complete fabric-the commodity of advertising.

plicated then. So he organized a governi advertising agency. He was then forly years of age. In these days a man figund on retiring when he reached the age of two score. If he didn't, he was remoniously pushed into the ranks "has beens." But Frank Preswho is still climbing, supple in experience, trained in business, strongly of Mr. Prestrey didn't go into business

with a deak, a few accounts, and as thought up every contingency sink, to meet them. He had the idea of manufacturer, and to do that, it was the people couldn't purchase the things it was impossible for them to obtain The cld idea that advertisting would create a demand, and demand a market was not a part of his programme. That method might create miss for that indefinite article called by the retailer "nomething just as good" In order, then, to give the manufacturer the benefit of his advertising the The retailer most have on his shelves

the articles advantaged. If he didn't,

munity. It was a new creed then, THE POSSESSED OUT OF A PLAN. To do this, Mr. Presbrey did something else. Instead of starting at the menced, he did something which a great many thought was a handless to big husteen and a united expense. He torestigated the affairs of the manufacgamer. Having discovered the faults two, he labored to bring about changes tion into husiness. Then he trained men to study the requirements of the manto know, understand, and become imbard with the spirit of business, in order that they might the better underun article should be identified with a With all that, he placed the trained to think in terms of the article offered for min, not wholly for the gradit of the maker, but for the common good After by had done all of this he began to send out his advertising. His copy was clear, readable, understandable, plain, and to the point. It was accomparied by instructions that were sue-

He wanted a certain thing, in a specified way, in an appointed place, at a stated time. For that service he would pay an agreed-upon price. There was nothing varue, arctiguous, or missusderstood in his insertion orders.

seemed too good to be true. But it was He had risked everything to work. He didn't express it that way, beequally as expressive and fully as confor here was a man who seemed to be the result. Presbrey's plan looked an

account was justed into Trobo All of that was twenty-one years ago. ness, and in the course of the year beevery newspaper and magazine in the

Lang before the cuttered world war Mr. Presbeep naw the peasthilly of extending American hustress shroad through the officery of advertistop, and since the starting of heatEitles ing into fields beyond the seas, extending the trade of his effects into fulfa buyoud the seas, extending American he first sat at life drek in 1881, as to the oreant. Me work has been of a constructive character. He has been dealing and sharp practice. shusned dark passages. busy life he has always walked in the sunlight talked so that he may be anything be has ever said, can always go back to every man with whom he to the reason be is a director in the tiese for other things. In 1910 he was

member of the American Academy of

of the executive committee of the Boy

captible of but a stagle interprecation. NESBIT'S POEM ON FLAG Mr. Nuabit for years was known as

ENTHUSIASTICALLY SUNG Simple, Stirring Venues of New Natice Arthem Have Made Strong Appeal to People's Patriotic Impalses Author, a Well-Known Advertising Man, Is

Much Gratified by Endorsement. Han William D. Nesdel written a new Fing and My Plag"? The steeple, stir-



Women D. Namer.

his favores porm beginning tren is the expression and more in tone The Stor-Spanafed Barner" or even with other national seegs and posm it is interesting to note that no years eastly token hold of the American

Patelly speakers in every State of the Union have been, and are, awaying evernors of various States have used rites stora not send Mr. Neshit a sug-

Island, Hicepy Hollow, Garden City, Apaware's Country, Sting Brook, and lects is sides contributing to the maga-

sides being a thorough-going man of term implies, he to aminabe, com- ever," a fast friend, and a mighty good man to

dent of the Makin Advertising Comnow writing and supervising copy for werh concerns as the B. F. Goodrich Ca. Ahren, O: the Baltimore & Ohio Stailroad: the Carnation Milk Products Co., Seattle, Wash.; Wilson & Co., Chicago; the Ashland Manufacturing Co. Chicago: Grinnell Oliven: the Havney sunds of dollars are spent to nowapapers, magazines, and farm papers by these advertisers on copy written by

AUTHOR AN ADVENTISHING MAN,

one of America's foremost magnetic

His years of training to now writing gave him the experience and in the reader and stir his mind to action to do whatever Mr. Noshit's pen so derly points the way. The fac orres" Mr. Nuclei save "are, in a certain sense, an advertisetwent for the American flag. They exevery American concerning his country's tunner. Of course, it is gratify

ing to heave that so many other propie agree with the scattment to P. F. Velland & Co., Mr. Nestil's pub lishers, of Chicago and New York, were t as a hand-colored mette, also as a bustness offices, etc., and as a steelit first appeared when the State relition was mobilised on the Mealcan border, and it was the favorite of the sought boys as a reledyn to the falls at home

DETENDED NEWSPAPER IDEALS

Dr. Talcott Williams Says Publicity Is Essential to Extremes. Dr. Talcott Williams, who in spite of his position at the head of the Protters School of Journalism, belongs to Phila-Day exercises at Dropais Cellege last Friday. His address sparked with selstatus and was a brilliant defence of the newspaper and the Meals No prabite can extet and act as a rob. He without reddictiv." he said. "This is as true of a hamlet of twenty families

as of a city of 2,000,000 people," He inslated that, while newspapers sometimes made money, their primary purpose was et one of profit, and added: "The one fice, but Dee with the respectable and advantaged, who cannot bear the light unpublished. Those are the pertis of the hear. We have learned in the last thirty years how the social svil has been curbed, reduced, and made pertions to these who thrive on it: by publicity, and business, modern in every sense that the this is true of every social evil whatse-

> There are three things a man should get out of his business-Profit, Permapeace, and Pride, Without profit it is not a business but only a bobby. Without permanence, it is only an existence Without pride, it is only drudgery .-[Impressions.



YOUR FLAG AND MY FLAG

WILBUR D. NESBIT

Your flag and my flag, In your land and my land And half a world away! Rose-red and bloods-red The stripes forever gleam;

Snow white and soul white—
The good forefathers' dream;
Sky-blue and true blue, with stars to gleam aright—

Sky-blue and true blue, with stars to gleam aright— The gloried guidon of the day; a shelter through the night.

Your flag and my flag!
To every star and stripe
The drums beat as hearts beat
And fifers shrilly pipe!
Your flag and my flag—
A blessing in the sky;
Your hope and my hope—

It never hid a he!

Home land and far land and half the world around,
Old Glory hears our glad salute and ripples to the sound!

Your flag and my flag!
And, oh, how much it holds —
Your land and my land —
Secure within its folds!
Your heart and my heart

Beat quicker at the sight; Sun-kissed and wind-tossed-Red and blue and white.

The one flag - the great flag - the flag for me and you-Glorified all else beside - the red and white and blue!

OTTMAR MERGENTHALER BIRTHDAY CELEBRATION

Memory of Inventor of Linotype Machine Will Be Honored in Chicago on May 11, When Brouze Bust Will Be Unveiled at Shepard Public School— Other Interesting Features.

The sixty-third anniversary of the birth of Ottmar Mergenthaler, inventor of the Linotypa machine, will be celebrated in Chicago, May 11, at the Shepard Public School. John Raphael Rogers, of New York city, consulting engineer of the Mergenthaler Linotype Company, has been invited to deliver the principal address.

The programme for the anniversary exercises is being arranged by committees representing the various bodies interested in the great memorial window designed and built by the well-known artist, Thomas Augustin O'Shaughnessy, and installed in the school building by the Old-Time Printers' Association in 1914.

Portraits of Franklin, Mergenthaler, Scott, and Shepard appear in the window, with a printing-house scene of 1814, and this sentiment, the joint product of Albert H. McQuilkin, former editor of the Inland Printer; John Mc-Govern, dean of the Press Club of Chicago, and Col. M. Hugh Madden.

"In honor of printers—past, present, and to come;

The mutipliers of recorded thought,

Carrying down the centuries the evidence of man's advancement in knowledge—

The heralds of peace and good will—
The conversators of wisdom—the antagonists of error—

The champions of good works—the giorifiers of achievement—

The preservers of art, the promoters of culture."

Chairman Jeremiah M. Cox, of the Machine Composition Club, has named Measrs. Walter C. Bleloch, Charles L. Just, and Edward J. McCarthy as representatives of that body on the general committee.

WILL UNVILL BRONZE BUST.

A bronze bust of the inventor of the linetype will be presented to the school by his daughter, Mrs. Rody Patterson Perkins, of Baltimore, who is expected to unveil it in person.

The Old-Time Printers' Committee in charge of the birthday exercises consists of John M. Ryan, Acors Wells Rathbun, Michael H. Madden, William C. Hollister, Thomas A. O'Shaughnessy, Peter B. Olsen, and Michael Colbert.

Other organizations which have been or will be invited to take part in the affair are the Chicago local of the American Newspaper Publishers' Association; Chicago Typographical Union No. 16; the Press Club of Chicago; the Trade Press Association; the Advertising Association of Chicago; the Printing Pressmen's Union, the Palette and Chisel Club, and other bodies which alded the Old-Time Printers' Association in raising the fund for the memorial window.

Six-Point League Dinner

The Nix-Point League will hold a dinner on the evening of Murch 21 in the Oak Room at the Hotel Murlinique, New York. The speaker of the occusion will be A. C. Reilly, president of the Association of National Advertisers, and advertising manager of the Remtingion Typewriter Company.

By the Side of the Road By Thomas Dreier

"Let every dawn of morning be to you as the beginning of life, and every setting sun he to you as its close; then let every one of them short lives have its sure record of some hindly thing done for others, some goodly strength or knowledge gained for yourselves."

Rushin.

LAST NIGHT AT NINE o'clock I was tired and sleepy and wanted to go to bed. When the telephone rang I said, "I don't want to answer it. All I am interested in now is rest." But I answered the second ring, and when I took down the receiver I heard the voice of De Witt Hutchings, of the Mission Inn, Riverside, Cal. I had seen him ten days before, but he had just returned to Boston from a tour through the Berkshires and the White Mountains, and was leaving at midnight for the West.

"I am coming out to see you," he

"Come ahead," I answered, all the sleepiness gone.

He left shortly after midnight. Not once after I talked with him was I eager for aleep. I was wide awake, ready to sit up and talk all night.

What changed mo? I had not rested, had not used any kind of a bracer. Yet I was no longer sleepy.

That shows how our mind controls our body. The announcement that the big, lovable, brainy Hutchings was coming made a changed man of mc.

And yet there are people who say that there is no such thing as an instantaneous conversion. Wasn't I converted from a eleepy, useless, lifeless mortal into a man who was alive through and through by a few words jover a telephone!

. (lood news is always great news.

NOT LONG AGO, GLEN BUCK, a Chicago advertising man, and I had a session at the Hotel Tournine, in Boston. The day after this meeting I wrote him the following letter:

"As I said last evening at the Teuraine, the man I like best in American literature is Ernest, the hero of Hawthorne's Story of the Great Stone Pace.

"When he was a child his mother pointed to the great stone face at the end of the valley and told him that some day there would come a man whose face would have all the dignity and calmness and beauty of that face of stone, as it appeared to them in the light of the setting sun

"All his life Ernest waited for this hero.

"Old Gathergold came back from the city and the people bailed him. But Ernest shook his head. He know that Gathergold's face, with its pinched features and its lines of the moneygetter, was not the promised man.

"Neither was General Blood-and-Thunder.

"For a time he thought that the Post was the one for whom he had waited, but the Post himself denied that he was the man

"Finally, one evening, as Ernest was talking to the people, as he had talked to thom in his simple way for many years, the Poet shoot up and shouted, 'Look! See, Ernest himsel' resembles the Great Stone Pace!'

"I like that story. By staying in his own community and serving faithfully in the little things, holding in his mind the ideal of his youth, he became what he bad dreamed for some one else.

"The simple, quiet, gentle, neighborly things mean more to me now than they did in the Chicago days. Then I was after Fame. To-day I feel mellower—better able, I think, to appreciate sincere friendship, and more eager to serve faithfully in little things."

To this letter Mr. Buck replied:

"Hans Christian Andersen once wrote a story of an ugly little feathered thing that went wobbling in salence about a filthy barn-yard, the butt of all the contempt that poultry is supposed to be heir to—until one fine day it found wings and flew into a tree-shadowed pond. And there it discovered itself to be a beautiful swan.

"There never has been another story like it—for it reaches down to that despest place in the human heart, where hungry Hope—ever last to perlish under the touch of murky despair—is nourished and made stronger by it. Every fine and hopeful man must be sure that bis first hour at the beautiful pond is to come to-day, or, at latest, to-morrow. And it must always be so.

"Yours—and Hawthorne's—Ernest story is but a sequel. Consciously we all set a pattern to work to—we all have our own great stone faces. But in the working certain processes become automatic—babits are formed.

"Peggy is just now learning to play the piano. With a great deal of practice she has attained proficiency in running the scale smoothly. She has made painstaking work automatic she has made subconscious a job that required her constant thought and attention.

"Lafe is just one little habit after another.

"We are constantly choosing this thing or that thing. The repetition of similar choices fixes habits. And all our choices are made with the great stone face in view—if one exists for us.

"To make our right actions subconscious—by constant repetition to make them automate—and by disuse to eradicate wrong action that, and that alone is what makes personal progress And, thank God, the revolution can start at any point.

"Tharacter is just the sum total of our habits.

"Saturday I had a birthday and I am older than I like to admit. The stone face has not been wanting. But now I know that the tree-shadowed pand may only be reached by a way I myself must build. And you must know that, too."

Now that you've read the two letters, what do you want to say to me.

HOW BERNSTORFF KEPT TRACK OF REPORTERS

Said to Have Had Elaborate Card-Index Which Gave Him Information Concerning Every Correspondent with Whom He Had Dealings—The World's Amazing Story.

In a most amazing story published this week the New York World uncovers what is termed the activities of Yount von Bernstorff, late German Ambaseador, in his dealings with the correspondents at Washington. The article states that "Bernstorff was a master craftsman, and in his relations with the newspaper men in Washington be was far more skilful than any other diplomat has been. Through them be worked the American people and managed to offset whatever views or information the State Department was trying to get before the public. He gave to the many newspaper men news that he gut from his own Government before it reached the State Department; he gave away news that he got from the State Department before the State Department itself gave it out. With indnite skill he used many American newspaper men to force the hands of their own State Department and obtain publication of news which it was against the policy and interest of the United States to make public.

"He shamefully lied to some newspaper men in order to create friction between the State Department and the Entente embassies, and even succeeded in obtaining the publication as coming from the State Department, and even from the Entente embassies, of news stories fabricated out of the whole cloth to serve Germany's interests and bedevil public opinion in the United States."

REMARKABLE CARD INDEX.

Continuing it states:

"Bernstorff had an elaborate card index system in which every correspondent and newspaper man in Washington was classified, either as pro-German or anti-German. It is significant that it never seems to have entered the German Ambassador's head that a man could be simply pro-American. He divided all newspaper men into two classes-those who were willing to put out news favorable to Germany and to present the German side of any issue that might arise and those who were not willing to do so. It is said that his list of anti-German correspondents was a very small one.

"An examination of the newspaper files of the past two and a half years shows that Bernstorff was not far wrong. Time and time again the great news gathering associations and leading papers of the country have sent out printed dispatches well calculated to create public sentiment in favor of thermany, even in controversies with the United States."

RECORD OF EVERY REPORTER.

"This card index system was most complete. It gave each man's name, age and place of birth; whether he was an American citizen by birth or naturalization or the subject of a foreign country; where he was educated and how long he had been in the newspaper profession; the names of the newspapers he had worked for and how long he had been with the paper he represented in Washington; the salary he received and whether he had any independent income; his religious and political affiliations

PURLISHER HELD CHECK TWENTY-EIGHT YEARS

Paper Was Promothy Honored Recently When Presented for Payment to Advertising Firm Original Eight Dollars. With Compounded Would now be Oundrusted.

The appointance of a multisher of a newspaper forgetting to cash a check low a check for eight dollars to lie-In a drawer of his deak for a period of Improbable a story that one must needs have good friends to whom he would take a chance in telling it. Neverthe less, such a story is told by Charles C. o, merchandising menager for backs it up with documents and the

Arreng the accounts carried by the Bucklen & Company, which is at the present time spending about \$100,000 a Green states that shout March I be reof Monmouth, Ill., in which he says emong other things: "In cleaning out n drawer of old letters I found the ennot presented for payment. It was to the letter in which I return it to you I also send the contract on which it was the last payment. Is the check atil good for the amount or is it ton ohi? If you look the matter up your returned to you. It you are willing to may it at this late date I will avereof the Allas firm at that time and pow on the only one of the firm left. If change the date on it or make a new

NEW COURSE WAS DRAWN. After Mr. Green had recovered from

his astenishment and the shock, a new forwarded to Mr. Clark. In commenthave heard of these country publish ers coming their mail several years later, and they have been the bane of trica to do some advertising in some of for twenty-sight years? Think how much interest this fellow has lest on

At the undinary bank interest of 4 per ernt, compounded, the interest alone amount to \$23.24, according to a local mathematician. Hed the check been 6rposited when received and the mency

Press Joins Defence Mevement Editors of New Hampshire newspa-

NEWSPAPER MAKERS AT WORK



WHEN these field became editor of the Tribute four years ago this date he had been employed in every position in the Tribupe's editorial towns from reporter to marriaging editor. He channel news on the street,

read cook, woods heads, made up the paper, and acted as night editor and managing editor. He drilled theroughly, not for a few months, but for several years. He learned the burners from the ground up. Then, when he became oppor of the Tribune be decided to make the paper distinctive-to do something different, but to do ? in a constructive way. Because he has a very bigh idea of the ethers of journalism, as a profession, he did not attempt gaything speciacular. His first thought was to make the columns of the Tribune unaccurable as to accuracy. The news columns, in his spinion, should never be used to personde a reader. They should tell the name, and nothing but the news, regardless of the editorial policy. The fact that the Public Service Commission paid the Tribune over than

\$100,000 a year in rent. did not deter the paper from criticions that body, and continuing the criticism from day to day. The possibility that the Comrelation would move out of the Tribune Building was not considered. Mr. Reid cared nothing about that, and when it did move to other quarters, he was not surprised—but he had derocastrates that he placed principle above everything Mr. Book considers the Tributa's greatest achievement the manualtering

of its advertising. When the idea was first suggested to him-and he gives G. Verner Rogers, general manager of that summaper, the credit for it-be saw in it the constructive line for which he was searching, and he adopted natigied. Advertising that o'd not come up to the Tribuse's qualifications was toos who advertised regularly in its columns. If they did not reform, their copy was barred. A number of likel make were fried against the paper, but fight continued. Advertisers denied the use of the paper's column were

Mr. Held claims to credit himself, generously passing it to others. He is the very best man to New Yorl city, and that he has full confidence in him. In this way he brings our initiative. To department boads he gives the full measure of praise for what the paper has done and is doing disclaiming any

On the walls of Mr. Birtir offer there are photographs and steel engr ings of his father, the late Whitelow Reds, as well as of Hucarn tirreley. There are also partition of the original hubbling of the Tribune. The present

Mr. Forte was granulated from Vale in 1884, after which he went to law actual and was admitted to the New York has in 1898. He is a member of the New and was admitted to the Sea York bas in 1971. He is a memory of the Arrive York Press Club, commodore of the American York Club, a member of the Bucquet, Union, Hends, and Union League Club, and the Chamber of Com-

SENATE FAILS TO PUT NEWSPAPER IN CONTEMPT

Previdence Insural Scarce Vistory on Floor of Upper Hexas of Rhede Island Lerislarues. Case Fire of Its Kind in the State-Metion Net Even Seconded - Senator Archardhault's Resolutions

An attempt to have the Providence (H. I.) Journal adjudged to controvat the Senate to the representatives of the Journal would that newspaper "shall have purged itself of said contempt by refraction of a false report to the satisfaction of the President of the Senate." failed utterly a few days ago.

Senator Archambanit, a spinority member of the corporations cor offered such a resolution. If falled of Not one of the thirty-eight other Senatern present would second his motion. The action of the Senator was

brought about when he declared an ar-It was based on a "stick and a half story relating to the recommendation of the granting of persental right of eminent domain to the Shode Island Power Trunsmission Company, Artion reached was such that a ten-year limitation was arranged Mr. Archambault declared that the information was inserurate and that so the paper would not correct the al-

leged error he asked the contempt necreceings in the following resolutions: Wierens, the natural and reasonable interpretation of mid report is ations did hold a meeting at which it decided that it would not recommand the granting of a perpetual right of eminant deceate to the Rhode Island Fower Transmission Company, but would recommend a limited right, and mission Company would be estinfed with a ten-year limitation, and reas, said report is absolutely

"Whereas the Providence Journal Gd, in its leave of March 9, fall to cor root its error, but on the contrary did crution and entargement, and

"Wherean, the people of the State of Rhode Island are entitled to trackful information concerning the doings of the Senate and its committee: Now, therefore, he it remived that said Providence Journal is adjudged in

He it further resolved, that the Presrequested to deny the privilege of the foor of the Senate to the representatives of the Previdence Journal until said Providence Journal shall have purged Shelf of sold conternet by reun of said false report to the satinfaction of the Freedent of the Son-

The presentation of the resolution to the Senate caused considerable argument. Among the Benators taking the side of the paper was Senator Wil-Bars G. Troy, of Providence. He said: save the laformation or the one re-He said further: "There has been a

Democratic leak in Washington. Are we going to have a Republican levk in Sthode Island? Let's out make ourselves ridirateurs. The man who about ing reporters"

NEWS PRINT MARKET IS CRITICAL UNLESS PUBLISHERS CUT CONSUMPTION 5 PER CENT.

Conference of New York Publishers With Representatives of Federal Trade Commission Develops that Only 17,000 Tons Have Been Pledged—It Is Necessary, It Is Asserted, to Get 150,000 to Prevent a Crisis.

NLIGHS publishers relinquish 5 per cent. of their 1917 contract requirements for news print, the situation in the paper market will, in many respects, it is said, be fully as critical as it was a year ago. There is a very close balance between supply and demand. Publishers are using news print about as fast as it is being manufactured, it developed at a meeting between the publishers of New York daily newspapers and representatives of the Federal Trade Commission last Monday, held in the board rooms of the Associated Press.

PUBLISHERS HAVE NOT SIGNED UP.

The Federal Trade Commission, it was made plain, is doing its part. The agreement of the manufacturers will be lived up to by them, it was said. It is now simply a question of the publishers agreeing among themselves to relinguish sufficient of their tonnage to make it certain that there will be enough to go around. It is the only way they can get the benefit of the price of \$2.50 a 100 pounds which the Commission has set for the next six months. New York newspapers consume 25 per cent. of all the print paper manufactured on the continent, and if publishers generally will get together and effect the same economies that the Motropolitan newspaper men have, it will be an easy matter. On the other hand, if the disposition of a large number of publishers to let the other fellow do it continues, there is danger there will be repetition next fall and winter of the same troubles that the newspapers faced last fall and winter. If publishers do not sign with the Commission, and reduce their consumption below production, for the purpose of creating a competitive market, they will create a sellers' market, against which L. B. Palmer, in the American Newspaper Publishers Bulletin early last summer warned them. If all the pub-Habers of the country relinquish 5 per cent of their contract allotments, competition will be restored, and if they do not, they will be laying the foundations on which the manufacturers may hulld perhans higher prices next November and December, when it comes time to sign the 1918 contracts. This seems to be the opinion of the committee which will make its report to the New York Newspaper Publishers Association next Wednesday at which time it will present for adoption a code of principles.

So far only 17,000 tons of news print has been assured to the Commission by Manature. Other publishers seem to be holding off, apparently in the hope that sufficient tennage will be released by others to make it unnecessary on the part of those who hold back. It is necessury, it was said, to have 150,000 free tons of news print in sight to restore competitive conditions. If publishers agree to relinquish 5 per cent, of their consumption, and follow the same e enomies which most New York pubhalors have adopted and others which they are withing to institute, consumption will be 90 000 below production, and this with 60,000 tons in reserve, will make up the 150 800 tons. Drastic communica in the spinion of the Comnatitee appointed by the publishers, will

NLESS publishers relinquish 5 be necessary on the part of publishers per cent. of their 1917 contract requirements for news print, the sitn in the paper market will, in now. If they do not, they will encourage and as it was a year are. There 1915.

MONDAY'S MEETING.

Twenty-six New York publishers met with Commissioner Will H. Parry, of the Federal Trade Commission, and Francis J. Hency, special counsel for the Commission, in the directors' room of the Associated Press Monday, to discuss the problem that confronts the publishing interests of the country at the present time. The fact that there was a disposition on the part of a number of newspaper men to lot the other fellow do it was made plain. It was pointed out that all must do their part if they would participate in the reduction in price which the Commission had secured.

After listening to the representatives of the Federal Trade Commission, the publishers adopted a resolution pledging the continuance of an economy in news print consumption of 2,000 tons monthly, in this city. The resolution follows:

"Resolved, That present conditions in the news print market are such that we pledge ourselves to make all possible reduction of consumption in addition to reductions already made which now amount to not less that 2,000 tons per month, and further we pledge ourselves through our committee to cooperate in every way practicable in our endeavor to bring about a condition of further lessened consumption."

With the piedge it is the purpose of the Commission, it is said, to visit the larger cities of the country, in an endeavor to obtain similar agreements in order that there shall be freed something like 150,000 tens of news print, for the use of newspapers without contract, and to take up any slack of car shortage, and consequent delays caused by setting raw materials and fuel to the mills, and the finished product from the different plants to the preseroom floors of consumers.

WILL VISIT OTHER CITIES.

The first city to be visited will be Boston. It was said that 20,000 tons of news print are wasted in that city annually, through the abuse of the return privilege, more than 10,000 tons in Detroit, and still more in the city of Chicago. Representatives of the Commission will visit these three towns, as well as a number of other large centres of population, explain the seriousness of the present situation, and the necessity for reducing all waste to the nameum; if it is not done, it is decired, there will not be enough paper to go around. If it is done, there will be sufficient.

PUBLISHERS ARE NOT SIGNING.

It was made plain at the meeting, however, that publishers must sign the account with the Commission. That there was a disposition on the part of the large number to hold back, is evident from the statement that only 17,000 tons have been pledged. It was expected that at least 20,000 tons would be pledged as a result of the Washington meeting. Now, it develops, according to the Information given at the

conference last Monday morning, it will be necessary to pledge at least 150,000 tons of news print—possibly 160,000 tons. Further and more drastic economies were necessary, it was stated, to avoid a condition worse than exists at the present time, and that may be worse than has existed in the past.

RIGID ECONOMISS MECHINARY.

Every pound of paper that can be saved should be saved, it was stated. The stocks on hand at the present time. it is said, amount to less than 60 000 While there was an apparent LOBS. shortage of but 40,000 tons a few weeks ago, it develops now that there may be a great deal more than that amount. Not only are a number of small publishers threatened, but some large publishers are also without an assurance of news print for the balance of the year. The action of the Canadian Government in barring the shipment of news print to certain newspapers may also have an effect, it was said.

A committee consisting of Emil M. Scholz, of the Evening Post, chairman; George A. McAneny, of the Times; Brudford Merrill, of the American; W. C. Reick, of the Sun, and Herbert F. Gunnison, of the Brooklyn Eagle, was appointed to draft the resolution that appears above.

OTHER ECONOMIES DESCUSSED.

There was a general discussion among the twenty-six publishers who were present, as to the best methods to pursue, to reduce news print consumption to the lowest possible point. The matter of raising the retail price of the papers to two cents, following the action of the newspapers of Philadelphia, Pittsburgh, and Buffalo, was discussed. It was impossible, it is stated, because of the attitude of at least one other New York morning newspaper, which has a sufficient supply of paper assured for the future, and hence is not interested in the matter. The five Jewish daily newspapers raised retail prices from 1 to 2 cents last fall. At that time they circulated 500,000 copies daily. They lost some ground, gradually gaining back to the point represented by the actual waste in circulation. They are now printing and selling 420,000 copies a day at 2 cents, in place of 500,000 coples at 1 cent.

THE VALUE OF BASEBALL EXTRAS.

There was considerable discussion as to baseball extras, their value and the policy of either eliminating or reducing them. It seems to be the opinion of many that too much space is given to baseball, that it represents waste, in the paper consumed in extras at least, and that economies might be practiced in this direction.

The idea of the discussion was to ascertain whether it was possible to make still further reductions in the consumption of news print paper during the coming year. It was pointed out that there must be a surplus on hand at all times, not only to take cure of the shortage for the smaller publishers and those without contract, but in order that publishers themselves may not suffer as a result of alow delivery, car shortage, strikes, and the like.

PUBLISHERS WHO WERE PROMENT.

The publishers who attended the meeting were: George McAneny, Times; Emil M. Scholz, Evening Post; Louis Wiley, Times; Bradford Merrill, American; Jason Rogers, Globe; G. V. Rogers, Tribune; Mr. Reick, Sun; Mr. Bridgman, Brooklyn Standard Unnon; Mr. Gundlson, Brooklyn Eagle; A. W. Dodsworth, Journal of Commerce; R. C. Ellsworth, Brooklyn Times; W. E.

Lewis, Morning Telegraph; Leon Kamaiky, Jewish Daily News; J. F. Frost, Brooklyn Citizen; H. Paley, Jewish Daily Warheit; J. Holz, German Herold; Joseph Cashman, Wall Street Journal; Israel Friedkin, Jewish Morning Journat; Morris Weinberg, The 184; W. Hirsch, Il Progresso Italo-Americano: I K. Ohl, T. O. Davidson, Herald; William Hoffman, Staata-Zeitung; Mr. McLean, Evening Post; Dr. E. A. Rumely, G. H Larke, Evening Mall.

MORE MILLS MAY SIGN TO REDUCE PAPER COST

Federal Trade Commission Representatives May Induce Others to Join Agreement to Accept Price of \$2.50 a 100 Pounds at the Mill—Manufacturers Not Trying to Evade Agreement.

Efforts have been made by members
of the Federal Trade Commission, while
in New York, to induce other manufacturers to agree to accept the price
of \$2.50 for news print for the next six
months. It is believed that there is excellent prospect of success. It is said
that several conferences have been held
in New York during the week, and the
belief is general that a number of those
who have not signed, will do so.

Those who have agreed, it is claimed, are endeavoring to induce the other manufacturers to join with them, and it is to aid in this work that Francis J. Hency, special counsel for the Commission, is in the city, it is said.

One group of manufacturers, it is claimed, is bitter against the other group which went on record in favor of permitting the Federal Trade Commission to fix the prices, based on the costs of making paper as ascertained by the accountants of the Commission. On the other hand, those who have signed, it is said, feel aggrieved because the others have not joined with them.

There is no longer perfect accord among the manufacturers. The signing of the agreement by a number of them meets with opposition.

It is said that a number of others will join in the agreement shortly, and this knowledge has increased the bitterness in the ranks of the men who had helsted their prices to a point where the intervention of a Federal investigating commission was made necessary.

Instead of disrupting the publishers, the manufacturers appear to have succeeded in causing a split in their own ranks, and this is said to be widening daily. The mere fact that others contemplate yielding and agreeing to the price set by the Federal Trade Commission causes speculation among them as to which ones will be the next to lower prices in response to the popular demand.

There was a report to the effect that one of the manufacturers was trying to get out of his agreement with the Federal Trade Commission to permit that body to fix the price of news print for the next year. It was stated that agents of at least one of the companies had approached publishers to ascertain whether they intended to take advantage of the reduced price the Commission had set, after the manufacturers had made paper for them last year at a loss. This story is denied by a man who is in a position to know. He says that every manufacturer will live up to his agreement. There has been no disposition on the part of any of them. he declares, to get out of the agree ment

"All of the paper makers who signed the agreement will abide by it," he said.

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• TRADE LINOTYPE MARK •

THE MACHINE THAT LASTS

Demonstrating Linotype Merit on the DETROIT FREE PRESS

In JUNE last, one Model 19 Linotype was installed in the plant of the Detroit Free Press. The first night this machine was in operation Superintendent McConnell made the following report:

"The Model 19 produced 2,700 lines in 7 hours, actual running time—equivalent to 64,800 ems; 9,257 ems an hour; 6 4/7 lines per minute."

Based on this demonstration of Linotype merit, the Detroit Free Press ordered the following new equipment:

8 Model 19

2 Model 14 1 Model 9 1 Model 17

-12 Multiple Magazine Linotypes.

Let us prove to you the economies Multiple Magazine Linotypes will effect in your composing room. Write us today at our nearest Agency.

Mergenthaler Linotype Co.



GOOD PROGRAM PLANNED FOR JOURNALISM WEEK

Leaders in Different Phases of Newspaper and Magazine Publishing Businesses Will Address Eighth Annual Conference to Be Held at the University of Missouri, May 7-11.

The programme of the eighth annual Journalism Week, to be held May 7-11. inclusive, at the University of Missouri, is still in the making. Some of the expected speakers are Ray Stannard Baker (David Gravson), of Amherst, Mass.: John T. McCutcheon, cartoonist of the Chicago Tribune; Roy W. Howard, of New York, president of the United Press Associations; Joseph Pulitzer, jr., publisher of the St. Louis Fost-Dispatch; Wright A. Patterson, of Chicago. of the Western Newspaper editor Union; N. A. Huse, of New York, vicepresident of the American Press Association and formerly editor of the Norfolk (Neb.) News: W. C. Edgar, of Minneapolis, editor of the Bellman and of the Northwestern Miller; W. D. Boyce, publisher of the Indianapolis Times and owner of the Boyce syndicate of newspapers; David Beecroft, of New York, managing editor of Motor Age: Hugh McVey, advertising counsellor of the Capper publications, of Topeka, Kan.; Henry P. Robbins, editorial writer for the St. Louis Globe-Democrat. and Bernard Gruenstein, religious editor of the St. Louis Republic. All meetings will be open to the public.

Tuesday will be devoted to the writing side of journalism. Wednesday to public service, Thursday to the business side, and Friday to the community newspaper. The Journalism Week banquet will be Friday night, and Dean Walter Williams promises that it will be unique and distinctive as usual.

Augustus Thomas will give one of the chief addresses of the special programme by Missouri writers. Mr. Thomas, author and playwright, was born at St. Louis and was formerly special writer on St. Louis, Kansas City, and New York newspapers. He succeeded Charles Frohman as director of the Prohman theatrical entorprises.

The Missouri Women's Press Association will meet Tuesday. On Wednesday will be held meetings of the Mismouri Association of Afternoon Dallies and the Association of Past Presidents of the Missouri Press Association, of which J. A. Hudson, of Columbia, formerly editor of the Macon Times, is president, and J. W. Jacks, editor of the Montgomery Standard, is secretary. The Missouri Press Association, which H. J. Blanton, editor of the Paris Appeal, is president, will hold meetings Thursday and Friday. Among other meetings during the week will be that of the Missouri Collegiate Press Association, composed of editors of college and school publications.

Two baseball games have been arranged by the athletic department for the entertainment of the Journalism Week visitors. They will be with Wushington University on Tuesday and Wednesday.

Atkinson Addressed Students

Roy Atkinson, of the Boston Post, lectured to the class in journalism at Northwestern College Monday hight on the subject of "Resourcefulness." The class in "government" attended this fecture by invitation, filling the good-sized room to its capacity. Mr. Atkinson advised the students to stack to real newspaper ideals. His illustrations of resourcefulness were collected from various newspaper men about town.

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

PRIVATE SCHOOLS OFFER JOURNALISM INSTRUCTION

Sixty-three Privately Endowed Colleges, Municipal Universities, and Denominational Schools Give Training in Newspaper Work -1,334 Students Enrolled in 27 of Them.

Thirteen hundred and thirty-four students are enrolled in journalism in twenty-seven of the privately endowed colleges, which offer instruction in newspaper work, according to reports received this year by the secretary of the American Association of Teachers of Journalism. A total of sixty-three colleges and universities, all not State-supported, announced instruction in journalism this year, but reports of student registration have been made by only twenty-seven institutions.

New York University, in New York city, leads with a total enrolment of 55%. Journalism and advertising at New York University are organized as two separate divisions. In the department of journalism there are 21% students, and in the advertising department \$25 students. There is no duplication in these figures.

Columbia University, also in New York city, is second with an enrolment of 151. The University of Southern California, a Methodist-Episcopal institution in Los Angeles, follows with a registration of 99.

Columbia University and Marquette University, Milwaukee, have schools of journalism. Boston University Howard College, Birmingham, Ala., and the universities of Denver, Notre Dame. New York, Pittsburgh, and Southern California have separate departments of journalism.

In all of the other institutions in the group, journalism is taught in departments of English or rhetoric.

At Hoston University the department of journalism is in what is known as a college of husiness administration. At Marietta College journalism is taught under the head of publicism. At the University of Pittshurgh, the department of journalism is in the School of Economics.

Emory University of Oxford, Ga., unknown to the American Association of Teachers of Journalism, has been offering instruction in journalism for five years.

Talks on Associated Press

"The Associated Press" was the subject of a talk given to the students of journalism at Boston University recently by William U Swan, for many years with the Associated Press in Boston and for the last year a member of the editorial staff of the Christian Science Monitor.

Writes Journalism Book

M. L. Spencer, head of the department of English at Lawrence College, Appleton, Wis, is the author of a book on "News Writing" which will be published by the D. S. Heath & Company of New York.

Personals

Hert W. Hocking, a 1915 graduate of the course in journalism at the University of Wisconsin, has become a member of the staff of the Bureau of Business Standards, maintained by the A. W. Shaw Company, in connection with the business magazine System. He was formerly editor of the Maywood (III.) News.

J. W. Burke, formerly a student of journalism at the University of Wisconsin, is publisher of the Reporter, a weekly paper, at Roslyn, R. D.

Harold Jenness, who was graduated from the course in journalism at the University of Wisconsin in 1916, has recently returned from a six months' so-journ on the Mexican border, where he went as a member of the Idaho militia. He is managing editor of the Nampa (idaho) Leader-Herald.

Here and There

A course in Current Periodicals is being offered for the first time this term in the Kansas State Agricultural College and is arousing considerable interest.

Two bulletins on agricultural journalism—"The Agricultural College and Its Editor" and "The Farm Paper" were recently published by the department of industrial journalism in the Kansus State Agricultural College.

8. K. Rutcliffe, editorial writer on the Manchester (England) Guardian and contributor to American periodicals, witi give a special lecture to the Journalism students at the University of Wisconsin on Thursday, March 1. His subject will be "English and American Newspapers". A Comparison."

Two women students of the Oregon School of Journalism, one a graduate and one an undergraduate, were honored recently by having representative bits of their product selected for an anthology of college verse published by the Stratford Company, Boston under the title. "The Posts of the Future." They were Miss Grace Edgington, a proof-reader on the Eugene (Ore.) Daily Guard, and Miss Lillian Porter, an undergraphiate.

A new course in the technique of printing is being given to journalisan students this somester at the University of Wisconsin, to supplement the course in the country newspaper given during the first somester of the college year and to prepare students to run a small printing plant in connection with a weekly newspaper. The work is in charge of Phil C. Bing, of the department of journalism.

The Duily Cardinal, the student daily paper at the University of Wisconsin, will celebrate the twenty-fifth anniversory of its establishment in April. It is planned to have a reunion of former editors of the paper, in connection with the celebration

Re pleasant until ten o'clock in the morning and nothing can spell the rest of the day for you.

CONFERENCE PROGRAM STILL IN THE MAKING

James Keeley, Editor of the Chicago Herald, Is Among the Editors and Publishers Who Have Consented to Telk at the Annual Meeting of Teschers of Journalism.

The programme for the seventh annual me ling of the American Association of Teachers of Journalism which will be held in Chicago April 5, 6, and 7, is still in the making, but that part which has been completed is attractive enough to insure the attendance of teachers of journalism from all parts of the United States.

Included among the newspaper men who have consented to talk to the teachers are James Keeley, editor of the Chicago Heraid; Tiffeny Blake, editorial writer on the Chicago Tribune, who will talk on "The Editorial"; C. L. Speed, city editor of the Chicago Evening Post, who together with other city editors of Chicago newspapers will hold a symposium on news stories; Ray Long, editor of the Hod Book, the Green Book, and the Blue Book; Hiram Moe Green, editor of the Woman's World.

James Melvin Lee, director of the deartment of journalism at New York l'niversity and president of the American Association of Teachers of Journalism, who is in charge of the details of the programme, has received assurances of most of the Chicago editors and publishers he has approached, that they will talk to the teachers. However, they ask that because of the possibility of war with Germany and the exciting times at Washington which keeps them tied closely to their deaks, that no public announcement of their talks be made for fear they may be unable to keep their appointments. But massnuch as the meetings will be held at the Hotel La Saile, within a few minutes' walk from most of the Chicago newspaper offices. Mr. Lee is confident that this year's meeting will rival the excellent one held in New York in 1914.

Unusual interest is attached to this year's meeting, inassnuch as a reorganization of the American Association of Teachers of Journalism is proposed, and because men engaged in college publicity throughout the United States will also attend. Members of the National Association of Teachers of Advertising and also the American Association of Agricultural Editors, will attend.

The different sessions will be held at the Hotel La Salie and on the campus of the University of Chicago. In addition to talks by men engaged in newspaper and magazine work, editorial and advertising, the teachers will have several round-table sessions in which to talk over their own problems.

During the conference tours of inspection will be made of the newspaper offices and of the Audit Bureau of Circulations.

Organize News Service

To give the students of each of the schools the latest news from the other institutions, the Collegiate News Service has been formed with the Beloit Round Table, Ripon College Days, Carroll Echo, Lawrentian, and Marquette Tribune as members of the Association.

Editorial Writers Talk

"I cannot see much hope for the man who tries to write anything that transgresses his own convictions," said Dougless W. Swiggett, editorial writer on the Milwankes Journal, in a recent lecture before the journalism students at Marquette University.

DAYS OF BIG NEWS

In times like these, when accuracy pays its highest premium, the public looks for the line:

"BY UNITED PRESS"

Because it has become recognized as a guarantee of responsibility and is so used by the strongest newspapers in the country every day.

The U. P. serves more afternoon newspapers than any other news agency in the world.

UNITED PRESS ASSOCIATIONS

General Offices

New York City

MARKETS OF THE WORLD TO BE OPENED TO AMERICA THROUGH INTERCHANGE OF NEWS

In Notable Address at Pittsburgh Press Club, Roy W. Howard, President of the United Press Associations, Describes Process Through Which American News Has Been Barred from South America and the Orient-Conditions Now Changing and Better.

the Pittsburgh Press Club, held at the Port Pitt Hutel on the evening of March 15, was attended by nearly a thousand of Pittsburgh's nowspaper men and representatives of the great commercial industries of western Pennsylvania.

Former United States Senator George T. Oliver prestied, and addresses were made by Senator Warren G. Harding, of Ohio: Dr. Aimaro Sato, the Japanese Ambassador, and Roy W. Howard, president of the United Press Associations.

Mr. Howard's address was of especial interest to newspaper men, as he outfined the manner in which the United States has been kept a sort of hermit nation through the system of news distribution which has long prevailed.

Mr. Howard's speech, in part, follows:

"Some one has said. Tell me what you eat, and I'll tell you what you are.' With infinitely greater certainty may it be mid. Tell me what you read, and I'll tell you what you are coing to be."

The power of a single newspaper in forming and directing the public opinion of a local community is very generally understood. The tremendous potential power of the great press association is The effect of a single statement of fact, an interview, or a new idea appearing simultaneously in seven or eight hundred newspapers, read at almost the same moment by from fifty to sixiv millions of people scattered from Maine to California, has not been visualized. This most far-reaching development of modern journalism-the process of national and international publie opinion in the making-is probably the least understood of any of the great forces entering into our every-day life.

"In his inaugural address President Wilson declared that 'We are provinclais no longer. The thirty months of turmoil through which we have just passed have made us citizens of the world. There can be no turning back. Our fortunes as a nation are involved whether we would have it so or not."

"There can be no dispute over this statement. Since August 1, 1914, foreign names have become almost as familiar as local and State names. Every changing current in the tides of foreign public opinion has been doscribed here by incoming cables. In consequence there has developed a false presumption that equally full reports have been sent out from this country.

TRAIL-BLAZING BY NEWS ASSOCIATIONS.

"Recently our commercial interests have been troubled with growing pains. diagnosed as foreign-trade plans. Washington has been hankering for a stack of blue chips in the international game Neither the pains nor the hankerings received much consideration haorda Both Washington and Wall Street have registered surprise, suggestion that the American news agencies should have years ago begun trait blazing for our foreign commercial endeavors is received with supprise The idea that the foreign correspondents of American news agencies could be and should be the most valued assistants of our diplomats is difficult of acceptance for the Minister or Ambassador whose 'deservingness' for his appointment was fly in spite of such a conspiracy in re-

The thirty-second annual banquet of determined by the size of his campaign contributions.

> To be successful citizens of the world we must be known by the world for what we are. Publicity logically precedes progress. Uncle Sam has had his press agent behind his show instead of ahead of it. For the past twenty years, and until the past two years, during which the United Press has become active in the foreign field, the only organized effort for the distribution of Ameri. can news abroad has been in the hands of foreign news agencies.

"But while America has been sound astrep, England, Germany, and France have been making international hay. Reuter's, the English agency; Wolff's the German, and Havas, the French, have all been furthering the interests of their particular countries abroad, and it is only within the past year that the activities of these agencies—the legitimate activities have been met by Amernews-agency enterprises. That. the work has thus far fallen chiefly to the United Press is due to circumstances in the making of which we had no part. hut of which we have endeavored to take advantage. The existing situation is attributable to the exchange arrangements of the Associated Press with foreign news agencies by which the Associated Press is, and for years has been, harred from serving or selling its own American news abroad.

HOW NEWS IS EXCHANGED.

"At the time this alliance was made It was regarded as a very important and valuable connection. The need of American publicity abroad had not then become apparent. The deal provided for an exchange of news between the Associated Press and Reuter's Reuter's in turn exchanges news with Wolff's, Havas, and the smaller Continental agencies. The A. P. retains the right of news collection and distribution for all North America, but is barred from selling or distributing American news anywhere else. Instead, the A. P. delivers its American news to Reuter's in New York, to be distributed to the rest of the world. Reuter, in addition to all British territory except Canada, has enjoyed a monopoly of the Far Eastern field. Havas has had the exclusive right of news distribution in all of South America.

"American news does not go to the Orient according to the news judgment of the Associated Press, but is selected according to Reuter's judgment. Reuter's judgment is naturally not unaffected by the possibility of American competition with British interests in the Orient, and even though it should be thoroughly denatured by Reuter, this American news, selected according to British news judgment, is not served to the Jananese editor directly, but is delivered to the Kokusai, a Japanese agency with a British accent. The Kokusal, which has sought to become the official News Trust of Japan, has, I understand, a binding agreement to handle no news dispatches from the United States or any other part of the world except as these dispatches are turned over to them by Reuter.

"That our relationship with the Jananese people continues to improve stend.

straint of friendship can only be construed as the highest tribute to the brilliant gentleman from Japan-Ambassador Sato. That he has succeeded in spite of such a handicap is the best proof of the extent to which Japanese-American friendship and cooperation will proceed once the direct channels for the interchange of information are opened and utilized.

MAKING AMERICAN NEWS NEGLEGIBLE.

"The situation as regards South America was even worse. From such of the Associated Press news as is sent to London by Reuter's, the Havas representative in London selects a few items for Paris. In Paris another Frenchman selects an occasional item to be cabled to Rio and Buenos Aires. South America gets from Havas only such news as the Frenchman feels certain will not cause the Rue de la Paix to run second to Fifth Avenue, or will not permit Broadway to alienate the Latin-American's affection for the Boulevard des Italiens

"British interests regard Americans as potentialty more menacing South American competitors than the French. Every cable approaching the east count of South America is controlled by the British monopoly. British cables have always worked hand in glove with the British Government and British mer-They long ago recognized the relationship of news to international commerce and international friendships. To-day they recognize it to the extent that they make a press rate between England or France and South America of from 16 to 20 cents, as against their press rate between the United States and South America of 42 to 44 cents a word.

"A year ago, profiting by a very succensful eighteen months' experience in distributing American news in England and France, the United Press set out to establish an American news service in South America. We were able to do this largely because of the progressive action of the Central and South American Cable Company in reducing the press rate from New York to Buenos Aires from 22 cents to 15 cents a word.

"A two months' demonstration resulted in a len-year contract with La Nacion, South America's greatest daily. We again proved that a news taste is an acquired taste. Starting with a few hundred words a day of American news -a side line to the general report cabled from the European bureau of the United Press-the report from New York has gradually been increased, until La Nacion now receives daily from two to five columns of the most informative news of every-day American development. From Buenos Aires this report, together with the European report of the United Press, is already being relayed to Chili and Peru, and as mon as projected American lines of the Central and South American Cable Company are put through, the report will go to Brazil.

AMERICAN NEWSPAPER MEN ON JOS.

"We have applied the Monroe Doctrine to news, and with American newspaper men trained in the United Press offices at home on the job at Buenos Aires, Rio, Santiago, and Lima we are for the first time in history meeting our South American neighbor face to face on the pages of our daily papers. and finding him a much finer than we had imagined him. We hope he is equally pleasantly surprised

"Japan and the Orient furnish our next objective. The need of the hour is for Japan to know America better and

(Continued on page 34)

BOOMING LYNN FOR MAYOR.

Sphinx Club's Head May be Candidate to Succeed Mitchel

Leading the van of those successful business men whose names have been suggested as "the business man's candidate for Mayor of New York city" in Preston P. Lynn, president of the famous Sphinx Club, an organization of advertising men and publishers, and general manager for John Wanamaker in New York.

Mr. Lynn has modestly insisted that he is not a candidate. But his name has been presented to the recently organized Business Men's League which



PRESTON P. LYNN.

aims to place a really successful bustness man at the head of the New York city government.

Joseph Yeska, clothing manufacturer and chairman of the League, admitted that Mr. Lynn's name was being considered but said that it was entirely too early to choose a candidate.

"Within the next two months," he said, "we expect to have nearly 50,000 voters behind us in this movement to elect a man who will conduct the business affairs of New York in a truly business-like fashion. Then our executive committee will proceed to pick out the best man we can, regardless of

Mr. Lynn entered the employ of John Wanamaker as a boy twenty-five years ago. Since that time he has risen to the rank of the highest paid department store executive in the country. As head of the Sphinx Club, he has become well known by the leading advertising men and publishers and despite his Sphinxlike attitude at present, his friends say that if he can be induced to make the race be will be a sure winner.

News Ban Affects Travellers

Great Britain has adopted stricter rules to prevent news leaks. Hereafter nobody will be permitted to take out of the country any documents to be delivered to some one else at the end of the vavage. Ambassador Spring-Rice has left at the State Department in Washington a copy of the new regulations. Travellers are advised not to carry written or printed matter on their persome or in their baggage.

The world is full of opportunities The man who fails to take advantage of at least one is indulent.

Cover Michigan and do it properly!



of Papers That Will Deliver Your Message

City	Lution	NEWSPAPER	larion	Rate
Detroit	725,000		225,379	.17
		Daily Journal	22,168	/94
		News	19,642	.03
		State Journal	20,000	435
Kalamaroo				
		Chronicle		
				.025
			6,974	
		Telegram		

There's nothing "peculiar" or "queer" as to why the experienced advertising manager or Agency should select Michigan FIRST in nine times out of every ten.

Those who are thoroly "seasoned" and have had past experience realize that Michigan's leading

14 EVENING PAPERS

will reach practically ALL of this prosperous commonwealth and do it right! It is inexpensive, too.

"Evening Papers Bring Results"

VIGILANCE COMMITTEE

MET IN INDIANAPOLIS Conference Marked New Era in History of Organization, Declares Chairman Marks Sidener - Oppositions of Vital Inc. portance to Advertisers and Publish-

ers Were Discussed Merie Hidener, chairmen of the Na-Gonal Viginose Committee, who pre-Indianapolis a few days ago, says that Il marked a new ern in vigilance work is a definite effort to standardise local vigilance work and to make it more effective, both as it pertains to the

Atlanding the conference, in addition to Mr. Sidener, H. J. Kenner, secretary of the National Virilance Commatter, and Hichard H. Lee, special counsel, were paid secretaries from Botter Husiness Sureaus and representauves of Vigilance Committees from

STREET CHICAS Movements were started definitely to chart the best ways to deal with medical frauda fake financial promotions. The National Vigilance Commit Association America to standardisc rules to judge advertising used for the promoting of companies and the selling of securi-It was also decided to cooperate with the American Pharmaceutical Aswhereby medical advertisements can be Judged. The conference will also establieb a closer relationship between the Better Business Bureaus and the No. thonal Vigilance Committee. The conference, in brief, was a train-

Chairman Sidener said the viplance Ottoman, a few years ago, when he was president of the Associated Asterritoing consulties to find out what was the matter with advertising "Those were the days of agitation," said Mr. Sidener, "but now the sigilance work is reckened as one of the great constructive ing public confidence to advertising."

The conference developed the fact that pewspapers to all parts of the operating closely with the movement Along this line, Herbert B. Mulford, Chicago, a representative of the leventment Bankers' America told of the difficulty newspaing between bena-fide and fake finanfor men who bundle such accounts: edvertising Another newspaper, he financial copy since the first of James

of all was that promotion companies In which the company ado-ctising op-

ertising may be Judged.

Series September Commission, Cleveland News, urged action against fake oil companies which use daily newspapers

had found that most of the fake con corns were promoted by the same gang. per and what not, as they are driven from one operation to another. S. A. Commission, showed that were cooperating in helping to stamp Frank Arlmstrong, chairman of the

we Virguer Association, pointed out the wide operations of fake plane cencommunities through the newspapers. Lewis Clament, Toledo, representing the Plane Merchants' Association, atoperate with the plane merchants in this respect. The Piano Merchants' Association of America is clameter view. some advertising

The conference arrest that the time judging of medical advertising. Prof. J. H. Beal, director of Pharmaceutical Brownerh, University of Bilineis, set out the Association's standards. Kemp, Chacago, representing the Proprintery Association of America, expigined that his association was in Chairman Sidener announced that he work with the Pharmaceutical Associatten in establishing a method of pro-

reduce against medical frauda WHAT APPROPRIES DUMANTA Dictord H. Lee, Cleveland, special resumed for the National Visitance Committee, said that the tiese had ardemonstrag to know the attitude of copy to associate with false and mis-

H. J. Kenner, National Vigilance are retary, ig a series of charts pointed out effective. G. M. Huner, secretary of the Adver-The National Committee, which is lance committees, with the paid seers-

Poliowing is a list of the men who sevestry of Illineis, Urbana, Ill.: E. riness Commission, Clearland, O.;

Jeins W. R. Hearst's Organization in This City, with Offices at the American Wittiam Woodhead, widely known in the trusteen and publishing circles of with the Sunset Magazine, and as a former president of the Associated Ad-



WILLIAM WOODERS certifing (Tube of the World, has joinof the service of W. S. Hearst, in New York city. Mr. Woodbend will be an-American Magazine, a Burday weekly Woodhead will retain his interest in

certains that, Cleveland: W. C. Plant chairman Setter Hustness Commission (Seveland: E. L. Greene, secretary Better Advertising Bureau, Chicago: Griffin Piercau, St. Laule; G. M. Humer, sec-Advertisers: Protective Durent, Non-Advertising Vigilance Iowa, Des Molnes; P. W. Stella, secretary Better Dustoese Bureau, Milwau-Truth-in-Advertising Bureau, St. Paul; W. F. Chumbers, chaleman Vigilance ttee. Cincinnati; Herbert B. Mulford, Investment Bankers' Associaliss of America, Chicago, III.; Lewis

Committee, Indianapolio; P. S. Flores. secretary-manager, Associated Advertiong these Indianapolis; Carl Hunt olliar, Associated Advertising, Indion-

Church Ad Campaign in Dalles space for the churches of Dollar, Tex-

The man who tears done the reputs tion of another is helding a berrived-

vising a standard where by much ad- WOODHEAD COMES TO NEW YORK. ADVERTISERS ROYCOTT FOUR TORONTO PAPERS

> Exception Taken to Policy of Globe. Mail and Essaire, Star and Telegram. in Refusing Commission on Business Originating Outside of Certain Limits The Publishers' Defears.

Tonowro, Murch 12-What is virtual. ly a boycett of four Toronto papers The matter has been deluted between

that they were under a heavy expense in examinating a local staff of canvacours; that they revered the city thoroughly and that it was equivalent musion to an agency in addition on inthonal husiness. The A. C. A. in co. position out that the advertising comnext to advoting and adhering to such

point was passed at the annual mericupies were sent to the publishers, with conducting general advertising comrealess, of which their local advertision but a part, be granted the terms and conditions to which the character of their selections undestriedly outsides ectivers toxated in other cities. Negotiations tooking tenands a set-

which have not joined the so-called big

The fight is being watched with inand oxiside publishers. That some of their brecker publishers in Turento is in the Canadian Printer and Publisher that their enterests in this conflict of wite any privariety affected-from three

Digitized by Cangala



NO matter where you live, New England, in the Mississippi Valley, or on the Southern Seaboard-to think nationally, you must supplement your local journal with the New York newspaper carrying the most enlightened Washington correspondence. New York is the second largest city in the world. It is the capital of the western hemisphere, the American city most informed on international affairs. Its oldest, most authoritative and most forward—looking newspaper, THE NEW YORK EVENING POST, is a friend, a news service, and an adviser-that no American citizen of affairs can afford to be without.

Send to link Nowe. Addres (11). State.

CUT NEWS PRINT USE, JASON ROGERS WARNS

Publisher of New York Globe Comments on Meeting of New York Publishers This Week, and the Necessity for Greater Conservation of Paper this Year than Last.

"The newspapers of the United States are now apparently up against a more serious condition regarding print paper than they were toward the end of 1916," and Jason Rogers, publisher of the New York Globe, to a reporter of The Editor and Publisher. Mr. Rogers made the remark after the meeting of New York publishers with representatives of the Federal Trade Commission. In the office of the Associated Press, in this city.

"I sincerely regret that the New York newspapers did not seem to rise to the occasion and contribute a small part of their contract tonnage for the relief of those unable to secure a supply." Mr. Rogers continued. "Instead of coming forward and leading the procession, our daily newspapers dedged the big issue by indefinite postponement of action.

"As soon as Monday's meeting was called together Commissioner Parry and Prosecutor Hency made plain statements of fact regarding news developments. I believe those facts should be known to the newspapers generally and what took place at the meeting.

HEWS PRINT POOL NECESSART.

"It was shown that unless a pool of about 150,000 tons were placed in the hands of the Federal Trade Commission by the newspapers holding contracts that they would not be able to care for the needs of the numerous smaller newspapers without any supply.

"It was stated that contributions from newspapers buying supplies from manufacturers who have signed the petition to the Federal Trade Commission to fix prices and regulate distribution had so far only produced about 17,000 tons for the six months period.

"It was clearly shown that unless newspapers buying supplies from other sources would, in a broad spirit of patriotism and public spirit, scale down their requirements and contribute tonnage, that conditions might grow much worse.

TONNAGE MAT HE LAME IN 1917.

"It was stated that on account of the high pressure at which all paper mills were operated last year that they could not probably turn out as great a tonnage in 1917 as in 1916, that internal difficulties involved in car-shortage and in getting supplies of coal, wood pulp, etc., made the problem more confusing.

"After explaining these matters and answering questions, the Federal officials retired from the meeting, particularly urging the newspaper publishers of New York and vicinity, who consume 25 per cent, of the total tonnage, to do something big.

"As a result, a committee was appointed, which was to consider the matter and report at an adjourned meeting Thresday morning.

"Immediately after the appointment of the committee, I suggested and handed them a copy of this resolution for consideration;

PLAN TO REDUCE CONSUMPTION.

"We, the undersigned newspaper pablishes of New York city, for the purpose of releasing the attention of the newspapers of the United Etaies, at present analysis to secure amplify of print paper, casing for a because of approxi-

mately 150,000 tons, each for himself and his newspaper, agrees to contribute such part of his contract allottent for 1917 as with bring his consumption for the year to 10 per cost, below 1910 use, as may be necessary in the judgment of the Federal Trade Commission to meet the

"My process for reaching the above plan, and no such call as 15 per cent, would be required, was to provide a liberal leeway for ahrinkage represented by those few publications which just naturally will not give up anything they have.

'On the basis of 1,800,000 tons of print paper consumed during 1916, an allowance of 10 per cent, below what all papers need during that year would provide a pool of 180,000 tons. This would be more than enough to care for all.

"If those at present without supply were forced to scale down these requirements, the same as those contributing to the pool, the plan would work out equitably for all.

The few newspapers unwilling to do their bit toward the solution of a national catastrophe, so far as their cruft is concerned, would eventually be generally revealed in their true colors, while the rest of us could, through greater copperation, produce increased efficiency for our newspapers.

"It was brought out at the meeting that one of our large newspapers was getting a larger tonnage for 1917 than in 1916, notwithstanding the fact that some of us are trying to do business on from 15 to 20 per cent. less than we got last year.

"It was developed that one publisher, far from being willing to contribute any print paper, was in the market for several thousand tons, which he said he 'had to have,' which meant practically regardless of price and its effect on the cost of paper to smaller newspapers also in the open market."

"Another of our large newspapers was not represented at the conference. It was understood that it was not interested, as its requirements were all provided for.

"So far as the Globe is concerned, I stated that, while we were operating on less than 80 per cent. of our 1916 requirements, we would willingly contribute 5 or 10 per cent. more, if required to produce the end sought, provided enough other newspapers would do the mame to secure the necessary tonnage.

AGRICUD TO KEEP OUT OF OPEN MARKET.

"I explained that, regardless of demand for the Globe, we would not buy additional paper in the open market, and that we were stopping our presses at from 210,000 to 215,000 per day to keep inside of our tunings allowance.

"Hardly a day passes when the demand on our circulation department would not require from 240,000 to 275,-000 copies, but we stop at 210,000 when the size of the paper exceeds sixteen pages and we are in excess of our allotment for that week.

"When asked what we were going to do in regard to baseball extras, my response was that we were still going to stop the presses at 210,000, not going to run into overline, and going to treat is just like any other news.

"Regardless of nearly all newspaper experience to the contrary, we do not believe in crippling the long-haul service to our readers by taking in more calculation than our allotment covers, and certainly shall not help establish higher prices in the open market by secking additional supply,

BAYS PUBLISHERS HAVE NOT CO-OPERATED.

"I cannot but help faciling sincore regret that the effective and painstaking efforts of the Federal Trade Commission in seeking to produce relief to the extent of from \$20,000,000 to \$30,000,000 for the year 1917 for the newspapers did not secure the instant and sincere cooperation of the New York newspapers.

"No one who has not been as near the machinery, as it were, as I have, can appreciate the difficulties of troning out the innumerable and insur-mountable seeming impossibilities involved in such a broad far-reaching problem as they have sought to solve.

"Just for example, consider that some mills did not cut down the allot-ments to their customers at all, others cut them just a trifle, while others cut them as much as they would stand. To reduce such a mass of irregular fractions, as it were, to a common divisor was only an elemental factor in the situation.

"As another item of the same kind any attempt to reduce the conditions of the mass of newspaper units to a standard where a fair rule that would fit them all was a seemingly impossible task. Some newspapers were operating on a very conservative basis, while others were not sincerely trying to do so.

"The newspaper business seems to represent too much individualism, or the effort to get all they can regardless of the other fellow. Those with plenty of money and assured of a supply, seem more willing to take advantage of an opportunity than to, by slight temporary sacrifice, produce relief for all.

"While our friends, the paper-makers, who have not yet seen the light may look on the intervention of the Federal Trade Commission as a brutal intrusion of a strong governmental arm, they will sooner or later realize that its control will be construction and not destruction.

"Our newspapers should help the Trade Commission in its plan to produce an equitable distribution and the restoration of a competitive market, by making their requirements represent the maximum proportion of the total tennage available in the judgment of the Commission.

"Unless both parties to an arbitration are willing to abide by the equitable decision of the board of arbitration the result will always be unsatisfactory. The Federal Trade Commission is admirably equipped to bring order out of chaos in the print paper muddle if we will only let them and help them as sane business men should.

"It will do our advertisers good if our newspapers temporarily refuse to accept their business unless materially reduced in volume. All the business we refuse is not profit—at best only the last 10 cents of every dollar earned sticks clear through to the dividend.

"As has been proved in Philadelphia, Buffalo, Pittsburgh, and other citles even a temporary loss of as much as from 15 to 25 per cent, in circulation will be gladly accepted by advertisers in preference to radical increase in advertising rates.

"In the absence of ability to produce two-cont newspapers as a process for conserving the use of print paper, the same end can be attained by limiting the press runs a little to below normal if essential to keep within a newspaper's possibilities for tonnage.

"As there are more ways of killing a cat than one, so there are many ways in which our newspapers can help save

DAIRYMEN ADVERTISE IN NEW YORK PAPERS

Spend \$17,000 in Three Weeks to Acquaint Public with Problems They Have to Contend With—May Extend the Campaign to Up-State and Forcign-Language Newspapers Later On.

The New York State Dairymen's League recently conducted an advertising campaign through the newspapers of New York city. Half-page and quarter pages were used in ten dalties, covering a period of three weeks. The cost of the advertising was \$17,000. It is expected that later on it will be resumed, that foreign-language newspapers will be included, and that the up-State dailies will also share in the advertising.

HOW THE CAMPAIGN WAS PLANNED,

The campaign was handled by Birch-Field & Co. The copy was written by A. C. Barrell and the illustrations were by C. A. Birch-Field. The campaign was different from any other. In the first place, the dairymen had been endeavoring for some time to place their side before the public.

R. D. Cooper, president of the League happened to be an old college chum of A. C. Barrell, who called on him, and explained that the proper way to go about it was through the medium of Everybody newspaper advertising. reads the newspapers, and everybody would see the advertisements. Mr. Barrell obtained data, and wrote out the advertisements, which met with Mr Cooper's approval. Mr. Cooper took the matter up with the League, of which there are 32,000 members, and the monev for presenting the case of the dairymen to the public was raised by assessing each member something like fifty cents each.

WHAT THEY ADVERTISED.

The idea of the dairymen was to sell more milk, in order that they may reduce their overhead expense, to explain that they have been selling milk at less than cost, and to acquaint the public with their problems and to give some knowledge of the nutritive value of milk. It was stated in the advertising that the dairymen's business is so unprofitable that there are 12,000 less cows in the State every year. The dairymen are more than satisfied with the results of what is considered one of the most successful advertising campaigns ever conducted through the newspapers of New York city.

their own and other newspaper men's faces, by perhaps radical and revolutionary methods, but they all will be justified at the present moment."

Secures News Service

The most important contract for news service closed during the present week by the International News Service was with the Detriot (Mich.) Jour-The Journal was recently acquired by Measers. Thatheimer and Wright. who own the Toledo Blade and the Newark Star-Eagle. Paul Block, New York advertising man, is also interested in the purchase. One of the first things the new management of the Journal decided on was to make arrangements for a news service, and in view of the fact that the Toledo Blade had been an International News Service client for several years the Journal naturally turned to that organization. Digitized by Google

Wheelbarrows vs. Motor Trucks

IF YOU were excavating for the foundation of a sky-scraper, would you haul away the debris in wheelbarrows or in motor trucks?

Some advertisers while laying supports for a great business, still use the wheelbarrow!

They are afflicted with a mental and physical inertia.

They plod sluggishly along as did their ancestors, and wonder why competitors who use motor trucks surpass them!

A century ago, when New York State's population barely exceeded the million mark, wheelbarrows had their uses.

		2,500 Lines	10,000 Lines	Paid 2,500 Cir. Lines	
Ibany Knickerbocker Press (M)		.06	.06	New York Globe (E) 210,994 33	.31
lbany Knickerbocker Press (S)	35,144	.06	.06	New York Herald (M)	.40
rooklyn Eagle 3c (E)	- 144.332	.16	.16	New Tork Heraid (2)	.50
FUORISH ENGLE OF (S)				New York Evening Post (3c) (E) 20,744 .19	.17
inghamton Press-Leader (E)			.05	New York Sun (M)	.36
uffalo Courier-Enquirer (M&E)		.14	.12	New Tork Sun (S)	.36
uffalo Courier-Enquirer (S)		.14	.12	New York Sun (E)	.29
uffalo News		.15	.15	New York Telegram (E)	27
orning Evening Leader (E)	. 7,832	.0193		New York Telegram (E)	.18
Imira Star-Gazette (E)			.035	New York Times (M) 1 340 004 50	.45
loversville Herald (M)		.02	.015		1.49
loversville Leader-Republican (E)		.0143	.0108	New York World (M)	.40
haca Journal (E)		.035	.015	New Tork World (5)	
amestown Post (M)		.025	.0207	New York World (E) 404,858 .40	,40
liddletown Times-Press		.0178	.0107	Rochester Union & Advertiser (E) 39,276 .10	.06
It. Vernon Daily Argus (E)		.0214			
ewburgh Journal (E)	5,076	.0107	.0107	3,661,707 6.312	5.917
ew York American (M)ew York American (S)		.40	.38 .57	Ratinga Government Circulation Statements, October,	1010

Wheelbarrows and circular letters are of the same ilk,—relics of another age.

They do not conform to present usage.

To-day, if national advertisers and manufacturers would lay a solid foundation upon which to erect a permanent business system, capable of catering to the manifold wants of the 10,000,000 people of New York State, THEY MUST ACCEPT THE MOTOR TRUCK IDEA, AND WORK IT FOR ALL IT IS WORTH.

For efficiency's sake, the readers of these New York State Newspapers STAND READY TO PAY OUT MILLIONS TO ADVERTISERS WHO ARE BIG ENOUGH AND BROAD ENOUGH TO APPLY THE MOTOR TRUCK PRINCIPLE, IN TELLING NEW YORKERS WHAT THEY HAVE FOR SALE, AND WHERE IT IS SOLD!

THE EDITOR & PUBLISHER FOR MARCH 17, 1917

FAMOUS CHEF ON STAFF

Philadelphia Public Ledger Has Mrs. Wilson as "Eats" Editor.

The Philadelphia Public Ledger has recently added to its staff a famous chef, who once catered to Queen Victoria in Buckingham Palace and is now telling Quaker City maids that bad biscuits make divorces and that "cooking certificates" are more important than eugenic findings to those contemplating matrimony.

The new "eats" editor is Mrs. Mary A.

The new "eats" editor is Mrs. Mary A. Wilson, who won local fame through her connection with the Press, where she conducted a highly successful department and demonstrated at the pure food shows. She began her new duties in great style on February 27, with nearly a page of copy and has been given cimilar generous space several times a week since.

Mrs. Wilson, who really owns a romance-suggesting French Creole maiden name, was born in New Orleans and is descended from a long line of distinguished cooks. Her story of kitchen adventures sounds like a triumphant gustatory pikuimage all over Europe, and to these who look upon eating as a fine art, it has all the thrills of a best-seller.

When the little French girl was seventeen she began her career in the kitchen of the historical St. Charles Hotel, in New Orleans, and four years later entered the service of the worldfamed Simone, of Paris, where she learned to make patiererie. Next she progressed to the Café Royale a favorite resort of the (then) Prince of Wales, and through him she received a call to serve as chef to Queen Victoria, in whose employ she remained for five years, going at last to Lake Como, then to Venice, where she was chef for Count Lee Monnonsky, and then to Heidelberg, where she took a course in food chemistry.

On her return to Puris she was engaged by a New York physician to come back to America as his dietist. She is now instructing a class of 800 poor mothers at the Children Homeopathic Hospital, and running a cooking school in addition to telling women readers of the Ledger how to make home happy.

OVER MILLION IN PAPER PROFITS

Riordan Co. Makes \$1,038,493.09 More in 1916 Than in 1915.

The Riordon Pulp & Paper Company transacted a gross business of \$1.526 .-615.38 for 1916, according to the Mail and Empire, of Toronto, Can. The gross business for 1915 was \$427,049 27. After deducting \$149,480.60 for depreciation and \$46,08353 for interest paid during the year 1916 the net profits amount to \$1,331,051.75, compared with \$292,558.62 in 1915—an increase of \$1,033,493 12. It is said that there is a nossibility of even a better showing for the coming year. In a statement, C. Riordan, the president of the company. says that the company anticipates that 1917 will be the banner year. The aggregate assets of the company are given да \$9,920,131.08.

GRADUATES GET JOBS

Wisconsin Journalism Students Have No Difficulty in Placing

Positions on daily and weekly newspapers, trade journals, agricultural peticilicals, news services, and advertising agencies are now filled by students who completed the course in journalism at the University of Wisconsin last June. Those in newspaper work are: Callendar A. Crosser, reporter, Toledo Blade; Martin H. Higgans, reporter, Chicago Journal, and Gienn V. Kraus, of Marshrield, in charge of two suburban weekly papers published by the Citizens' Publishing Company, La Grange, Ill.

Those on other publications are: James R. Bill. associate editor, Talking Machine World and Musical Trade Journal, New York, and Miss Ruth M. Boyle, editor of the household pages of Farm and Freside, Springfield, O.

A. Wallace Meyer, of Oshkosh, and Arthur W. Prussing are copy writers in the offices of the J. Walter Thompson Company, advertising agents, Chicago.

Those in other work are: Norman C. Lucas, publicity work for the University Extension division, Milwaukee; Frank B. Trayer, M.A., of Racine, instructor in journalism. University of Kansas; Wyatt Rushton, A.M., Rhodes scholar, Oxford University, England.

COLOR ADS FOR CHURCHES

Chicago Publicity Men Make Merry Over Unique Idea.

The effective use of colors for church advertising was urged by speakers at the church publicity conference held by the Advertising Association of Chicago Monday night.

The discussion turned to missionary collections.

"Get out plenty of advertising matter," urged Arthur H, Rice. "Use pale refined tinte—grays and browns. Your collections for the missionaries in Africa will jump 20 per cent, as a result."

"Can we advertise Billy Sunday in pale pinks and blues?" asked a minister.

"You can't," answered John H. Chryton. "Billy Sunday must be advertised in bright red and yellow, with a burning brimstone border. A couple of pink tailed devils with pitchforks would also be appropriate."

The conference was a prelude to an advertising campaign for Chicago churches.

OKLAHOMAN STAFF CHANGES

Changes on the Staff of the Oklahoma City (Okla.) Oklahoman.

Charles J. Brill, sporting editor for seven years, has resigned to become managing editor of the Oklahoma City Saturday Night, a weekly publication which local business men plan to issue April 1. Brill was succeeded by Roland D. Smith, of the sports department of the Chicago Tribune. Alvin Rucker. State editor, has resigned to become identified with Harlow's Weekly, as associate editor. Rucker is succeeded by J. W. Perry, of McAlester, who has been city editor of the McAlester News-Capital. H. W. Smith, city editor, han resigned to handle the publicity of all Oklahoma City theatres. He is sucreeded by H. F. C. Dueberg, recently office manager of the Keeshen Advertising Agency. Paul Cottrell, field man and "star reporter," will leave on March 10 to become assistant secretary of the Chamber of Commerce. His "run" will fall to T. F. Killiam, from the copy deak of the Philadelphia North American. J. L. R Nail and C. R. Mooney, reporters, have left the Oklahoman. William Harmouth, of Fairview. Okla., is an addition to the staff as copy-reader. Walter M. Harrison continues in charge as managing editor of both Oklahoman and the Oklahoma City Times.

Gossip is like water—a little is helpful; too much drowns us —[Business Chat.

PAPER LEARNS WHAT IS LOVE

Nearly 24,000 People Define It for New Orleans Times-Picayane,

"What is love?" has been decided to the satisfaction of a great many people, but the Times-Picayune, of New Orleans, has taken the matter up in its columns and has had the question answered in cold type. In a three weeks' contest, finished recently, the paper received 23,761 replies to the question, some humorous, some serious, some in prose, some in poems.

The contestants were asked to answer the question, "What is love?" In thirty words or less, all answers to be original. No one was restricted as to the number of answers he sent in, providing the writer sent not more than one a day. A committee of well-known men and women was selected to pick the winners, fourteen prizes having been offered for the best answers. First prize was \$50; second, \$25; third, \$15; fourth, \$10, and then \$5 to each of the next ten.

The response to the contest almost overwhelmed the management, and the committee had a big job to name the winners. They finally announced that Molly Anderson Hale, of Mobile, Ala., was the winner of the first prize, with the following answer: "Love is the doorway through which the human soul passes from selfishness to service, and from solitude into kinship with all humanity." Second prize went to Mrs. William P. O'Toole, of New Orleans, whose answer was "Love is a chisel that carves into soft outlines the granite block of stern reality."

The fourteen prize-winners, together with the next 500 best answers, have been published in book form, embelished with a large red heart and the title "What is Love?"

To Advertise in Newspapers

Representatives of the National Paint Manufacturers' Association held a meeting in New York city recently, at which plans were discussed for an elaborate campaign for "more paint." It is understood that the manufacturers plan to spend \$300,000 in a campaign of education, "instilling in the minds of the general public the great good that will result from the brightening up of their homes, offices, and buildings, through the generous application of 'more paint." Newspaper advertising is the medium through which the campaign will be conducted.

Fund to Advertise Pittsburgh

"Pittsburgh, the Convention City" is the slogan adopted by the Pittsburgh, Pa., Chamber of Commerce, and for which they will expend \$50,000 in advertising. Frank J. Lanahan is the chairman approved by the board of directors for this committee. In the announcement of its purpose to establish the \$50,000 fund for two years, the Chamber points to its 1916 record, when thirty-five large and numerous small conventions were held in Pittsburgh. More than a score of large meetings have been already booked for 1917. But to properly advertise Pittsburgh's natural advantages as a convention city the Chamber will engage in an aggressive campaign

Australia Copies Type Faces.

At a meeting of the Interstate Tariff
Commission for Australia, held resently,
the question of a revision of the tariff
on type came up for discussion. During
the course of the argument it developed
that no type faces are designed or cut
Selling Costs."

in Australia, all of the type used or cast there being copied from either London or American designs. The imports of printers' type into Australia are valued at about \$50,000 per year.

Advertising Men Prepare

A new preparedness body, the Artillery Officers' Instruction Corps, has been organized in New York by advertising men and publishors' representatives at the Hotel McAlpin. The corps is limited in membership to one hundred. Eighty-four signed up on the first day. The corps will have weekly meetings—textbook affairs—which will be in charge of Capt. Royce Staver, West Point, '07. An advisory committee was appointed, consisting of Capt. Rupert Hughes, O. H. Blackman, Walter R. Hines, and Col. John C. Dooley, formerly of the United States Artillery.

Eastman's Salary Restored

Through the intervention of newspaper friends, the salary of Col. Henry A. Eastman, Chicago city statistician, was restored in the 1917 appropriation bill after it had been eliminated by the Finance Committee. Col. Eastman in the old days covered the Lincoln-Douglas delates for a Chicago newspaper and later he was editorial writer for the old Times and Chronicle

But Will George See It?

Unless George Herbert Gedge, who left New York to join the British army, is a subscriber to the New Yorker Staatz-Zeitung, he will not know that he is being sued for divorce. That newspaper has been designated by the Supreme Court to publish the summons, serving Gedgo by publication, personal service being impossible.

Will Bar Street Advertising

The new traffic ordinance that has been drafted and will soon be passed by the City Commission of Dallas, Tex, will contain a provision prohibiting any vehicle or person bearing advertising signs from traversing the streets. It is held that such vehicles are intended to drive slowly, attract a crowd, and tend greatly to increase congestion of traffic.

Guarantees Deliveries

Subscribers are guaranteed delivery by the Middletown (O.) Journal. A statement printed across the top of the front page of the paper, beneath the heading, states that if the Journal is not delivered by seven o'clock in the evening, subscribers are at liberty to call a Western Union messenger, who will supply a copy immediately.

Cause British to Worry

The British Government is deeply concerned over the publication in American nowepapers of the manifests of British steamships leaving from American ports, as it is believed the Germans are supplied with information in this manner. It is not likely any formal protest will be lodged.

Paul Derrick's Advertising Book

Paul E. Derriek, famous as an advertising man in the United States a number of years ago, before he removed to London, has written a book on advertising Mr. Derrick originated and had a part in the creation of new trade characters, such as Quaker Oats. Gold Dust Twins, and Johnnie Walker. The title of Mr. Derrick's book is "How to Reduce Selling Costs."

TOPICS AND SPEAKERS WANTED

National Editorial Association Seeks Talkers and Themes for Convention.

Topics to be discussed by the National Editorial Association, during the week of July 5 in Minneapolis, are to be suggested by members. In order to obtain the widest possible variety of subjects President E. H. Tomlinson, of the Morristown (N. J.) Daily Record, is sending out a letter asking each to tell what he thinks should be talked over at the next national gathering. He suggests some subjects himself, and asks the members if they know "just the right person" to speak on any of them or other sultable themes. The topics Mr. Tomlinson considers of interest, and on which the members are requested to express an opinion, follow: The art of passing on the high cost of production, increasing revenues, keeping down costs, the print paper altuation, what schools of journalism are doing for us, political advertising: what shall we do about it?; efficiency in the mechanical department, what field secretaries are accomplishing, getting the news, advantages of the special representative, finding the costs for the ordinary newspaper office, getting the general advertising, where we are weakest, securing and holding circulation, how to make our associations more valuable, making the most of country correspondence, advertising we should do without, an advertising agent's ideas, making the paper a paying proposition, making the paper a community power, and financial success in its relation to serving the public.

TEXAS PRESS ASSOCIATION

Galveston Selected as Place for Annual Meeting in June.

The Texas Press Association will hold its annual meeting in Galveston, Tex., June 14, 15, and 16. Galveston was selected by the executive committee of the Association, at a meeting held recently at Austin, during "Newspaper Week" at the School of Journalism of the University of Texas. The action was taken following an announcement from Texarkana that because of lack of hotel accommodations that city could not entertain the Texas Press Association and the Arkansas Press Association in joint convention, as had been planned. Neither association will meet in Texarkana, it is announced.

Members of the executive committee who attended the Austin meeting are: Lee J. Rountree, Georgetown Commercial; Henry Edwards, Troupe Bonner; W. C. Edwards, Denton Record-Chronicle; C. B. Gillespie, Houston Chronicle; T. B. Lusk, Italy Herald; Sam P. Harben, Richardson Echo; J. M. Adams, Piainview News, and Frank P. Holland, Holland's Magazine, Dallas.

UNCLE SAM'S NEW PAPER

It Is a Weekly and Is Published at Anchorage, Alaska.

The Government, notwithstanding the high cost of print paper, has ventured once more into the publishing business and started a "country weekly" in Alaska. It is a little sheet, filled with current news of town and country, and has been named the Alaska Raliroad Record.

It will be the organ of the Alaskan Engineering Commission, and appears every Tuesday at Anchorage, Alaska. The editor is Charles W. Jones. formerly a resident on the lathmus of Panama, and engaged in work on the Panama Canal. Official orders of the Alaska Engineering Commission and circulars regarding work on the Government railroad leading to the coal fields, and other information will appear in the Record as the construction and the operation of the railroad progresses.

The Government for the last ten years has published a weekly paper, the Panama Canal Record, giving news regarding the Canal Both the Canal Record and the Alaska Railrond Record are sent free to a large number of Government officials and others.

The Scoop Reorganized

The Scoop, of Chicago, which for six years past has been written by the active newspaper men of the country, in their own and the interests of other professional writers, has undergone a complete reorganization, the property having been sold and incorporated under the title of the Sourp Publishing Company, in which Herbert E. Gimbel and De Lysle Ferrey Cass are the principal stockholders. No change will be made in the general character of the paper, or in the personnel of its contributors. Mr. Gimbel, one of the new owners, is a wellknown Chicago business man, who has in the past promoted many publication enterprises. Mr. Cass, who has for some time past been associate editor of the Scoop, has an extensive newspaper trade and technical experience, but is perhans best-known as a fiction writer. William D. Eaton, the former publisher, will continue to contribute to the Scoop, but has now no financial interest. He is well-known to the newspaper fraternity at large, and has promoted many large interests, being the founder of the original Chicago Herald and one of the original incorporators of the Mergenthaler Type Company.

Rich Ad Harvest in Canada

Canadian newspapers are reaping a rich harvest this week from advertising in connection with the floating of the third Canadian war loan. The official Government announcement occupying 672 lines of space appears daily from March 12 to March 23, and this is supplemented by a mass of advertising by bond dealers and stock brokers. On March 12, Toronto dailies carried anywhere from three to five thousand lines of matter bearing directly on the loan, and papers like the Toronto Globe and Toronto Mail and Empire estimate that during the eleven days of the campaign they will carry from thirty to forty thousand lines of advertising. All this copy is of the very highest quality. The Government advertising is being placed direct by the King's Printer, Ottawa.

Raising Recruits Through Ads

An advertising campaign which is attracting much favorable comment from publishers, advertisers, and the public is being carried on in the six Toronto dailies by the 109th Regiment, which is endeavoring to recruit an overseas company in Toronto in record time. The series consists of ten four-column and nineteen three-column ads, which are run consecutively for twenty-nine days. The copy, it is understood, has been prepared by Britton B. Cooke, the well-known Canadian author, and is very strong stuff. The business has been placed direct by the regiment.

Liberal Daily for Ottawa

When the Ottawa Free Press was absorbed by the Ottawa Journal, the Canadian capital was left without a Liberal paper. It is rumoved that a new

Liberal evening paper will soon be launched to take the place of the Free Press. Such a step is not at all unlikely both from the political standpoint and from the fact that when the Free Press disappeared, both the Journal and the Citizen raised their advertising rates from three to five cents, thereby antagonizing some of the advertisers of the city.

Loyal to the President

The Niagara Falls (N. Y) Press Club, at its annual meeting, adopted resolutions pledging the support of its memhers to President Wilson in whatever steps he takes to protect American lives and property on the high seas, and passed resolutions condemning the action of the Senators who opposed the Armed Neutrality bill. The services of a publicity committee were offered to the Niagara Falls chapter of the Red Cross in a campaign to increase members and extend its influence. The following ofthers were elected: President, George E. Locke: vice-presidents, William E. Tuttle, E. T. Williams, and Robert H. Gitting: treasurer. Walter Emerson: secretary, George F. Bleigh; executive committee, Robert C. Graham, J. Marshall Glass, Walter E. Enteaman, and N. Y. Moyer.

Pan-American Trademarks Soon

Trademarks and copyrights which will afford protection in the northern group of Latin-American countries and the United States will soon be issued by a bureau of registration to be eatablished at Havana, Cuba, according to an announcement by the International High Commission, after a meeting in Washington, D. C. The Commission stated that with the ratification by Costa litica of the trademark convention enough of the republics now have sanctioned the Pan-American trademark and copyright agreement to make it become generally effective as soon as the necessary diplomatic negotiations have been completed. The need for such protection has long been felt by American business men, and agitation for general trademark and copyright agreements has been going forward since 1910. The International High Commission expects that the southern group of Latin-American republics shortly will ratify the agreement, and that another registration bureau will be established at Rio de Janeiro.

Loyal Norwegian Editor

John Benson, through a movement started in the Chicago Scandinavian, of which he is editor, has been instrumental in cancelling the celebration this year of the Norwegian national holiday, May 17, which has been an annual event of considerable magnitude among 'Chicagoans of Norwegian extraction. Mr. Henson urged that in view of the pending German-American crisis it would be unwise to hold any celebration that would savor of hyphenated Americanism. His attitude has been generally applauded.

Art Critics at Banquet

A number of newspaper men attended the annual dinner of the Art-in-Trades Club, given at the Hotel Astor. New York, last week. Royal Cortissos, art critic of the New York Tribune, and Harvey M. Watts, art critic of the Philadelphia Public Ledger, were among the speakers. Other guests included W. G. Bowdoin, of the Evening World; Robert J. Cole, of the Evening Sun; F. B. Taintor, of the Globe, and Charles H. Caffin, of the New York American.

Canada's Food Ad Campaign

The Canadian Government starts this Saturday an advertising campaign to sumulate food production during the caming summer season. Every daily, weekly, and monthly publication in the Dominion gets the business, which is being placed direct by the King's Printer, Ottawa. There are three advertisements in the series, to appear weekly, the space occupied being eight inches by three columns.

Ad Rates Raised; Weekly Killed

The Taylor (Tex.) Press announces that because of the high cost of print paper and printers' materials, it is forced to raise its advertising rates. The Press has also discontinued its weekly edition, and hereafter will issue only the daily, all unexpired subscriptions to the weekly being filled out with the daily edition.

Strunsky Succeeds Franklin

Dr. Fabian Franklin, who for seven and a half years has been associate editor of the New York Evening Post, has resigned in order to devote himself to literary work. In consequence, Himeon Strunsky, who has been an editorial writer for the Evening Post since 1986, has been appointed assoclate editor. Mr. Strunsky is a graduate of Columbia University, a member of the class of 1990. From 1900 to 1906 he was a departmental editor of the New International Encyclopedia. He is author of the Patient Observer, Post Impressions, Belshazzar Court, and is a contributor to numerous magazines. A publication recently referred to him as "the finest essayist in contemporary letters." Mr. Strunsky's weekly article, "Post Impressions," in which he comments on current events in a humorous vein, is one of the most popular features of the Evening Post Saturday Magazine

Reporter Joins Army Birdmen

Joseph Van Walchshauser, reporter on the St. Louis Star for three years, has gone to Memphis, Tenn., to become an army birdman. He will be given the title of sergeant in the Officers' Reserve Corps of the aviation section of the army, and will undergo six months' training in manipulating an aeropiane. Walebshauser was one of the few applicants to pass successfully the severe examination held at Chicago a month ago. He is the second St. Louis newspaper man to give up his work for that of the army, Richard G. Tyndall, formerly night editor of the Republic, going to Leavenworth, Kan., to take up his duties as second lieutenant in the Seventh United States Infantry.

Finds It Pays to Advertise

Clarence M. Woolley, president of the American Radiator Company, reported Wednesday, at the annual meeting of stockholders in East Orange, N. J. that still broader publicity is to be given to the company's products through the advertising policy that has proved so successful. American Radiator advertisements were placed last year in 336,000,000 copies of newspapers, magazines, and other publications, while only 12,000,000 letters and separate pieces of advertising were sent out.

Good words live forever. Bad ones lower the spenker in the estimation of the party he middresses.

W. S. MERIWETHER AIDS

22

UNCLE SAM'S NAVY WORK Fanert Gets Leave of Absence from New York World to Art as Publisher Man-

ager for the Naval Training Assertation-Well Fined by Experience for His Task.

By Jon A. Jameson. Walter Foutt Meriwether, most exmanager for the Naval Training Asso-



Wayne from Morrermen. Sam's Sent line of defence. In addition to hardling the news of the Assostation. Mr. Meriwether is also sendent

Mr. Meriwether is unusually well fitand probably has a wider acquaintance serving naved officers than any other writer. In fact, there is not among the Maker affects on any of Uncle Sam's battleships one that he does not know

He believes he has undertaken a patetome duty in his effort to into point out to there the real facts, so salist. He will undertake to dispel much

in his office at 16 Cortlandi Street. York, the other day he told me seeme of his experiences as a notice and and World. I shall give them to you

"I have never regretted the nine ener-free years that I spent with Uncle Farr's webfeet-a service that I entered as an apprentice in 1852. on the World another who had been tackles and room yards. I don't know We regarded ourselves in the old, and Roeder, now and for many years one

steam frigute Temperace at the time when she was dagship of the North Athenne station. In addition to his righed to the office of the admiral, o coretonation that left him but little

prote' saved that I was enlisted. In a previous year epresentative from my district, had

it in the volumes of Cooper and in the old adjective-freighted Lenguage of and I was merely one of the also runs when Martury Johnson, now Captain exected spring found nor a visitor in officers. They gave me some kindly adgive it more serious thought, as in those hawse pips over becoming an officer. But enrelled apprentice and togged out in

one of the Ill-fitting rigs that were "From the Kenrarge I was sent to the old salling sloop-of-war Suratogo

Drafted to the corvette Swatara. casey in the post of ship's writer. I was and then one day Ensign William ding the distinguished officer who sub-

But to my uset automathment the exutive officer took the matter seriously,

the squadren was ordered to Halti as AN ADDRESSAL'S NEWS STREET onen secret and there was a deal of

for old admired. His reports arout the James G. Dalue was then decretary. randa of what had been said or done,

the raper it is reinted on. Build your including his own improveions of the was relieved of all other duty while

the cartien copy. I would produce it I, of course, recenting the phraseology.

"With my information already from New York, I was instird by the Times to became a member of its staff, and rearine and savy editor. repted an offer from the Hernid and was in charge of the Havena bureau ing the conflict that followed true from the Herald in 1907, I became assistant Sunday editor of the Town and in 1910 resigned to accept an offer "My experience in the navy has been

the must beloful thing of my whole career. The friends I made then are be-Mr. Meriwether has written many reseasing arrivers in addition to his

REAL INTATE ADVERTISING

William C. Roelker Talks About the Sort That Succeeds. At a recent meeting of the Providence

G. Buelker, advertising manager of the

asserted Mr. Realker. "The physical Brids of time and space and business problem is to present your offerings to on woman, and child who mucht be

"A clear cancles stery of the prochasers under these circumstances in a way that no other method can arsand deltars' worth of land by a two-

column two-inch ad. You must make it impressive or don't do it.

Ad Women's Dinner Dance

Steels, furner officer of the Pan Pran-World: Edward James Cattell, Statis thaw, playwright. The dinner will be

STARK JOINS BLOCK FORCES Well Known Newspaper Representative

Makes New Connection. "The admitting force of the New York ther augmented by the addition of Mr. politications of all kinds. A number of Munthly, House Brautiful, May Mantee Publications, and about fifteen religious

Several years ago Mr. Stark established his own business as a cubdishers' representative, handling tiohed by the Bennett Pattishing Co., of Boston, and the May Marries pub-He has until recently been the boad of the corporation known as Walter B. Stark & Christie, Mr. Stark severed his connection with this organ-

OFFERS LANGUAGE PRIZES New Redford Standard Offers Popils In-

durement to Learn English. The New Bedford (Mass.) Evening Standard has offered some valuable grises to the boys and girls of New hurn to read and speak the language of the curatery of their adoption. Bali among the children of fereign-born actiment a specifing after medal of both ribitle and intrinsic value (the design of which upon acceptance of the offer

"The sale object of the wift is to inspire the children of non-English-speakine perrots of an early age with an amteston to read the language of their adopted country, thus alding their fathmeliar with American Meas and Ineti-

The man who writes the truth is re-

discharged. Digitized by Google

CAR SHORTAGE AFFECTS NEWS PRINT DELIVERY

Publishers Who Find Deliveries Irregular, Due to Lack of Care, Have Complained to the Federal Trade Commission and the Interstate Commerce Commission, for Relief.

Many publishers have complained recently of delay in receiving paper from
the mills. News print that is ordinarily
only five to ten days in transit, is now
delayed as much as two and three
weeks. It is not infrequent, it is said,
that ten days elapse before paper can
be moved from the mill, due to the inability to get a sufficient number of
cars. This difficulty is giving publishers as much concern at present as any
other phase of the news print problem.
Large and small newspapers suffer
alike in this regard.

A number of publishers have obtained relief by writing to the Federal Trade Commission and to the Interstate Commission. The Commission has obtained cars, not only for publishers, but for mills as well, in order to get the raw material to them.

The Canadians will not allow any cars to come across the frontier, stating that when cars leave that country, it is almost impossible to get them back, due to the shortage of rolling stock on the American railways. The International Paper Company has been compelled to purchase 200 cars in order to keep a supply of wood and pulp moving to its mills in this country.

"In ordering paper from the mill," said one publisher, "it is always well for the newspaper to request that the shipment be followed by a tracer. It is better to start the tracer right behind the car when it starts on its journey, or with it, than to start it after the car is marconed on a siding in some tank town, or cross roads switch. Publishers in the past have relied on the mail to do all this. Now it's a matter the publishers must take into their own hands. Getting a tracer behind every car will facilitate shipments."

California Papers Suspend

The high cost of printing and paper has had its effects upon the newspaper publishing business in California, as is evidenced by the discontinuing of several papers during the past few weeks. The Vallejo Evening Tribune and the Pittsburg (Cal.) Daily Dispatch recently expired. The latter had been in existence for only a few days. Other papers which have discontinued publication are: The Brawley Star, the Orange Star, and the Taft Builetin.

TOOK TRADING STAMP GRAFT

Such Charge Is Made Against Two Expelled Arkansas Senators.

The fight in Arkansas over the trading-stamp and anti-coupon legislation has grown so hot that two members of the Legislature of that State have been charged with having accepted bribes from the trading-stamp interests, and criminal proceedings have started, while the Arkansas Senate expelled both by a vote of twenty-five to eight.

Senators Ivison C. Burgess, of Russelville, and Samuel C. Sima, of Hazen, are the men charged with soliciting and accepting bribes to kill the Anti-Truding Stamp and Coupon bills now pending, it being alleged that the two accepted \$2,000 from a supposed agent of the trading-stamp people by the name of McGarvey in return for the original copy of one of the bills, but who turned out to be a detective from the W. J. Burns Detective Agency.

The two men were arrested on orders from Prosecuting Attorney M. E. Dunaway, after they had been trailed all day by detectives, who allege they saw the money pass into their hands in exchange for the bill. McGarvey, at the time of the arrest, was charged with offering the bribes, and was arrested in company with the Senators.

The Trading Stamp bills were both introduced in the Senate by Burgess. Senator Sims is Chairman of the Committee on Public Service Corporations, to which both bills were referred for recommendation as to whether they should pass.

Sime and Dunaway are said to be political foes. Much mystery was thrown around the identity of McGarvey, who was supposed to be a representative of Eastern trading-stamp interests till Prosecutor Dunaway revealed his identity, which seems to absolve the trading-stamp companies of being in a conspiracy to bribe the State Senators.

O'Donnell, Sentenced, Appeals

Sentence of four months in the parish prison and a fine of \$300 were imposed on Hugh A. O'Donnell, editor of the New Orleans American on March 3, after his conviction of criminally libelling Mayor Behrman and city commissioners. It was charged that O'Donnell published an editorial intimating that the officials had been improperly connected with a deal for the purchase of a race track Although the Judge who presided, F. D. Chrettan is said to have admitted from the beach that he had doubts of the guilt of Mr. O'Donnell, he denied the motion for a new trial, but did admit the defendant to bail in the sum of \$500 pending decision on the appeal that was

NEWS PRINT COST TO N. Y. PAPERS ENORMOUS

Metropolitan Dailies Paid \$246,241.21 More During January, 1917, Than They Did for the Corresponding Month In 1916, Showing Lose of \$65,000—Despite Increased Advertising Patronage.

There was an apparent loss of \$65,000 among the newspapers of New York, due to the present price of news print, for the month of January. This cost is estimated by a publisher who has looked into the question, from the premise that all the newspapers are paying \$3.10 per 100 pounds for their paper. Add 20 cents to cover expense of freight, cartage, and so on, and the price will reach \$3.30 per 100 pounds. One paper is known to have contracted for a price at least 10 cents under that figure, while with another the publisher makes his own paper, and thus does not have to pay manufacturing profits.

The sixteen daily newspapers of New York used 3,696,484 pounds of paper daily

during the month of January, that figure being reached from the last post-office statements. At \$3.30 per 100 pounds the cost would be \$752,871.51. Compared with January, 1916, and calculated in the sume manner, the consumption was \$.604,445 pounds daily; at \$2.15 per 100 pounds, the price paid then, the cost for the month was \$507,130.30. The increase for January, 1917, over the same month in 1916 was, according to these figures, \$236.241.21.

There was an increase in advertising patronage in January. 1917, over January. 1916, of 862,945 lines. Averaging the rate at 15 cents a line, the additional business, this publisher figures, would be worth \$129.441.70, while the economy effected by a decrease of 616 pages for the entire month of the same period would equal 1.556,096 pounds, or \$51.461.17, a total of \$180,902.87, which leaves a net loss, due to the increase in the price of news print, of \$65,000.

The man who is determined to make a fool of himself has lots of chances to do a good job.

AN OPEN LETTER

Minotte E. Chatfield

William A. Hendrick Tress, and Pablisher Charles E. Graham

THE TIMES COMPANY

TIMES LEADER

NEW HAVEN, COMP

March 14, 1917.

Mr. Alexander Troup, Publisher, The Evening Union, New Haven, Conn. Dear Mr. Troup:

A representative of the Audit Bureau of Circulations, that great organization which is the final authority on the circulation of newspapers, has just reached New Haven, as you know. He will immediately begin the work of thoroughly auditing the circulation books of the Times-Leader, the Journal-Courier and the Evening Union. He will also undit the New Haven Register providing the publisher of that newspaper will sign the application blank and submit his books and records.

The presence of this expert auditor, it seems to me, offers the newspapers of New Haven an opportunity of settling, once for all, the long map uted question as to their actual circulation. I, therefore, make you the following offer:

The Times-Leader, which is to be examined first, will permit you or your assistant, to accompany the A. B. C. auditor in all of his work in the Times-Leader office, you or your assistant to have complete access to all of our books and records to which the auditor himself has access. In return, you are to agree to permit the publisher of the Times-Leader, or his assistant, to have exactly the same privileges when the auditor does his work in the office of the livening Union.

I believe that the merchants of New Haven are weary of circulation controversies and I am confident that they would welcome an arrangement of this kind. It would be virtually certain to end all disputes for some time to come—as no publisher could claim that the auditor had been misled in an examination in which he himself had assisted the auditor.

If this offer meets with your approval, which I earnestly hope will be the case, I will request that you immediately make known your acceptance, in the columns of the Union, and come to our office to assist the auditor.

I am sending a similar invitation to Mr. John Day Jackson, publisher of the Register, and Mr. Edward T. Corrington, business manager of the Journal-Courier, and trust that the proposition will meet with their approval as well as your own.

Very truly yours,

WHLLIAM A. HENDRICK, Publisher, NEW HAVEN TIMES I EADER.

INTERTYPE

Model A
Single
Magazine

Model B

Model C Three Magazines \$3000



Many publishers bought their first Interty per because they thought the policy of "FAIR PLAY - FAIR PRICES—FAIR PROFITS" should be encouraged.

Some of them have since bought more Intertypes because they believe in getting the greatest possible value for their money.

INTERTYPE CORPORATION

Terminal Bldg. BROOKLYN, N. Y.

DITORIA

"STANDING BY THE PRESIDENT"

EWBPAPERS all over the country are pructically unanimous in the belief that it is the duty of all loyal Americans in the present crisis in our international affairs to "stand by the Prosi-Even newspapers opposing the party in power on domestic issues join in the admonition to show to the world that, in the matter of defending national honor, the President has the united and unstinted support of all the people.

And that he has such support is perfectly true. To deny it or to materially qualify the claim is to show lamentable ignorance of the temper and spirit of American citizenship.

Yet some newspapers, preaching solidarity to their readers in editorial utterances, permit their cartoonists to lampoon the Prosident, and their headlines and news writers to malign his purposes and policies. He is pictured as timid, if not craven; as weak and vaciliating; as submissive to repeated insults and outrages by a foreign ruler. The effect of such cartoons, and of such unfair coloring of the news of events, is to destroy the confidence of many people in the President's capacity for leadership.

The President is entitled to immunity from attacks from the rear. If he is to serve the nation effectually in its crisis he must be free to deal with the for in front. Some of the papers whose editors are vigorous in denunciation of the sort of foreign propaganda which would breed disloyalty and dissension here, are themselves, perhaps without such intent, furthering the interests of possible focs by breeding distrust of the President.

The way to "stand by the President" is to stand by him without qualification. To hold him up to public contempt, through cartoons or biassed news stories, is to assist the enemies of the nation.

PASSING OF COMPARATIVE PRICES

OR many years THE EDITOR AND PUBLISHER has Fought against the practice of many store advertisers in quoting "comparative prices." It is gratifying to note that this utterly bad practice is payming.

in the days when advertising was largely a conted between merchants in the art of fooling the peo-He, the "comparative price" device was universally used. It was never intended to impress thoughtful people, but was an appeal to credulity and to cupid-Hv.

Some stores have carried the practice to the extent of never quoting an original price on any commodity advertised. Every item offered had been "trduced from" some higher price, or had been "formerly priced" at a much higher figure. Such advertising has always been an affront to the intelligent render.

The man or woman with average buying sense nould bestsite to make a purchase in a store feeturing these "reductions" in its advertising. For it is obvious that to buy any article at the first price fixed for it would be folly and extravagance. There would always be the prospect that, within a few days, the article in question would be "reduced" to half the price demanded for it to-day.

Comparative prices, flaunted in department-store advertising for so many years, have done more to destroy reader-confidence in advertising than all other forms of so-called "fraudulent advertising." The reader of such advertising must conclude that a store which, in order to speed up sales, finds it necessary to cut its original prices in half, must be a store of perils and pitfalls for patrons. Unless the original prices were outrapeously exorbitant, the "reduced" prices would mean quick disaster for the nerchant. And, as readers of advertising observe, these merchants seem to thrive on selling at ruinous prices, the conclusion is inevitable that such perchants are merely hars and cheats, and thus all advertising is discounted.

For the sake of the influence and prestige of adverticing, editors and publishers of newspapers owe it to thermelves and to their readers to ware persistent war upon the "comparative price" humbug, and to use drastic means, if necessary, to persuade offending merchants to abundon it.

The great moments of life are but moments like the others. Your doom is spoken in a word or two.—Thackeray.

GIVE YOUR FULL CO-OPERATION TO THE COMMISSION!

N the news print crisis of 1916-17, and particularly since the Federal Trade Commission has ascertained and made known that the paper shortage has been "largely artificial," and prices unfair and extortionate, the attitude of the newspaper publishers of the country has been one of extraordinary moderation.

If like conditions had been shown to exist in any other industry, the press of the nation would have exercised its full power to put an end to themin the public interest. Prohibitive prices for news print, based upon unjustified claims of enormously increased manufacturing costs, have meant not merely confiscation of the earnings of many newspapers, but have menaced the very existence of a free and independent press in America. This menace has been of sinister portent to the people themselves. In the public interest the power of the press night well have been utilized to the utmost to force manufacturers to return to policies of fairness and the square deal.

But the publishers have refrained from fighting a battle in which their own interests have appeared to be paramount. They have always taken up the gauntlet in behalf of the people when the public welfare was threatened-until now. In this crists they have been content to rely upon the agencies of the Federal Government. They have chosen to make no use of their strength in their own behalf. They have shown full confidence in the work of the Federal Trade Commission. That confidence has been justified. The members of the Commission have labored faithfully-not to serve either industry involved in the controversy, but to serve the public interest and to enforce the principle of the square deal and the restoration of competition.

The results are still in chancery. The arbitration plan, by which fair prices have been fixed and immediate relief promised, may yet fail of its object unless both manufacturers and publishers show a common desire to cooperate fully, and to the end, with the Commission. The publishers must relinquish a part of their contract tonnage, in the face of the fact that it is already insufficient for their normal needs, and they must absolutely eliminate all waste of news print, through abolishing all returns. They must in short, curtail their use of white paper, in order that the balance between consumption and production may be quickly restored to normal.

The manufacturers must accept the prices fixed by the Commission -prices based upon ascertained manufacturing costs, plus reasonable profits. Many of them have already done so—others must follow suit quickly. The publishers expect, confidently. that the news print man will meet them half way. No manufacturer is asked to sacrifice a dollar of legitimate profit and none must be permitted to practice extortion.

Not only in this crisis in the news print market have the publishers shown marked moderationfor in other years, when monopolistic tacties were used to create artificial shortages and to boost prices, the publishers refrained from any concerted affort to enforce justice for themselves. They relied then, as now, upon the Federal Government to see to it that laws were obeyed, that monopolies in restraint of trade should be desselved.

The duty immediately confronting publishers is to sign the agreement prepared by the Federal Trade Commission, and to do this before March 20. The duty immediately confronting manufacturers to precisely the same. The husinesses of paper making and of publishing are interdependent. Strife is unprofitable and unnecessary. If continued it will meson disaster for both industries. It must be unded and ended on a basis of mutual concessions which are to result in mutual benefits. No other policy than that of the square deal yields dividends -and no other policy endures.

FRANKLIN-LAUZANNE

HANKLIN, the first great editor of America, was sent to France to win friendship and support for the cause of American liberty. He won the friendship of a great people-a friendship which has never faltered in all the years of the Republic's life; and he won that immediate military aid which turned for our colonial armies the spectre of defeat into final victory.

Now France, fighting a great war for her ancient ideals of Liberty, Equality, and Praternity-her terillory once more the theatre in which human history is being enacted sends her foremost editor to return, unofficially, Franklin's visit Stephane lauxanne has been our guest for several months. He has lectured to our people in many cities, from count to count: he has written and talked for our newspapers-always with FRANCE as his theme. He has given to hundreds of thousands of Ameriarns a thrill of renewed interest in the aims and ideals of our sister Republic—he has made us realize that France, during the past thirty months of unintaginable sacrifice, has been fighting our war as well as her own.

M. Lauzanne's mission to us has been carried out with the fact and simple dignity which made our own Franklin an Amhassador-Extraordinary. great French journalist has been free to talk to the American people-while his country's Ambassador at Washington has not. If impending events should align us with France in the defence of international rights it may be reafter appear that the visit to us of M. Lauxanne, in this period of national arxiety, was of historic consequence.

WHEN the history of the news print crisis of 1916-17 comes to be written, and the story is told of the parts played in the economic drama, and of the men who played them, one man will stand out in clear relief. It will be the name of a modest editor and publisher of the South, who has labored unselfishly and with rare tact and understanding to bring relief to all publishers from threatened disaster. He has been the tireless attorney, without fee, for every consumer of news print paper. THE EDITOR AND PURLISHER refers, of course, to Frank P. Glass, of Birmingham, the chairman of the Paper Committee of the American Newspaper Publishers Association.

SHARLES K. BLANDON, publisher of the St. Chaul Disputch and Pioneer Press, predicts that after the war, and after present upset economic conditions shall have passed, the price of news print will range between \$50 and \$60 a ton. If his prediction is well founded-and he is in a position to know. as his newspapers own and operate a paper millthe penny paper would appear to be generally

R. DODGE asked the Commissioners to fix a Mprice which would "enable us to survive and the publishers to live." The Commissioners complied with that request. Selling at the prices fixed, the International can survive and earn handsome profits; and, buying at the prices fixed, the publishers can live-and may also earn profits commensurate with renewed efforts to develop business and to climinate waste and wasteful methods.

JASON ROGERS, publisher of the New York Globe a favorite paper with baseball enthusiasts-announces that, hereafter, haseball will be treated for its actual news value by that newspaper. Every advertiser will appland Mr. Rogers-for every advertiser knows the negligible value of the average sporting extra, which is bought merely as a news bulletin and discarded the moment the scores of the games have been scanned.

RNEST G. SMITH, manager of the Wilkes-Barre L'Times-Lender, writing under date of March 3, speaks of "THE EDITOR AND PUBLISHER, which we consider here to be the premier publication devoted to the cause in all the country." In suite of the urgings of traditional medicaty. The Editor and Pendstikn cannot find any valid grounds for disputing the generous verdict of Major Smith.

PERSONALS

NEW YORK.—Col. Franklin P. Setlers, for twenty-six years religious editor of the Brooklyn (N. Y.) Eagle, celebrated his seventieth birthday Friday, March 9. Members of the Eagle staff held a reception for the veteran and presented him with several tokens of their esteem.

Alian C. Hoffman, advertising manager of the Scientific American, accompanied by W. T. Churchill, of New York, are spending some time fishing and in other recreation in and about Galveston, Texas.

Emerson D. Owen, a Scranton (Pa.) howspaper man, has accepted a position in New York as head of the publicity department of the United Cereal Company.

Thomas J. Vivian is to give a series of talks on "News and the Newsmakers," at the Hotel Plaza on March 21. 28, and April 4, at 11 A. M.

Joyce Kilmer, of the New York Times and a member of the Journalism Faculty of the New York University School of Commerce, has just published "The Circus and Other Essays." Most of the essays in this book appeared first in the Sunday edition of the Times.

E. W. Bliss, of the World's war desk, is making a recuperative voyage to Texas and return.

Richard H. Waldo, secretary of the New York Tribune, addressed the Hetail Trade Committee of the Johnstown, Pa., Chamber of Commerce's "Got Together" smoker. Three hundred business men attended and Mr. Waldo dissected the advertising of the local papers in an amusing and then serious manner.

J. V. Knight, special correspondent in Cuba for the New York World, resigned after only one week and returned to New York and Washington on a special mission for the Cuban Government. Mr. Knight was for two years a member of the editorial staff of the New York Times.

Gus C. Hoeder, of the World, has suffered a relapse and is recuperating at Atlantic City.

Ernest Howard, a World editorial writer, is resting in Florida after a second partial collapse from overwork.

OTHER CITIES—W. J. Murphy, publisher of the Minneapolis Tribune, is sojourning at Summerville, S. C., recuperating from a recent illness.

J. W. Perry, of McAlester, Okla., has been appointed State editor of the Dally Oklahoman.

Matthew Hamilton has joined the editorial staff of the Stockton (Cal.) Record. For several years he has been connected with the Argonaut in San Francisco.

Thomas Brady, jr., of the editorial force of the New Bedford (Massa) Standard, addressed the members of the Dartmouth Club, in that city, on Wednesday evening, March 14, telling about "life on the Mexican Border." Mr. Brady served on the border as a sergeant-major in a Massachusetts regi-

Charles A. Miller, associate editor of the Nyack (N. Y.) Evening Star, has resigned to enter the employ of Fleischmann's Yeast Company in Boston. He has been succeeded by Harold W. Belcher, late of the International News Service, New York city.

Charles P. Spatz, editor of the Boyerstown (Pa.) Democrat, will be an aspirant for a Congressional seat this fall. It is fine to meet men who look upon their whole life as a sort of sacrament—something infinitely precious to be offered up on the altar of the common good.—Thomas Dreier.

Carroll S. Bartram, who has been identified with Minneapolis and St. Paul newspapers since 1881, has retired from newspaper work to become superintendent of the insurance department of one of the larger fraternal orders for Minnesota and North Dakota.

John Kendrick Bangs, humorist and editor, lectured at Southern Methodist University in Dallas, Tex., on the evening of March 9.

Frank G. Carpenter, special writer, is in Galveston, Tex., working on his next line of special articles, which will deal with trade conditions growing out of the European war, under the title, 'The New Industrial Empire.'

The Detroit Tigers have arrived at their training camp at Waxahachie, Tex. The following newspaper men from Detroit are with the squad: Joe S. Jackson, N. W. Bensley, E. A. Batchelor, and Harold Witcox.

A. C. Weisst president and general manager of the Duluth Herald and director of the Associated Press, spent some time in Dallas while on a tour of a number of citles of the Southwest. From Dallas he returned direct to Duluth.

H. D. Jacobs, who has been manager of the United Press at Dallas, Tex., for several months, has resigned to accept a position as reperter on the Dallas Evening Journal.

Charles R. Stark, Jr., of the Providence (R. I.) Journal, has been appointed publicity agent for the Providence Chapter of the American Red Cross, for the campaign to secure 5,000 members.

Major G. Edward Buxton, jr., treasurer of the Providence (R. I.) Journal, has been named Scout Commissioner in command of the Rhode Island Hoy Scouts. George B. Utter, of the Westerly Sun, has been appointed a commissioner, and J. Harold Williams, of the Journal, a special commissioner.

Avery Carr, formerly with the St. Louis Republic, in various editorial capacities, as well as with the Globe-Democrat, is now connected with the staff of the St. Louis Post-Dispatch as comy reader.

John J. Meegan has returned to the staff of the Buffalo Times, after working for several months on the Claveland Name.

Richard J. Murray is again covering police for the Buffalo Times, having returned from the Mexican border, where he was with the Seventy-fourth Regiment of Buffalo.

R Morris, formerly editor of the Vallejo (Cal.) Times, is now in newspaper work at Tulsa, Okla. He was for several years managing editor of the Willows' Journal.

W. A. Yarwood, of Long Beach, Cal., has been made advertising manager of the Salt Lake City Herald-Hepublican. He formerly was in charge of the advertising of newspapers in San Bernardino, Cal., and in Ogden, Ulah. His last position was with the Long Beach Telegram.

David S. Ricker has been appointed city editor of the Mary-ville (cal.) Appeal, succeeding W. P. Jones, who re-

signed to accept a reportorial position on an evening newspaper. Ricker was at one time Sunday editor of the Chicago Tribune.

Mrs. Kate Brew Vaughn was engaged by the Dallas (Tex.) Morning News to viset Dallas and conduct a cooking school for its readers from March 12 to 17 at the City Hall Auditorium.

State Senator L. H. Nord, of Minnesota, gave a dinner in 85, Paul a few nights ago to all the newspaper men who are reporting the legislative proteedings.

CHICAGO.—James Evans Crown, former Chicago newspaper man and more recently city editor of the New Orleans Item, is at the Palmer House in Chicago, after returning from Michigan, where his young daughter was recently buried. Mr. and Mrs Crown spent a year on a Texas ranch in an effort to cure their daughter of tuberculosis.

Mrs. Audrie Alspaugh Chase has left the Chicago Tribune staff to become movie editor of the Unicago Examiner. With the permission of Joseph Medill Patterson, editor of the Tribune, Mrs. Chase will use the pen name, Kitty Kelly, which she formerly used when writing criticisms of motion pictures for the Tribune.

Jay Jerome Williams, City Hall reporter for the Chicago Examiner, has been confined to his home for several days with a severe cold. During his absence John L. Spellman, political editor of the Examiner, has been taking the City Hall run.

Charles V. Power and Charles G. Mc-Arthur have recently joined the Chicago Tribune staff. Mr. McArthur was formerly with the Chicago Examiner. Mr. Power has been assigned to the North Side police run. Jeannette Hankin, of Montana, the first woman to enter Congress as a Representative, who has been writing a series of articles for the Chicago Herald, will deliver an address before the Chicago Woman's Club March 19.

PHILADELPHIA.—Francis R. Zeigter, art critic of the Record, will go to New York on March 19 to see the initial production of his translation of Wedekind's "Awakening of Spring." which will be presented by Gilbert Stein under a two-year contract.

Tom Daly, colyumist of the Evening Ledger will be honored by the Northeast High School on March 28, The students have arranged "An Evening With Tom Daly," when many of his poems will be recited and the events of his literary experience related.

The Rev. Dr. Christian F. Reisner addressed the organisation meeting of the Church Advertising Association at the City Club, last week when he told the assembled clergymen that newspaper ads were the very best bait to use to get people to come to church. The Rev. George W. Steckle, D.D., a Presbyterian minister, was elected president of the association.

W. S. King was elected president of the Quaker City Ad Club at a recent meeting; J. S. Weeks, vice-president; C. B. Cobaugh, and F. K. Esherick, second and third vice-presidents; G. M. Dauphinee, secretary, and W. L. H. Hunker, treasurer. J. A. O'Donnell, sales manager of the H. O. Wilbur & Sons Company, addressed the club.

Visitors to New York

William G. Naylor, editor of the Olean (N. Y.) Times.

Victor Ross, Toronto Globe.

William Simpson, business manager, Philadelphia Evening Bulletin.

William F. Dunser, publisher of the Reading News-Times and Telegram.

George B. Browne, publisher of the Anderson (S. C.) Mali.

Guy D. Barham, publisher of the Los Angeles Herald.

The Minneapolis Tribune has contracted for the Haskin Service.

VICTOR F. LAWSON ILL

Dean of Chicago Newspaper Fraternity Is Confined to His Home.

Viotor P. Lawson, publisher of the Chirago Daily News, has been ill at his home in Chirago for two or three weeks. Despite the efforts of his associates to lighten as much as possible the burden of the management of a great newspaper, Mr. Lawson has insisted on performing his full day's work every day, though he has not gone to his office.

One of Mr. Lawson's nides said his illness is not of a serious nature. On the advice of his physicians, Mr. Lawson for some time subsisted on a liquid disc. He is said to be on the road to recovery.

It is not known whether Mr. Lawson's enforced vacation from his office has interrupted the method of handling business and correspondence which has become almost a tradition among Chicago newspaper men during his half-century publication of the Daily News. This interesting and efficient system, as told to succeeding generations of reporters, is to divide all pending matters according to days, with a day for each pile of papera. As each day comes around, Mr. Lawson disposes of the business indicated by the particular group of papers set aside for that day. If a man comes in to talk about a matter that is set for some other date, he is courteously requested to come back on the date designated.

The news that Mr. Lawson, who is acknowledged to be the dean of the Chicago newspaper fraternity, is recovering, has been received with gratification. Mr. Lawson bought the Daily News in 1876, when he was twenty-six years old, and has since made it one of the greatest newspapers of the country.

Named to Greet Gerard

Mayor Mitchel, in naming a committee of distinguished citizens of New York to welcome bome former American Ambassador to Germany, James W. Gerard, included the following editors and publishers: Herbert F. Gunnison, of the Brooklyn Eagle; John N. Harmon, Brooklyn Times: William E. Lewis, New York Morning Telegraph; James Luby, New York Sun; Andrew McLean, Brooklyn Citizen; Adolph S. Ochs, New York Times; William C. Reick, New York Sun; Dr. Edward A. Rumely, the Evening Mail; Ogden M. Reid, the New York Tribune; H. B. Swope, New York World; H. L. Stoddard, Evening Mail; Owwnld G. Villard, Evening Post; Louis Wiley, New York Times, and Don C. Seitz, New York World.

PERSONALS

(Continued from page 21)

PITTSBURGH.—T. R. Williams, business manager of the Pittsburgh Press, recently addressed the assembly of the School of Economics of the University of Pittsburgh on "Newspaper Making."

L. G. Boggs, editorial writer on the Times of Fairmont, W. Va., was a visitor to Pittsburgh the past week.

William E. Moffett, advertising manager of the Pittsburgh Leader, is in New York city on a business trip.

Col and Mrs. O. S. Herahman are in New York. Col. Herahman is president of the Pittsburgh Press.

Claude E. Moorehouse is now publicity agent for the Paramount Film Company in the Pittsburgh district. Ray Sprigle takes Mr. Moorehouse's place as night editor of the Pittsburgh Post.

Senator George F. Oliver is now in Pittsburgh giving personal attention to the Cazette-Times and Chronicis-Telegraph, of which he is president.

E. It. Hurley, formerly of the Philadelphia Press, has joined the editorial staff of the Pittsburgh Post.

Edward J. Bailey has joined the advertising staff of the Pittsburgh Dis-

CANADA.-- John Ross Robertson, proprietor of the Toronto Telegram, is spending a few weeks at the Itoyal Palin Hotel, Miami, Florida, where he has been accustomed to go every spring for the past fourteen years.

W. J. Douglas, managing director of the Toronto Mail and Empire, is expected back from a sojourn in South Carolina in the course of a few days.

John Lewis, one of the editorial writers on the Toronto Star, and a recognized authority on Canadian political history, addressed the Canadian Club of Toronto on Monday on "Fifty Years of Confederation."

M. O. Hammond, city editor of the Toronto Globe, has been engaged for some time past in writing a book containing sketches of the men who arranged the confederation of the Canadian provinces fifty years ago; it will be published in May.

MILWAUKEE-L. Neiman, publishler of the Milwaukee Journal, is solourning in California.

Gerald Murray, for several years with the Milwaukee Free Press, has joined the staff of the Chicago Examiner as a rewrite man.

Herman and Julius Bleyer, veteran Milwaukee newspaper man, held an unique celebration last week. The brothers who are twins observed the sixty-seventh anniversary of their birth and the thirty-sixth anniversary of their marriage. In honor of the eccasion a family gathering was held in the home of Herman Bleyer.

Arthur McClellan, San Francisco, is now on the staff of the Milwaukee Free Press.

Chester Vonier, of the Sentinel's night copy desk; has recovered after a few days' illness,

S.AN FRANCISCO.—ič. K. Gaylord, editor and owner of the Daily Oklahoman, of Oklahoma City, is passing a few days here. He is an enthusiastic booster for Oklahoma. This is his first trip to San Francisco in several years, and he expressed surprise at the city's numerous improvements.

William W. Elisworth, president of the Century Publishing Company, delivered a lecture on "Forty Years of Amerlean Publishing" at Lisser Hall, Mills College, last Thursday evening. He has been connected with the Century Company for forty years, and has been president of the concern during the past three years.

Hungry Editors Recanted

Gustav and Max Theimer, Socialist editors of the Islue, went to Elizabeth, N. J., jail rather than pay their politaxes. They declared they would die there before they would pay. Six hours and a meal of beef stew caused them to recant their principles and pay the tax.

"Dry" Ad Law in Idaho

The Idaho Legislature, just before its adjournment, passed a bill prohibiting liquor advertising in the State.

WILL REVIVE EVENING ITEM

One-Cent Philadelphia Daily to Appear on May 1 Next.

PHILADELPHIA, March 16.—The Evening Item, redivivus, will appear on May 1; an eight-page paper, which will be sold for one cent. James J. Wray will be publisher, editor, and general manager, he having bought the plant from the Eastern Newspaper Syndicate, which occupied the Item Building after Harrington Fitzgerald, only survivor of the three sons of Col. Thomas Fitzgerald, discontinued publication.

Since December 8, Mr Wray has been getting out a lively Sunday Item, of sixteen pages, with a comic supplement, sold for two cents. This emphasizes sports, in charge of H. Walter Schlichter: politics, edited by Sam Hudson, and the drama, managed by Harrington Fitzgerald, who also contributes two columns or more of art news and criticism. The tone of the paper is distinctly improved, and the amount of advertising carried, excellent, considering the short time the paper has been under way.

Mr. Wray was at one time in the mechanical department of the New York Journal, was on the Police Gazette, and more recently was editor of the West Philadelphia Quiver. He is married to the Counters Montlong, of Paris, France.

The business of the syndicate has been turned over to him and overy week the presses publish 101 papers, of which only 16 are advertising sheets, delivered free. In the list are church and business papers and one negro weekly.

MacKINNON TO PHILADELPHIA

Well-Known Circulation Manager Goes to the North American.

A. E. Mackinnon has been appointed director of circulation for the Philadelphia North American, and will assume his new duties in the near future. Mr. Mackinnon's return to active newspaper work after two years in other lines is an event of interest to newspaper circulation men all over the country. He was formerly connected with the New York World, and for a year was vice-president of the Hamilton Corporation, and more recently was business manager of the Newark Ledger. He is well known throughout the country as a former president of the I. C. M. A.

Clemens's Co-Worker Pensioned

Tyler Parker, of Montgomery, Mo. was made happy last week when news reached him in a message from Speaker Clark stating that President Wilson had signed a special pension bill giving him \$30 a month. It found Parker ill in bed. He has been setting type by hand for merely sixty-four years, and worked with Mark Twam at Hannibal before the Civil War.

The Best Known Slogan in St. Louis



Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

MILITARY MEN INTERESTED

Army Officers May Accompany Ad Club Caravan to St. Louis.

The military significance of the San Francisco Advertising Club's proposed overland caravan to St. Louis has been evidenced by the fact that the United States Army is considering sending two military observers to note the condition of the roads between San Francisco and Denver. Steps have been taken to secure the cooperation of the army and officers of the Western Department of the army have laid the matter before Secretary Baker of the War Department.

The demonstration of the practicability of the roads between San Francisco and Denver, and the course of the new proposed Lincoln Highway running north from Reno through Elko and the northern end of Salt Lake, will be proven by the test undergone with the motor prairie schooner.

A one and one-half ton truck is being especially constructed for the Ad Club caravan and will accompany the twenty machines comprising the tour. This truck will carry gasolene, supplies, and emergency equipment.

The Ad Club pligrims will leave San Francisco on the afternoon of Sunday, May 20. The Ad Club of Oakland, will join them and accompany them to Truckee, that night, by way of Auburn.

Pearsall's Enlarged Quarters

Increased space being necessary, W. Montague Pearsall, advertising agent, has moved from the seventh to the ninth floor of the Mail and Express Building, 203 Broadway, New York. The agency now occupies the editorial rooms recently vacated by the Evening Mail. Before embarking in business nineteen years ago, Mr. Pearsall served on the Mail and Express for seven years, and so has spent a quarter century in the same building.

Letters to Successful Publishers

Mr. H. D. BURRILL,

Publisher, THE JOURNAL, Syracuse, New York, Dear Mr. Burrill:

For six years past, without a break, THE JOURNAL has used our daily illustrated service. You have helped us with suggestions and friendly criticism. We have found it wise to follow your advice on stand that properties of the service of the servic

more than one occasion.

During the six years, THE JOURNAL'S circulation has increased from 30,000 to approximately 50,000. We do not mention this to claim any part of the credit. We bring out the point because we like to have it known that such an aggressive, result-getting publisher cleets to use our service regularly.

You have made one of the big newspaper successes of the country. Good luck to you and to your capable managing editor, Mr. Chase!

Very sincerely, THE CENTRAL PRESS ASS'N.

rewspaper men, while Secretary Dan

CONGRESS TO PROVIDE ADEQUATE CENSORSHIP

Existing Laws Do Not Prevent Publica tion of News Which Might Emborrant Administration, Editorial Courtey Being the Ooly Safeguard - Doubt as to

WASSISSTON, March 12 -- bestediately

Becovery of the Navy Dameb's apdent Wanter order has revealed the

When the Senate Jackelary Committee

PERSONAL WAY HAVE POWER.

That Provident Witness however, easier This power, they any, is extremely rentrary, meant that the look of ex-For about size months the War De-

Major Inceptes Muchethur has had supervision of all seven given sort

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by which military authorities in Recho

PARTITUDE MAIL NOT EASIED.

With the suggestion of extraorable and orbre Department tool barred paratial propogends from the mails. This may The Post Office Department did no

BABET MEIGS'S NEW TOR

Has Bern Made Assistant Publisher of the Chicago American. M. C. Meigs, who has recently been

other than the fassons "State Meter."



M. C. Meson.

M. Company, of Harrier, Wis, in 1900. No encorated was the erest

In 1945 is entered the employ of

Sporting Edition Double Price.

NO ARMS FOR VILLARD Having Borne Them Once He Will Not

27

Do So Again. Proclamstog that free speech and a

into this country until it has been not "Wealth should be made to bear the

enyould to hour them horager. I believe Need Not Dividge News Source

Judge Hablett, of the Hittels Circuit Carment Workers' Union, in regard to



RAISING THE PRICE

21

OF THE PAPER "We're charging more for our paper than before and want to make the paper worth more, an editor in Cedar Rapids, lows, writes, in asking for samples and prices of our

That's one thing Adams

It is our theory that features can be used by a paper to accomplish almost any desired rad. Distribute them through your paper in just the risks way and it makes the othertising space on every page in raising your advertising rotes. Or take on a few new them a little and it will help you raise your subscription

THE

GEORGE MATTHEW ADAMS SERVICE

- THE

VOLUNTARY CENSORSHIP OF NEWS IS ESSENTIAL

Otherwise, Says George Wharton Pepper, of the National Committee of Patriotic and Defence Societies, People Are Lulled into False Sense of Security as to Preparedness.

By GRORGE WHARTON PRIPERL Choirman, National Committee of Patriotic and Defence Naciolics.

Secretary Daniels's appeal to the press associations and newspapers of the country not to send out or print news about the instalment of armament aboard American merchantmen and the departure of American ships for Eurotreap ports has met with a response which shows how wholly patriotic our press really is.

Although there may be no present power of censorship over the press of this country, an appeal to the patriotism of the newspapers to refrain from printing the shipping news sufficed to prevent publication. It was more effective than the strictest kind of cen-

The patriotism of the American newspapers and of American newspaper men is a matter of national pride, and nowhere is it recognized with more enthuslasm than by the National Committee of Patriotic and Defence Societies. which was organized February 21, 1917. to assist in the coordination of the work of national preparedness and patriotic service carried on by twenty-eight of the leading organizations of the United States

As chairman of the Committee I have asked the cooperation of THE EDITOR AND PUBLISHER to enable me to call the attention of the press to the great necessity of accuracy in reporting military and naval subjects and in dealing with all other matters referring to our nutional defence

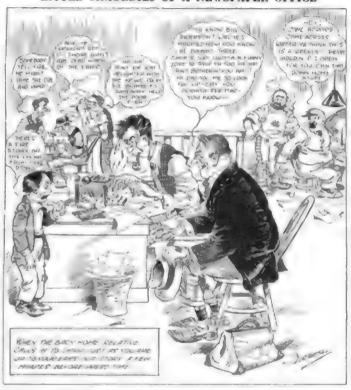
In various communications which the National Committee has already received, thoughtful writers have deplored the tendency on the part of even the best informed newspapers in the country occasionally to print misleading statements in regard to the nation's present condition and contemplated measures of defence.

Sometimes this comes from mere ignorance on the part of the men who write the stories, and sometimes, perhaps, from a misguided desire to praise the United States and to tell people what they want to hear. It is, at any rate, certain that even the best and most trustworthy papers frequently print stories about national preparedness which act only are not in accord with the fac's, but actually dangerous, because they full our people into a faine sense of security.

A CASE IN PRINT.

Take, for instance, the matter of the proposed fortifications at Rockaway Beach for the defence of the port of New York. Many of the great metropolitan papers published articles on this subject and spread information that the Covernment was about to erect forthwith a mighty battery of sixteen-inch guns at the Beach. As a matter of fact. there are no sixteen-inch guns available for this purpose. It would be months if they were at once ordered, before they could be made available. Furthermore, there is not a land mount in the possesnion of the United States capable of carrying a saxteen-inch gun. Thus the impression given by the newspaper articles to which I refer was unwarranted and tended to close the minds of the

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



quate preparedness.

The public is also misled by such statements as that a million and a half men in this country have gone through schools where they received military training. The implication is that these men are soldiers. As a matter of fact they received when undeveloped boys only the most superficial kind of military drill, with but a small amount of training. A great majority of them have never lived under canvas, and they know nothing of manitation and personal hygiene in camp, trench digging, or the methods of modern warfare.

There has also been a great deal of loose talk in some papers to the effect that the navy is in a position to supply armament for all merchant ships. The statement has actually been published that 2,500 guns are available for this purpose. It is not possible to publish the real facts in this connection, but it may be averred with emphasis that these statements have been in many instances misleading and inaccurate.

TAKES TIME TO SUILD NAVY.

Announcements that ships are being built and millions of money have been appropriated cannot suffice to give us a navy. As a matter of fact, in the discussion of the Navy bill in the Senate the other day it was brought out that the sites for the United States armor-plate and gun plants, appropriations for which have been passed, have not yet even been selected.

A statement was recently published that the Atlantic Coast was adequately protected and patrolled by the Coast Artillery. This is contrary to the facts.

All of this information was not only false and misleading, but it made the average man feel that he was secure and that adequate protection for this country is immediately available. is dangerously untrue. The great difficulty that the United States has to contend with to-day lies in the fact that many months must intervene before any plan for national defence on which Congress may decide can be made avail-

public to well-grounded appeals for ade- able. Time is an essential factor in preparedness

Now what I am asking the press associations and newspapers of this country to do is to exercise care in handling preparedness stories. There are some men in the country who believe that the press is unwilling to print the truth about preparedness because the truth is unpalatable to the public and would lay them open to the charge of trying to create a scare. This view I do not share.

But whether the newspapers are willing to print the truth or not they ought at least to be unanimous in their determination to take the utmost care to verify facts and present the real situa-They ought at least to insist that tion. what they do print shall stand the test of accuracy.

The papers should emphasize the point that actual work on arms, armament, and equipment must be begun now, and must be carried through if we are going to have anything like adequate protection.

One more point I should like to touch upon in this connection is that of misrepresentation in headlines. Even if the reporter understands his subject and gets it right the headline writer often gets it wrong. For instance, the following case. When the National Defence act was passed the headlines blazoned forth "680,000 men provided for army," but nothing was added in the headlines touching on the fact that under the provisions of the bill five years would elapse before the full quota was mustered for the regular army, and the time required to muster the quota provided for in the States was entirely problematical.

THE PACTS ARE NEEDED.

Our purpose is to get the facts-the real facts-to the people of this country, carefully avoiding anything in the nature of attacks on individuals or parthanship of any kind. We have but one aim, and that is to render public service; and what better service could any group of men perform than co-

KOLYNOS GETS RESULTS THROUGH NEWSPAPERS

Business of Dental Preparation Company Doubled in Less Than Two Years Through Exclusive Use of Daily Papers-Uses No Other Kind of Pub-

The newspaper advertising campaign of the Kolynos Co., manufacturers of a dental preparation, has been unusually successful. This company has been advertising for a little less than two years. and in that time has about doubled its business. The account, which was developed by Fenton & Gardner, has been confined to large cities. The company had never advertised before, and the decision to use newspapers to the exclusion of all other media was to test the efficacy of the daily papers in the bringing of results. Increased demand followed the first appearance of the advertising. Last year the company advertised in New York, Pittsburgh, Detroit, Chicago, and Denver, with most antisfactory results. The publicity occurring in widely separated portions of the country was easy to check up. Results were quick and gratifying.

Recently Fenion & Gardner have been placing quarter and half-page copy in New York city newspapers only. The campaign, which was handled by Roy Gardner, is said to have been one of the best conducted for the Kolynos Co.

While no information to the effect is given out by the advertising company, it is understood that the Kolynos Co. will conduct a constantly increasing newspaper campaign, adding new towns to the list and reaching out into new fields, much on the plan that has been followed for the past two years. The copy will be confined to daily newspapers.

operating with the press associations and newspapers in any effort to promote the publication of the truth and to prevent the publication of inaccuracles about so vital a matter as the defence of our native land.

We have the fullest faith in the intrinsic patriotism of the American penple, if they are once correctly inform-The trouble is that at present the ed. vast majority of our fellow-countrymen are in the densest ignorance in regard to matters of national defence—an ignorance which is fostered by misleading, if not actually inaccurate articles in the public press, at times doubtless inspired by interested parties, but more often, I believe, due to carelessness and the desire to print an interesting story without sufficient care in checking up the accuracy of the statements it con-

That is why I am asking the cooperation of the press associations and newspapers of the United States-to get the truth and nothing but the truth to the people of the country.

Frank V. Strauss Changes Name

Frank V. Strauss, banker, and until recently president of the advertising firm of Frank V. Strauss & Co., publishers of theatre programmes, has notified friends and business associates that he has changed his name to Storrs. Mr. Storrs said he changed his name because his old one was generally regarded as Prusgian, and this prevented him doing bustness in London and Paris. He is an American, having been born in Geveband, and his father, Nathan Strauss, served in the Union army during the Civil War.

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AD SPACE AT INTRINSIC VALUE

Should Only Be Sold on Such a Basis, Says L. B. Polmer.

That a solicitor should sell advertising source on the merits of its intrinsic value and not with a string attached in the form of a promise of free publicity was contended by L. B. Palmer, manager of the American Newspaper Publishers Association, at a dinner given to the advertising staff of the New York Evening Post on the night of March 9, at the Hotel Majestic. Introduced by the toastmaster, H. A. Ahern, advertising manager of the Evening Post, as one who would speak on the subject, "Anybody Can Give a Thing Away, But It Takes a Salesman to Sell It," Mr. Palmer told of the campaign of education against free publicity that it has been necessary to carry on.

It has been difficult enough, at best, he said, to bring portions of the advertising Dublic to a proper conception of the distinctive functions of the news and advertising columns. Many people have not realized that a newspaper has only two things to sell, the paper itself and Its advertising space, and that the object of the latter is to help meet the pay-roll expense. Mr. Palmer recalled instances showing how the intsconception had to be combated. When a number of railroads found it necessary to convey a message to the public giving their view of the situation as it existed, they made elaborate arrangements to supply a daily story which they thought ought to be published free. Another instance was that of an organization which launched a patriotic movement and then depended on the newspapers for free publicity on the ground that the movement was patriotic. Yet the leaders had arranged to recompense every other agency employed for its services except the press.

Maylin Hamburger, of the Hanff-Metager Advertising Agency, discussed the value of advertising in higher-priced newspapera, contending that higher prices are offset when the newspaper offers unusual values to its readers for their investment. A manufacturer of silos advertised in a class publication, a wealthy farmer bought one, and forty-seven others who saw that one did likewise.

Geo. P. Metzger reminded the younger solicitors that before a man can sell anything he must first sell himself to the customer. A "prospect" is always on the defensive at first, but, if the milesman sells himself, there comes a moment when the attitude of the customer is changed and he really wants to have his arguments overthrown.

BILL TO TAX ADVERTISING

Assemblyman Marsh's Measure Would Levy on a Progressive Scale.

Advertisements in newspapers and magazines will be subject to a special tax if a measure introduced in the New York Assembly by Robert McC. Marsh, of the Twenty-fifth New York District, becomes law. I'nder the provisions of this bill "advertisements, advertising signs, and devices" would be classed as taxable.

Advertising would be taxed on a progressive scale varying from the size of the advertisement or sign or according to the prominence with which the advertisement is displayed, or any other circumstance affecting its value from an advertising point of view.

Mr Marsh said that the intent of his fill was simply to make possible the levying of a tax on advertising dis-

played on billboards, roofs, and walls of houses, and that there was no intention to tax advertisements in newspapers or other publications. The bill is now pending before the Assembly Cities Committee.

Assemblyman John G. Malone, of Albany, chairman of that Committee, said that Mr. Marsh had not moved to have his bill amended so as to make its meaning clearer. It is the opinion of experienced legislators in Albany that the bill goes much further than the expressed intent of its introducer.

VERY ANCIENT TRADE-MARKS

Were Used Eight Thousand Years Ago, Says Attorney Remick.

That the trade-mark, as a form of advertising, existed as far back as 6,000 years before the birth of Christ, was the statement of Andrew B. Remick, an attorney, in an address on "Trade-Marks and Helps in Selecting and Protecting Them," delivered before the Advertising Club, of St. Louis, at a luncheon meeting this week.

In those days, the potters began to learn the value of advertising, and in order that they might win new customers through the good service given by their products, he said, they saw to it that their names were inscribed on each article they sent out.

"Trade-marks are valueless until they are advertised." said Remick. "and the only way in which at least 85 per cent. of them can be popularized in the beginning is through a campaign of advertising in the newspapers.

"All sone advertising must be done through the medium of the daily papers, and the campaigns to popularise a product in the beginning usually require from four to six months. This requires, also, the expenditure of a great deal of money, and hence arises the necessity of having a registerable trade-mark from the beginning."

MAYOR KIEL RENOMINATED

Did Much to Win A. A. C. W. Convention for St. Louis.

Mayor Henry Kiel, who is credited with doing more to win the thirteenth annual convention of the A. A. C. W. for St. Louis than any other member of the Advertising Club of St. Louis, going to Philadelphia last year to do it, has just been nominated for reflection by the Republicans. At his appearance at the Tuesday luncheon of the Club this week, he was given an ovation that lasted several minutes.

On account of the Club's appreciation of his past services, a non-partisan organization, headed by many members of the Club, worked diligently for his success at the recent primary. He won with a majority that practically snowed under his two opponents. Mayor Kiel has offered the Convention Bureau everything it wants from the city government in the way of municipal buildings, the use of streets, proclamations, ordera, keys, official "pep," and everything that will go to make the convention a success.

SENATE PUNISHED ADVERTISER

Fined and Sent to Jail Chiropracter Who Intimated Graft.

The Oklahoma Senate, in season at Oklahoma City, tried Willard Curver, a chirupracter of that city, on a charge of contrupt in connection with the pullication of an article in the Pointer, a daily publication of that city, of which

Howard A. Tucker is editor and publisher. The article complained of charged the members of the Senate with having been influenced in the passage of a bill affecting chiropracters and bore the heading "Was the Oklahoma Senate Bought?" The matter was published as a paid advertisement.

The Senate found Carver guilty of contempt and assessed his punishment at a fine of \$500 and ten days in the county jail in custody of the Sergeant-at-Arms of the Senate.

ETHICS AND ADVERTISING

Dr. Thomas Dixon Disputes His Expulsion from Medical Society.

Dr. Thomas Dixon, of Brooklyn, who was expelled from the Kings County Medical Society last month, has written a letter to the members of the council of that organization, explaining several things he was not given the opportunity to put before an open meeting. He expressed the opinion that the vote of 164 for his expulsion and 11 against did not represent the real sontiment of the society, as the majority of members present declined to vote.

After observing that "tradition must be defied in order to reach progress." In: Dixon pointed out in his letter the progress of the clergy, who now advertise their sermons the day before the Sabbath. To convince the council that his idea of this question was right, and after criticising the council for hiding behind the word "unethical" rather than calling advertisers names, Dr. Dixon wrote:

"My booklet on the care of the eye was good business. The eyesight test I insert every Sunday in the Brooklyn Daily Eagle, enabling the public to test the eyes and find out if treatment is needed, is much better. It has not only drawn nationts from the city proper but also from a radius fifty miles outside. It has increased my receipts fully 50 per cent., enabling me to hire extra help to attend minor details, thereby giving me freedom to attend to the more exacting requirements of my spe-Any physician can do the same thing in the line of work he follows. provided he can show the right kind of training and experience. This is what I wanted to tell the members and was in hopes you would invite discussion in an open meeting, but you never did It is reasonable to suppose such information would be of importance to medical men in view of their present unfortunate economic condition."

SEX COUNTS FOR LITTLE

Journalism Offer Equal Chances to Men and Women, Says Mrs. Burgess.

"Journalism is one of the few professions that gives women the same chance as the men. Sex counts for little in the newspaper world."

So said Mrs. C. A. Burgess, former Milwaukee newspaper woman, in an address before the Scoops Club of the College of Journalism, University of Wisconsin.

"I am not going to advise you younk men and young women against going into the newspaper business as I might have done fifteen years ago when I was actively engaged in the profession. I do not now believe the work is any harder in the demands it makes on a person than any other line of endeavor. Newspaper people must be on the job every minute, but the excitement and pleasure incident to the work makes up for what is lost in sleep," she concluded.

Many German Papers Stopped

Correspondence of the Associated Press from Berlin says that it has required a thirty-two-page booklet for the Imperial post office to enumerate the list of newspapers and periodical publicutions in Germany of recognized standing which "temporarily will not appear during the course of the war." The list includes 1,430 publications, but. course, does not include the hundreds, if not thousands, of "fly-by-night" papers and magazines which, in many instances have come into being since the beginning of the war, and have died a natural death within a short time. The 1,420 which are enumerated constitute just about one-eighth of the publications that flourished before the war, but that have had to cease issue since then because of the increased shortage of paper, high prices, scarcity of labor, dropping circulation, and other things.

Farewell Dinner to Lasher

Harry B. Lasher, advertising manager of the Philadelphia Press, has been advanced to Chicago to take charge of the Western advertising field for that paper and allied interests. Before his departure he was given a remaine fare. well dinner at the Adelphi, and was presented with a handsome travelling buc. In response to a tosut be anoke on "Integrity in Advertising," his favorite subject, dwelling with enthusiasm on the fact that the day of "circus" adverticing was about past, and emphasizing the vast improvement and successful reforms which have taken place during his twenty-six years' experience in the leasiness. William C. Yerkes acted as toastmaster. E. L. Glichrest succreds Mr. Lusher on the Press.

Papers Barred from Canada

Under the consolidated orders reconsorship issued by the Despecting partment of the Secretary of State of Canada, the following publications have been declared to contain objectionable matter and their possession within Conada has been probibited from February 20, 1917; The New World, New York city; the Jewish Morning Journal, New York city; the Oregon Deutsche Zeitung, Portland, Ore.; Raivaaja, Fitchburg, Mass.; Bull, New York city; Atlantis. New York city; Dziennik Ludowy, Chicago, Waechter and Anzieger. Cleveland; Minneapolis Freie Presse-Herold, South Minneapolis: Christlicher Bundesbote, Berne, Ind.

Florida Press Association

The Florida Press Association will meet in annual convention at Jackson-ville, Fla., April 19-21, inclusive. A strong local committee has been formed to entertain the editors and publishers while guests of the city. Occar Conklin. of Miami, is president of the Association, and Gilbert Leach, of Leesburg, secretary. Besides the entertainment, it is believed that the business sessions will be most important.

Studying Cauadian Ada

The Bureau of Advertising of the A. N. P. A., having applied to the Canadian Press Association for samples of the advertising material which has been used in Canada in connection with recruiting, has been supplied with full particulars of the various campaigna, and it is understood that this material has been placed at the disposal of the authorities at Washington by way of possible suggestion for similar work in the United States.

LACK OF LABOR FORCES

Philadelphia North American, Inaugurating Big Subscription Campaign, Says Adoption of Method Is to Secure Workers Who Could Not Be Otherwise Obtained.

Because of the scarcity of the right kind of labor, the Philadelphia (Pa.) North American has found it necessary to inaugurate a circulation promotion contest, under the direction of Blair & Austin. Three automobiles, ranging in value from \$2,000 to \$1,000, and one valued at \$750, making a total of \$5,-250 in autos, and \$5,860 in gold, divided into a \$600, a \$500, a \$300, and ninetythree smaller prizes, will be given to the 100 winners of the contest. In explaining why the North American inaugurates the contest and is giving the prizas. E. A. Van Valkenberg, publisher, says:

"In normal times the North American has a large force of employees in its circulation department. The nation-wide labor famine, which prevails in all lines of business, has been seriously felt by the North American for many months past.

"At this time, when readjustments on a scale larger than ever before are taking place, due to the change in price of the Philadelphia newspapers our need for capable, experienced men and women is greater than ever. Having exhausted all sources which usually supply man and woman power of the high order required, we have adopted a novel, practical, and promising plan to meet the emergency.

"North American readers belong to the discriminating and live-wire class. We are appealing to them to help us by furnishing, from their own ranks, the men and women we so much need. The plan we propose will give to those who aid us during the next few weeks liberal and certain rewards in return for their labor.

COOD PAY FOR SERVICES.

"Eleven thousand one hundred and ten dollars in gold and automobiles will be only a part of our recompense for their services. No trade deals will be made, but we shall pay to the automobile dealers the full retail price of their cars, thus insuring to the most successful workers the heat car in each class that money will buy.

"The case in a nutshell is this: We need mure high-class man power than is available in the labor market, and we, therefore propose to distribute, as rewards to those of our readers and friends who will help us, an equivalent to the sum that we would pay the men and women who, under normal conditions, would jump at the chance to get the positions which now go begging.

"The campaign will be managed by experienced men, and will be conducted In the same fair and impartial manner which has always governed the North American's dealings with its renders and the public."

Boosts Price to Three Cents

The Milwaukee Journal's Sunday edltion, for years sold at two cents, has been boosted to three cents because of the high cost of print paper, ink, etc. The increase, already in effect, has not had any noticeable effect upon the Sunday circulation.

Be careful: Remember bunglers make more trouble in the business world than FOSTINS.

CUTTING CIRCULATION COSTS

Tribune, Telle that Paper's Methods.

"Savings from the ordinary sources are small when compared with the losses through inefficient and unnecessary promotion," says S. E. Allen, circulation manager of the Tacoma (Wash.) Tribune in speaking of the saving effected through circulation economy.

"The remedy for this loss must be applied before reaching the circulation department. All that a circulation manager can do is to get the circulation and superintend the distribution. It is up to the publisher to produce a paper of merit or furnish enough money to buy his circulation every thirty, sixty, or ninety days. A dollar spent in improving the product is worth five dollars spent for premiums, solicitors' commissions, or other expensive methods usually applied.

"I believe the editor should keep his thumb on the pulse of the public. through the cooperation of the circulation department. We have employed the merit system almost entirely during the last three years and have had no solicitors on our city circulation for two years. We work through our carriers and make careful check of all stops and in that way feel out the weak spots."

N. E. Circulation Managers

Preparations for the next meeting of the New England Circulation Managers' Association are already under way, and include the lengthening of the session from a haif day to a full day. At the two previous meetings the Association has met for luncheon and has only devoted a half day to business. The officers have recognized the fact that the great good of the Association comes from the heart-to-heart talks and comparisons of work, and responding to the enthusiastic requests of the members. have decided that the next meeting will convene in the morning, adjourn for lunch, and continue in the afternoon. The meeting will be held at Worcester. Mass., on Wednesday, April 11. This will probably be the last meeting before the meeting of the L. C. M. A. in June.

Took Newsies to Washington

Six carriers of the Knoxville (Tonn) Sentinel, chaperoned by H. L. Baker, circulation manager of the paper, enjoyed a trip to Washington this week to see President Wilson inaugurated. The boys were winners in a circulation contest in which nearly one hundred carriers participated. Those who did not win the trip received cash prizes. The newsies who went to Washington travelled in Pullman cars and had the time of their young lives. They returned to Knoxville on Thursday.

Former Newsies Immortalized

The Providence (R. I.) Sunday Journal last Sunday devoted an entire page to an illustrated story on "Journal Carrying Was Their Training School." The article gave historical sketches of men prominent in business to-day who started as newsboys. Among them were Police Commissioner Walter A Presbrey, Maj. James T. P. Bucklin, William P. Chaple, William D. Martin, eashier, Fire Commissioner Arthur W. Dennis, Dr. Edward S. Allen, David R. Fraser, and George M. Baker,

If a man gets into hot water, it is usually because he has been advertising for trouble.

COURT DECIDES TWO ACTIONS

One for John N. Wheeler.

The two actions brought by the Wheeler Syndiente, one against John N. Wheeler, Inc., and John N. Wheeler individually, and the other against Wheeler and "Christy" Matthewson. have been decided by Justice titegerich. of the Supreme Court. The Justice finds in the first case for the plaintiff the Wheeler Syndicate, and in the other case the decision is for the defence, dismissing the complaint.

Wheeler originally formed the Wheeler Syndicate. When it was incorporated he received a stated amount of stock for the perpetual and exclusive use of the name "Wheeler." When he left the concern and later formed "John N. Wheeler, Inc.", it was claimed that it was causing confusion in the trade. as both were engaged in syndicating stories, comic strips, etc., to the newspapers. An infunction was therefore sought by the Syndicate to prevent the use of the name Wheeler by the defendant John N. Wheeler, in a newspaper syndicate business and it is this case that the Justice decides in favor of the Syndicate by granting the injunction.

In the other suit the facts were as follows: Matthewson, in collaboration with Wheeler, wrote beachall articles, which were syndicated to the newspapers. When Wheeler left the concern, Matthewson cancelled his contract on the ground that he could not collaborate with anyone else. Under the terms of the contract and the circumstances surrounding it, the Court held that Matthewson was within his rights and dismissed the complaint. The action was one to restrain Matthewson from writing for any one else and Wheeler from syndicating his articles.

Circulators Earn Dinner

Whenever the employees of the circulation department of the El Paso (Tex.) Herald make a new record, H. H. Fries, the circulation manager tenders them a dinner. Such an occasion was celebrated on Tuesday, March 6th. and a dinner was given the employees at the Valley Inn, Yaleta. Papers on different subjects were read and disctimeed. After the dinner the entire force motored to the West Ysleta Country Club, where dancing was enjoyed until a late hour.

The man who waits for some one to offer him something better than he has follows the lane without a turning.

EDITOR MAKES ASSIGNMENT

CIRCULATION CONTEST S. E. Allen, of the Tacoma (Wash.) One Decision for Wheeler Syndicate; Found Burden too Great to Bear-Assets Equal Liabilities.

Philip F. Franklyn, editor and proprictor of the Onithersburg (Md.) Journal, a weekly newspaper which made its appearance several months ago, has made an assignment for the benefit of his creditors.

The liabilities are placed at \$2,800 and the assets are, it is believed, sufficient to meet all obligations. The paper will, it is thought, continue to be published, but under new management.

In the police court several weeks ago. Franklyn voluntarily acknowledged that he was a former penitentiary convict, aggerting that ever since his release from prison seven or eight years ago he had been hounded by two men who had served with him in prison. and had been forced by the men to pay them large sums of money under threat of exposing his prison record. Franklyn asserted that he had finally become unable to stand longer the tortures of the two men and decided to make a clean breast of everything and thus rid himself forever of the blackmailers.

The reporter who is governed entirely by fairness need never be afraid of



mannts of a full-stape book condensed, obcled sittle, ready to gue with you anywhere is at your limitant command. Every statem clear and coursing, every principle to more to tonderstand and to apply. It is bound oth, red edgest, guids—bast starmpting, prin our new, clear type on good book paper, of mistly fillus trieds and completely indexed.

The regular price is \$1.25, but 50% fee a LDGITED TIME you can get a copy, partiald, for eally Yourna no risk! Your money back if deeler Box Scrieton, Fa.

So good DAILY COMICS have been that our DAILY COMICS used by

PHILADELPHIA BULLETIN CHICAGO NEWS

since 1904 " 1907

CINCINNATI FREIE PRESSE

" 1912

BUFFALO TIMES

1013

PITTSBURG PRESS

1914

The International Syndicate

Features for Newspapers

Established 1889

Baltimore, Md.

PATRIOTISM KEY NOTE OF A. A. C.W. CONVENTION

Monster Flag Will be Raised and Great Open Air Patriotic Concert Will be Held Subscriptions for Entertainment Already Reach Half of \$85,000 Fund Desired.

With approximately half of the desired \$85,000 convention fund raised the early part of this week, and with scores of subscriptions coming in daily, the Convention Board of the Advertising Club of St. Louis announces the completion of the drive for this week, which is for the purpose of gathering the funds for the entertainment of the delegates to the thirteenth Annual convention of the Associated Advertising Clubs of the World, in St. Louis, June 3 to 7.

The response has been more than gratifying, many of the subscribers giving double the amount asked, or later increasing the amount already promised. The spirit of adequate entertainment is abroad among the St. Louis business men, who are coming to the frent in every way possible to make a success of the muster event.

The details of the programme are being earefully worked out. Official colors for convention have been selected as blue and white-blue signifying truth. and white purity. The national colors will also predominate throughout the Bessions, and the entire business district of the city will be decorated. "The decorative scheme of the convention will typify parriotism," said General Pirector J. F. Oberwinder, "The patriotic theme and spirit will not be shown in the decorations, but there will be a monster flag-raising, accompanied by a salute, as a part of the programme." The music, from the opening to the close of the convention, will be patriotic. mammath, public, open-air patriotic concert will be given Sunday evening on 12th Street Square.

This section of the city practically will be given over to the visitors during their stay in St. Louis, and will be known as "Advertising Plaza," as the headquarters will be located at the Jefferson Hotel, the general sessions will be held in the Jefferson Theatre, and the nutional exhibit and the seventeen different departments will be held in the City Hall and Municipal Courts Buildings, all contiguous to this spacious locality.

OUTLINE OF BIG PROGRAMME.

An outline of the programme has been given out by Manager Oberwinder, as follows: The convention will officially open Sunday, June 3, with an Inspirational meeting in the afternoon at the Jefferson Theatre; an outdoor concert In "Advertising Plaza" at 12th Street, Sunday evening; opening session at Jefferson Theatre Monday starting of departmental sessions, Monday afternoon; the same meetings of departmentals will be held Tuesday and Wednesday; general sessions will be held Thursday, at which time the officers' reports will be made Tuesday night a banquet will be given for all advertising-club presidents, at which time the sites for next year's convention will be considered; general presentation of trophies, election of officers and selection of 1918 meeting-place; reunion of all former presidents of the A. A. C. W.; educational department will open school on Tuesday, in specially constructed school-house.

A speakers' bureau, to be conducted by the Convention Beard of the Advertising Club of St. Louis, has been perfected to acquaint the clubs of other cities with the plans for the international convention here.

MILLION RESERVE FOR ADS

Big Sugar Company Sets Precedent Regarding Publicity Funds.

The annual report of the American Sugar Refining Company for the year ending December 31, 1916, issued this week, contains an item new to great corporations and of much interest to advertising men and publishers. It is a statement that they have established reserve of \$1,000,000 for trade-mark advertising. This is the first time that advertising has been given this recognition in the balance-sheet of a great industrial corporation. It makes the company a pioneer in setting up a reserve to secure permanency of an advertising policy which in the end will hring the company closer to the consuming public.

It is believed that this reserve is the direct action of the president of the company, Earl D. Babst, who will com-

plete his second year in the presidency in July next. Mr. Babet is a great believer in advertising of all kinds, especially the newspaper variety. During the past year the company has done a greater amount of advertising than ever, particularly of their trade-marked packages. They have made the Domino package brand one of the best known of the nationally advertised articles, and there is reason to believe that this class of advertising is to continue.

GIVES YACHT TO UNCLE SAM

Crawford Fairbanks Contributes Pleasure Craft to Coast Defence.

Crawford Fairbanks, owner of the Terre Haute (Ind.) Tribune, has donated his yacht, Granada III, now at Miami, Fla., to the national Government, for use in event of war with Germany or any other Power.

Mr. Fairbanks is a member of the winter colony of Miami. He offers his handsome yacht as a gift, outright, to the Government, if the Navy Department finds it available for service in the coastwise patrol.

Capt. U. C. Crawford, who is in charge of the coast naval reserve, indicates that every boat so offered will soon be accepted by the Government for the training of a cost reserve defence.

The Granada III is one of the finest as well as one of the swiftest yachts at Miami, and Mr. Fairbanks has entertained many Terre Hauteans and others aboard the boat.

We are fit for what we fit ourselves for.—{Business Chat.



The Service That's Different, as it furnishes all kinds of assistance as well as the finest of

features, is what more than 200 daily papers are getting from

THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West 3rd St.

Cleveland, Ohio

The Ault & Wiborg Company of NEW YORK

News Ink

57 Greene St. New York City

Write Us—

TIPS FOR THE ADMANAGER

Van Patten, Inc., 50 East 42d Street, New York city, is making contracts with the newspapers, in selected sections, for the General Pilm Co., "Is Marriage Sacred." 440 Fourth Avenue. New York city, and is placing contracts with newspapers generally for the Pyrene Mfg. Co., "Pyrene Fire Extinguisher," 52 Vanderbilt Avenue, New York city.

The Fisher-Smith Advertising Co., 122 East 25th Street, New York city, is again placing mail order copy for the Adipo Co., medical, New York city.

Williams & Cunnynham, 50 East Madison Street, Chicago, Ill., are again placing orders with newspapers in cities where they have agents for the Hart, Schaffner & Marx, clothing, 36 South Franklin Street, Chicago, Ill.

The George L. Dyer Company, 42 Broadway, New York city, is sending out orders to some newspapers for the Manhattan Motors Corporation, Delivery Car," Broad and Huntingdon Streets, Philadelphia, Pa., and 56th Street and Broadway, New York city. and is placing 280 line, 5 column, 2 time orders with a selected list of newspapers for the H. Black Co., "Wooltex," women's clothing, Cleveland, Q.

The Brooks Advertising Agency. State Bank Building, New York city, is handling the advertising of the Arkansas Soft Pine Bureau, Bank of Commerce Building, Little Rock, Ark.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is sending out orders to some Southern newspapers for the John Wanamaker, catalogue, Philadelphia. Pa.

Lord & Thomas, Mallers Building, Chicago. Ill., are again making contracts with large city pewspapers for the Hudson Motor Car Co., "Hudson" automobile, Jefferson Avenue and Conners Creek, Detroit, Mich.

The Wylie B. Jones Advertising Agency, Binghamton, N. Y., is again placing newspaper orders generally for O. H. White, "Othine," medical, Buffalo, N. T.

A. McKim, Ltd., Lake of the Woods Building, Montreal, Can., is making up n list of newspapers east of the Mississippi for the Salada Tea Co., Toronto, Can., Spiller & Co., 100 Hudson Street, New York city, representative.

The Standard Advertising Agency, 150 Nassau Street, New York city, is placing orders with a few newspapers in selected sections for Brill Brothers. coffee, Philadelphia, Pa.

"he Thielecke Advertising Co., Webster Building, Chicago, Ill., is placing orders with a selected list of newspapers in large cities for the Dodge Publishing Co., Mishawaka, Ind.

The Hermon W. Stevens Agency. Globe Building, Boston, Mass., is sending out 52-line 2-times a week, 2months orders to newspapers generally for the Brookline Chemical Co.; "Farr's Gray Hair Restorer," Brookline, Mass.

The Wm. D. McJunkin Advertising Agency, 35 South Dearborn Street, Chicago, Ill., is making contracts with rome Western newspapers for Martin & Martin, "E-Z" Stove and Shoe Polish, Chicago, Ill. and also making contracts with some Middle West newspapers for the Colfax Hotel, Colfax, Iowa.

The Frank Presbrey Co., 451 Fourth Avenue, New York city, is placing \$60line orders with newspapers in selected sections for the R. E. Taylor Corporation, 427 West 424 Street, New York

Dooley-Brennan Trust Building, Chleago, Ill., will shortly start a newspaper campaign for the Cudahy Packing Co., ham, bacon, etc., 111 West Monroe Street, Chicago, Ill.

The Brown Advertising Agency, 99 Nassau Street, New York city, later may use newspapers in other cities for the Louisiana State Rice Milling Co., Inc., New Orleans, La.

The Battle Creek Advertising Agency, Post Building, Battle Creek, Mich., is handling the advertising of the Maple-Flake Mills, Hygienic Food Co., Buttle Creek, Mich.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia, Pa., are placing orders with large city newspapers in selected sections for the Jos. Dixon Crucible Co., lubricating oils, Monmouth Street, Jersey City, N. J.

J. D. Barnhill, Inc., 110 West 34th Street, New York city, is making 4,000line contracts with some Texas newspapers for the A. C. Penn, Inc., hardware, 100 Lafayette Street, New York city.

The Atlas Advertising Agency, 450 Fourth Avenue, New York city, is again placing orders with newspapers in selected sections for the Pacific Count Borax Co., "Twenty Mule Team Borax," 100 William Street, New York city, and Chicago, Di.

The Duff Barker & Co., 323 Fourth Avenue, Pittsburgh, Pa., are making up a list of some New York State and Pennsylvania newspapers, for the Eric County Milk Association, Eric, Pa.

The Berg Advertising Agency, Rowell Building, Fresno, Cal., is sending out orders to newspapers in Ohio and Tennessee, including tributary horder cities for the California Peach Growers, Inc., "Blue Ribbon Brand Peaches," Fresno,

Calkins & Holden, 250 Fifth Avenue, New York city, are placing three and four time orders with newspapers generally for the Pierce-Arrow Motor Car Co., "Pierce-Arrow Motor Truck." 1695 Elmwood Avenue, Buffalo, N. Y.

B. V. D. advertising is handled by Sherman & Bryan, 79 Fifth Avenue, New York city, and not by E. J. Goulston, 225 Fifth Avenue, New York, as stated last week. The Goulston agency handles the Reis underwear account.

The Lawrence-Oswald Co., Swelland Building, Cleveland, O., handles the business of the Ackerman Wheel Co., the Mutual Motor Stores, C. E. Conkey Co., and the Reliable Auto Heater & Manufacturing Co., Cleveland, O.; and the American Chemical Co., Sidney, O.

The E. P. Remington Agency, 1280 Main Street, Huffalo, N. Y., is placing orders with newspapers for Anchor Picture Hooks.

The Van Cleve Agency, 1790 Broadway, New York city, is placing orders with newspapers in selected sections for "Queen Quality Shoes" of the Thomas G Plant Co., Boston, Mass.

The Dake Advertising Agency, 121 Second Street, San Francisco, and Los Angeles, is placing orders for the Standard Metal Co., Pittsburgh.

The Hotel Publicity Corporation, 23 West 31st Street, New York, is offering contracts on an exchange basis with the Hotel Lenox, Buffalo; Hotel Cumberland, New York, and the Robert Treat Hotel, Newark.

The Erwin & Wasey Co. Chicago, handle the account of the Osgood Lens & Supply Co., 1241 South Michigan Avenue, Chicago; A. C. Pash, advertising manager.

advertising for Rathbone, Sard & Co. Albany, N. Y.; A. M. Blanchard, advertising manager.

H. Walton Heegstra, Inc., 19 South La Saile Street, Chicago, has secured the account of the Wells-Abbott-Nieman Co., Schuyler, Neb., millers of Puritan Flour.

The Canadian Advertising Agency, Ltd., Unity Building, Montreal, Canada, handles the account of the Canadian Fairbanks-Morse Co.; Pallmore, Ltd.; Dominion Cartridge Co.; Canadian Explosives, Ltd.; Canada Paint, Co., Ltd.; l'aggett & Ramsdell's (New York); Gunn's Ltd.; Gunn Langlois & Co., Ltd.: Jose Grands, Ltd.; Perrin Freros, Ltd.; François Vibert, Paris; Sherwin-Williams Co., of Canada, Ltd., and the Champion Spark Plugs Co., Ltd.

The Macayoy Advertising Agency, Conway Building, Chicago, Ill., is making 300-inch one-year contracts with a selected list of newspapers for Smith Motor Truck Co.

The Margon-Robinson Co., Lincoln Building, Louisville, Ky., is making up a list of Southeast newspapers for Dr. W. G. Korony, manufacturing chemist, Louisville, Ky., and also making up a for Kampfmueiler Rheumatic Remedy Co., Louisville, Ky.

The Montgomery Advertising Agency, Jacksonville, Fla., is sending out orders to a few large city newspapers in selected sections for the Jacksonville Heights Improvement Co., Jacksonville,

The Mahin Advertising Co., 104 South Michigan Avenue, Chicago, Ill., is making 2,000-line, one-year contracts with Middle West newspapers for the Perry Auto Lock Co., Chicago, Ill.

The Volkmann Advertising Agency, 6 Heckman Street, New York city, is placing orders with some New York city newspapers for the Galvor Co., "Calvor Randoller" 1416 Broadway. New York city, and again sending out orders to newspapers in selected sections for Dr. R. H. Kline Co., medical. 14 Broad St., Red Bank, N. J.

The Singleton Hunting Co., Citizens' Building, Cleveland, O., is making up a list of newspapers, in selected sections, for the Marathon Tire & Rubber Co., "Marathon Tires," Cuyaboga Falls, O.

The Russell M. Seeds Co., of Indianapolis, Ind , handles the motor bodies account of the Parry Manufacturing Co., Indianapolis, Ind.; the motor-car business of the Interstate Auto Co., Muncie, Ind.

The Walter B. Snow Agency, 136 Federal Street, Boston, Mass., handles the machinery account of the Bird Machinery Co., East Walpole, Mass.; the Lobannon Machinery Co., Lebannon, N. H., and the Rockport Granite Co., Pitts-

The J. P. Storm Advertising Co., \$5 West 39th Street, New York city, handles the maternity apparel account of Lane Bryant, Inc., New York city,

The Erickson Co., 381 Fourth Avenue. New York city.

Sherman & Bryan, of New York, handle the account of the Sport Shop, 500 Fifth Avenue, New York city.

The three-column ten-inch ads of Penn's Thick Chewing Tobacco adverlisements now appearing in all the daily juspers of California, Arizona, and Nevada, excepting those of San Francisco and Los Angeles, were originated and released by the H. K. McCann Co.'s San Francisco office.

Street & Finney have secured the ac-The Erickson Co., 381 Fourth Avenue, count of the Elmwood Poultry Farm,

Co., Harris New York, is placing the Acorn Range North Leominster, Mass. An extensive advertising campaign is being planned.

> The Chienber Agency, 616 Maison Blanche Building, New Orleans, is making yearly contracts for twice-a-week advertising in Louisiana, Mississippi. Alabama, and other Southern papers for the Pelican Cracker Factory, New

> The Colony Advertising Agency, 1 Madison Avenue, New York city handies the advertising copy for the Rubbernet Co., Newark, N. J.

> The Erickson Co., 381 Fourth Avenue, New York city, handles the account of the Magnesia Association of America, 351 Fourth Avenue, New York.

> The H. H. Stniker Co., Toledo, O., handles the threshers and farm tractors account of the Banting Manufacturing Co., Toledo, O.

> The Luzell Perfume account, of Newburgh, N. Y., is handled by N. W. Ayer & Son., of Philadelphia, Pa.

> The Atlas Advertising Co., New York city, handles the account of the Bothlehem Motors Corporation of Allentown. Pa.

> Vanderhoof, Condict & Comrie. of Chicago, handle the accounts of the Commercial Truckmobile Co., 1606 Michigan Avenue, Chicago; the Thomas Nurseries, Tower Hill Building, Chicago; the Kewanee Implement Co., Kewanes, Ill., and the Kewanee Private Utilities Co., Kewanee, Ill.

New Orleans States

Swern Net Paid Circulation for 6
Months Ending Oct. 1, 1918

36,660 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade-respects in the local territory the States in the logical and economic medium. Circulation data sent on request.

The R. C. BECKWITH SPECIAL AGENCY

Sole Ferriga Representation Chicago New York

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831,

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H. Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO., 1233 Marquette Bldg., Chicago, Ill.; 200 Flith Ave., New York, N. Y.; 8 Winter St., Boston, Mass.; Kresge Bldg., Detroit,

AD FIELD PERSONALS

H. K. McCann, of the H. K. McCann Co., who recently returned to New York after a hurried trip to San Francisco, was in conference there with the managrement of his Pacific Coast district office on an important new account. L. S. Briggs, head of the art department of the New York office of the H. K. Mc-Cann Co., and J. Newton, head of the copy staff in New York, are in San Francisco on special duty for a short time, in conoction with the same bust-

Alfred H. Bartsch, who has been advertising manager of the Bosch Magneto Company for seven years, resigned March 5 to become a member of the firm of McLain-Hadden-Simpers Company, Advertising and Merchandising Council, of Philadelphia, and New York. Robert St. Westcott, who has been assistant advertising manager, will assume the duties of advertising mana-ECT.

W. C. D'Arcy, president of the D'Arcy Advertising Co., is leading a fight against the adoption of a bill now before the Missouri Legislature to place a special tax on soft drinks. D'Arcy Company is especially interested in the defeat of such legislation, as it represents two of the largest selling soft drinks in the world-Coca-Cola and Bavo.

Robertus Love has resigned his position with the Ruchel-Brown Advertising Company, of St. Louis, where he had charge of the publicity department.

Alpheus Stewart, formerly of the Censor, is now doing special work for Reedy's Mirror and American Justice. St. Louis.

Lee-Jones, Inc., advertising agency, of Chicago, is about to open a branch office in Detroit, Mich., with D. Minard Shaw, formerly of the Taylor-Critchfield-Clague Agency, in charge.

Bland Bollard, of the Danielson & Son advertising firm, Jack Joyce, of the Standish Advertising Company, and Daniel V. Reily, of the Reily advertising firm, have been admitted to memberahip in the Town Criers, of Providence, R. L.

Bol Oppenheim, recently hotel advertising solicitor for the Morning Telegraph, announces that he and George Glavis, another ex-solicitor for the same paper, have taken over a controlling interest in the Review, a theatrical paper founded by the Shubert Amusement Company.

Carlyle N. Montanye, for the last two venra associated with the advertising department of To-day's Housewife, has loined the forces of the Associated Farm Papers and will be a member of the New York staff.

Making Los Angeles Take Notice

The Los Angeles Express-Tribune plant is housed in its new home, which is finely equipped. On March 5 the new octupie Goss press, with a capacity of 72,000 mxteen-page papers an hour, was placed in regular operation. It is one of a battery of four large presses. The composing-room is on the fifth floor, and the editorial and newsrooms occupy the fourth floor. Under the management of Charles C. Rosewater. who assumed direct charge of the business departments of both newspapers on March 1, the Express and Tribune are already showing improvement. I. A. Hosking is managing editor of the Morning Tribune and the Evening Ex-

A sharp retort may sound smart, but It doesn't get you anywhere.

SPHINX CLUB DINNER

Monthly Feast Was Marked by Many Enjoyable Features.

The Suhinx Club of New York beld its 151st monthly dinner on Tuesday evening in the Astor Gallery of the Waldorf-Astoria. At the opening of proceedings two toasts were drunk, one to the President of the United States, and one to the famous Oscar Techirky, manager of the Walderf. On Tuesday Oscar started his twenty-fifth year as manager of the Waldorf, and in response to the congratulations of those present he announced that he was the only man left on the pay-roll of the Walderf who was on it the day the hotel opened. Louis Wiley, publisher of the New York Times, proposed the toast to the President, and R. F. R. Huntsman, publishers' representative of the Brooklyn Union, proposed that to Oscar.

Hert Moses spoke on the subject of Deadhead Reading Notices." He attacked the press agent and showed the tremendous amount of money that the newspapers give away annually by allowing themselves to entertain an angel who never gives anything in return for what he gets but soft words. "The dollars you get from a press agent are as scarce as fleas on a fish," he said, whereupon one of the diners asked if he meant a dogtish. "The time is surely coming when newspaper publishers will be as pleased to see a press agent as Roosevelt would be to attend a soldenwoulding anniversary where there was only one child," anid Mr. Moses.

Frederick Nash, sales manager of the General Chemical Company, manufacturers of Ryzon baking powder, asked, "Do ethics apply to advertising and selling, and does it pay?" and then proceeded to answer it. He upheld the value of positive advertising. In the last general election, he said two candidates had to be "nold" to the American people. He asserted that if the Republican National Committee had devoted its entire time to outlining the good selling qualities and points of Mr. Hughes, and had stopped there, instead of attacking his opponent, they would have made a much better impression, and he helieved that Mr. Hughes, as a result, would have been elected.

Frank P. Sibley, a war correspondent of the Hoston Globe, gave a most delightful and charming talk on happenings on the border, showing during the course of his talk the value and absolute necessity for organization.

JOURNALIST'S GOLDEN WEDDING

Even Illness Could Not Keep John Tregaskis from Celebrating.

John Tregnskis, of Brooklyn, who forty-five years ago was one of the best-known figures in metropolitan journalism, left a sick bed to celebrate with his wife the fiftleth anniversary of his wedding. Many of their friends attended the reception, to present their compliments to the couple. Dozens of letters and telegrams poured in from men and women in all walks of life, and particularly from old newspaper friends, expressing the best wishes of those who could not call in person.

Sun Rises in Fillmore, Cal.

The Dally Sun, with H. G. Comfort as editor, has commenced publication in the thriving little city of Fillmore,

Bankruptcy is avoided by the man .

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of

ALABAMA	MONTANA			
NEWS	MINER			
CALIFORNIA	NEW JERSEY			
EXAMINER Les Angeles b, E. C. Audit reports about largest Meening and Sunday circulation. Greening Home Deliv- str. MERCURY-HERALD	JOURNAL Stimbers PRESS-CHRONICLE Paterson COURIER-NEWS Paterson			
GEORGIA	NEW YORK			
OURNAL (Ctr. 87,881)	COUNTER & ENQUIRER			
ILLINOIS	DAY The National Jewish Dully that no genera advertiser abould overleak.			
TOWA	NEBRASKA			
REGISTER AND TRIBUNE Den Mednes Rasentint to extering Des Mednes and vicinity.	TRIBUMS			
COCHESPUL PARMING Des Meines	OHIO			
More than 700,000 circulation guaranteed and roven or no pay. Member Andit Burrou of fireulations.	VINDICATOR Zoungstown			
KENTUCKY	PENNSYLVANIA			
AMENIC HOME JOURNALLondoville, Ry- Semi-Mouthly, 33 to 64 pages, 1 Guaranteed rigest circulation of any Manual conditionation in the world. In access of 50,000 copies monthly.	TIMBS Bris			
LOUISIANA	TIMES-LEADER			
NMES-PICATUNE	TENNESSEE			
MICHIGAN	BANNER			
ATRIOT (No Moutay Lusto) Jacksen aer Gov. Statement—Daily, 12,408; Sunday, 2,568. Member A. B. C. and A. N. P. A.	TEXAS			
int Bates—One time ads. 60 cents inch; yearly outracts. 26 cents inch; position 20% artra.	The Chronicle guarantee a direction 35,000 daily and 45,000 Sanday.			
MINNESOTA	UTAH			
BIBUNE, Morning and EveningMunecupille				
MISSOURI	HERALD-REPUBLICAN Solt Lake City			
OST DISPATCH	VIRGINIA			
Is the only newspaper in its territory with the causiful Rosagravure Picture Section. The POST-DISPATCR willo more papers in t. Louis every day to the year than there are	DAILY NEWN-RECORD Harrisonbur In the famous Valley of Ve. only paper is the richest Agricultural County in United States.			
Omes to the city. Circulation entire year, 1916;	WASHINGTON			
Sunday average	POST-INTELLIGENCER			

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any mivertimer the privilege of a caroful and exhaustive investigation

ILLINOIS

NEBRASKA

PREIE PRESSE (Cir. 128,054) Lincoln

MRW YORK

.... New York Digitized by

DECISION MAY CHANGE STATUS OF AD AGENTS

New City Court Dismisses Suit of Eliaabeth R. Clarke, Publisher, Against Albert Frenk and Company Plaintill Will Appeal the Case-Bew Adverticing Agencies New Stand, If a decision of City Court Just

William L. Herston of New York city dergo a change, or else the present brought by Elizabeth H. Charles, pubplaintiff presented a contract reade by Mason-Southan Transportation Com-This was a written form of and the rate were mt furth. The or-The plaintiff privilege, wherespon the Fronk Company wrote waising

CARTE HARMAN, GARREST. At the conclusion of the plaintiff's one, the defendant moved to diamina no proof in the case that the person that the order blank and the papers in evidence showed that the Frank reases any claim the photonic might early against the Mason-Seaman d must be held that an a matter of of the declared printing, the Mason-

al relationship of principal and agent. fer identification of the space and was

refused to permit such testimony to pany. This also the Court declined to Company as principals and not as involved a contradiction of this rela-

fredant had no right to expect to view of its weising the right reserved walved thin right. As the case new stands, companies carrying on business to which the are thereto constituted agents and do to cancel. The plaintiff also

> VERDICT FOR BUSTON POST Waters Louis Libal Sair, but Will Are

peal the Case. City Councillor James A. ("Jerry") which heard the testimony in the trial been in progress for same days, reopened on March 12 before Judge Keat-"In the suit of James A. Watson

Watson claimed that he had been Counciller Henry E. Hagen, and pubduring the City Council connecten of The pury was unantonous for the Post. Waters has appealed the case

The Bittsburg Dispatch Possesses a clientele all its own. representing incomes above the average. It reaches the actual haying power, therefore best for

WALLACE G. BROOKE Breased Suiding, New Yor THE FORD PARSONS CO People Car Building, Calcag

Per France Printer Published Participate

SON SUCCESSES HIS VATHER was university understood that the J. R. Richardson New Head of Davies port Democrat and Leader. Changes in the staff of the Davenort (lows) Democrat and Leader, for lowing the recent death of J. J. Illicherdson, were announced March 5, after

FRANK D. TERROR.

a meeting of the board of directors sleave have a Richardson at the head of the paper, J. B. Hichardson, a son to carry the case to the higher Apellof the former publisher, was elected president of the company. For twenty two years prior to 1912 Mr. Richardmen was actively connected with the paper, being manager during the last twelve years of that time. He then and established bireself as a bond brokcr. He will continue this bustness, giv-

> You MUST Use the E X A M I N E R cover the GREAT SO

Starty Skrainen 150,000 SELLING POWER

That sweep a continue of waste in your The Detroit Free Dress

VERREE & Foreign | New York CONKLIN Expressed | Detail Lorent two seed description of PHILADELPHIA

America's Greatest Industrial City. The PRESS Philadel thia's Great

Industrial Paper. Representatives.

for the sublishing business the heaville management. M. N. Richardson was elected a director to succeed J. J. Rich-

Frank D. Throop, who has been business manager of the paper for eighteen months past, continues as secretary and treasurer of the company, and has been made publisher. He is the third generation of Throops angaged in the newspaper business in lows, his grandfather having established the Mt. Pleasant Proc Press, and his father having been editor of the Mt. Pleasant

J. J. Richardson was the founder of nection with the paper for nearly sixty years, until his recent death.

Young Jeurnalists Dina

The first annual benauet of the N. Y. U. Scoop Club was held receptly and was a great success. was a great success. Many wellent and offered valuable advice to the budding journalists. Don Setts, of the World; Melville E. Stone, of the Associated Press: Richard H. Walde, of and Joyce Kilmer, of the Times, made

The man who is fond of exposing the other fellow's bad polats is unconsciously reinting a picture of himself

A Tweety-Five Cent Aute is inst about right, but when you see our proofs of

"That Little Game" the sky is the limit when it comes to

The service is furnished in met form. three. 3 column mate per week, or Let us send you proofs

World Color Printing Company R. S. GRABLE, Mp. Established 1900 ST. LOUIS, MO.

R. J. BIDWELL CO. DAILY

NEWSPAPERS SAN FRANCISCO OFFICE of the Editor and Publisher

> 742 Market Street SAN PRANCISCO

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

New York-Dispatch Printery and Bindery Corporation, publishing and printing; capital, no par value; begin business with \$500. Directors, A. M. Eberhardt, M. E. Howard, J. G. Griffin, all of New York.

New York-Trade Extension Company, Inc., advertising; capital, \$15,000. Directors, C. G. Mooney, C. T. Krouse, R. Brown, all of The Bronx, New York.

BAY SHORK, N. Y.-C. T. Hancock Company, Inc., advertising; 100 shares, no par value. Directors, J. L. Lockwood, L. C. Butler, C. T. Hancock, all of New York

PHILADELPHIA, Pa. -- Philadelphia Item Company, printing and publishing; capital, \$100,000. Directors, Martin E. Smith, T. Morley Smith, and M. E. Dote. all of Philadelhpia.

SYRACUSE, N. Y .- Hall & McChesnoy Company, publishers; capital, \$100,000. Directors, G. H. Hond, G. S. and F. H. McChesney, all of Syracuse.

New York-Letham Advertising Service Company, incorporated at Dover, Del., general advertising; capital not stated. Directors, Leroy Latham, of Plandome, N. Y.; George Morrell, of New York; I. H. C. Lindemann, Edward Awning, Joseph Plaza, all of Brooklyn,

New York-The Knocker Publishing Company, general publishers; capital, Directors, George M. Bundy, Merritt F. Beal, Merritt F. Best.

New Your-The George Batten Company, advertising agency, has filed papers of incorporation at Albany. capital stock is stated as \$1,000,000, and the following are named as incorporators: George Batten, W. H. Johns, J. V. L. Wyckoff. Mr. Batten has been president of the agency, Mr. Johns first vice-president, and Mr. Wyckoff a memher of the board of directors.

CHANGES IN INTEREST

ROMNEY, W. Va .- Gov. John J. Cornwell, of West Virginia, has relinquished the editorship of the Hampshire Review. Romney, of which he is now the owner. The firm in charge now is known as Cornwell & Dinkle, publishers, with Lewis K. Dinkle as editor and manager.

ORANGE, Tex.-The Daily Outlook is the name of a new newspaper at Orange. The first issue appeared on March 1.

GUMENEVILLE, Cal.-A. A. Willoughby, who has been editing the Guerneville Times since the death of Andrew Smith and Henry Hunter, the former editor and publisher, respectively, of the paper, has bought the paper and plant from the Smith estate.

Tied to No Party, the Friend of All, its Field is The Universal Public, Especially that Portion in Northeastern Wisconsin where Times are Good and Money Plentiful. - The Northwestern at Oshkosh, Enlarged, Improved and Strengthened.

G. LOGAN PAYNE COMPANY. Chleage and New York

NEWSPAPER ACTIVITIES

The importance of the movies to Trenton, N. J., has become so great that the Trenton Times has found it necessary to publish a movie department page three times a week, Wednesday, Saturday, and Sunday. There are nineteen movie theatres in Trenton with a total seating capacity of 14,270.

The St. Louis Globe-Democrat now issues an "Extra Final" edition just before daylight, which publishes the happenings after the regular city edition is off the press. It is meeting with popu-

The Chicago Daily News has published a book of 100 cartoons of the late Luther D. Bradley, for many years cartoonist for that paper. What is desired, the News says, is to give as many as possible of Mr. Bradley's friends and admirers opportunity to acquire a book intrinsically valuable and fitting as a memorial, the question of profit not being at stake. In addition to representative cartoons, the book contains biographical and appreciative material and portraits hitherto unpublished.

Under the caption of "Have It Repaired," the Indianapolis Star prints about two columns of advertising cards. These ads are something of a novelty. as they cover about all lines of repairing, and afford a handy guide for householders.

As part of the general trend towards improving advertising, the Cleveland (O.) News has required all real-estate want advertising to carry either a telephone or street address as well as the box number from now on. The object is to eliminate a tendency on the part of certain persons to hide their identity under a box number. Both sellers and buyers are included in the ruling, which has the approval of the Cleveland Real Estato Board.

"Dollar day," the bargain day festival and the advertisers' delight, was a feature of shopping day at Providence, R. I., recently. The newspapers carried many columns of advertising, the Evening Bulletin using extra sections to handle the increased

The New Orleans Item

Largest Circulation of any Louisiana

Largest afternoon Circulation in the entire South

(October Post Office Statement) Sunday 68,942

Daily 55,365

"From Press to Home Within the Hour"

It a exclusive carrier service en-ables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from prese to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

LIVE TOPICS DISCUSSED BY OUR READERS

IUmder this coption so shall print, each seek, letters from our readers on subjects of interest connected with nursepaper publishing and networksing. Any poblisher who desire help in the action of his problems, or who has provinced victors on any subject connected with the business, is invested to contribute to this rollans. By are confident that such as colonia can be made of year value through the co-precision of our readers.—En of coprecision of our readers.—En of coprecision of our readers.—En

Six-Cent Paper Plenty

COMPRACT PRINTING COMPANY. CONNEAUT, O., March 9.

THE RESTOR AND PUBLISHER:

Can you not farnish us with a list of Eastern and Militle Western mills who should be able to faraish us with roll news in car-load lots?

Our experience on far leads us to believe that the net results of the Federal Trade Commission's investigation, for several months at least, will be that for the small city daily there will be plenty of prist at \$5 per hundredweight in less than car lots, or \$5:25 per hundredweight in car loads, but that below these figures. caunot fill the orders we already have by oked. Thanking you for an early reply, we are,

THE CONSESST PERSONS COMPANY.

[So far as the Pederal Trade Commission is pterned, their decision has not yet been put to effect. When it becomes effective, it will into effect. be mandatory on the companies that have signed the agreement to furnish the paper for prices set by the Commission between March 1 and August 31.

The idan of distribution which the Commission will adopt, has not yet been decided upon, but it is being worked out at the present time, and Soubtedly some annuncement will be made

within the pest week or two.

In the meantime, we would suggest that you drop a lefter to the Federal Trade Commission and state your experience exactly and also state that you are willing to sign the agreement which they have suked publishers to sign, binding them to the plans of the Commission so far as the price and the distribution is concerned for the alk months' period. This signature, on your part, is absolutely necessary before the 20th day of this month, if you would participate it

Another Remarkable Record

The New York Times in February. 1917, led all other New York morning newspapers in eighteen important classifications of advertising.
The Times published more national

advertising, more local display advertising and a greater total display advertising than any other New York morning or evening newspaper in February.

The average net paid daily and Sunday circulation of The New York Times is 340,904 copies.

The EVENING TELEGRAPH

l'hiladelphia publishes regularly

More Real Estate Advertising

THAN ALL the other Philadelphia newspa-ture, evening and morning, COMBINED. THE REASON:

The buying poster of the readers of THE KYPNING TELLGRAPH to greater than that of the readers of any other Philadelphia a-suppiper, exeming or morning.

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN.
Special Representatives
New York, Detroit, Kangas City, China

the reduction in price, and if you do that, then you should be entitled to cull paper at the mil in car-lete at not less than \$2.50 a hundred

Large publishers have agreed to give up an amount of paper equal to ninety thousand loos, if measurary, to take care of the smaller pub-lialiers of the country, and from that amount there about he more than sufficient befor to D) THE EUTOR AND PUBLISHED

Commission Discrepancies

Ausona, 11 , February 24. THE ENTROR AND PUBLISHER.

In a recent issue of your publication appears

this paragraph:
"The Western Advertising Agents' Association calls upon publishers to grant the same rate to national advertisers as to local. The cost of selling advertising space must always be included in the selling price, to it not reasonable to base a rate card upon the plan of yielding to a newsuniform NET return for each line of old? Rate cards namely take into consideration the small expense of handling a large out, and the comparatively large extens handler a small account or translent business. there is to be a standardized rate for foreign and local must there not be a standardized solling In that possible?"

It never seems to occur to the men who com plain about difference in rates between local and foreign advertising, that the local rate is net and

the foreign rate is gross.

When agents get their compensation from the advertisers instead of the publishers all rates be not and the discrepancies complained of will disapprer. I. K. GROOM.

Mgr. Nat'l Advertising Dept. Autura Bearon-News and Eigin Courier.

THE BOSTON **EVENING RECORD**

printed last month twice as much local store advertising as it printed in February, 1916, and gave its advertisers a net paid circulation of more than 42,000 copies

The Record is being talked about for its excellence as a newspaper, and ample proof that its readers are good buyers is found in its growth in local advertising.



Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREF-ERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELI

60-62 Warren St., New York City Established a Quarter of a Century

ECONOMY

Of space demands the best copy and the most important names in the shortest form.

We have them.

National Editorial Service, Inc. 235 Fifth Ave., New York.

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE by experts means material and methods that have been PROVED.

Let us send you samples of our col-ored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager at west spin st., New York

FLAGS-MAPS-ATLASES

Patriotic, Educational, Historic Write today for Samples and Quantity Prices-ACT PROMPTLY

DELIVERY GUARANTEED S. BLAKE WILLSDEN

Previous and Advertising Specialties, 1006 Heyworth Bidg., Chicago

The McClure Method

Our features are sold on individual merit.
Any service may be endered what's.
THIS MEACAS:
The greated possible variety from which
to choose.
The submitting of each feature to your
own editorial judgmost.
The apportunity to order a budget consisting only of what you want.
A material reduction from individual prices
to indirect.

With one for passelse of our Sunday Cal.

budgets.

Write us for samples of our Bunday Colored comics, daily comics, women's fourthest budding stories, plation, etc.

The McClure Hewspaper Syndicate 120 West 32nd Street. New York City

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bidg., New York



ATOP Ω THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

THERE ARE MANY BROAD SMILES ON the various faces of New York advertising men just now, caused by the way the new Franklin Simon & Co. clothing advertising is apparently getting deeply under the hide of R. H. Macy

If Franklin Simon & Co. run an ad on Monday, for instance, Macy will use generous space answering it on Tuesday and the intent of the Macy copy is so obvious that it appears quite ridiculous-almost childish, in fact,

It was not so very long ago that nearly every Mary clothing ad, as most other clothing ads, was merely a bombastic claim that their suits at \$19.98, for instance, were really worth something like \$28.63.

When Bloomingdales began showing the ridiculousness and fallacy of such silly claims, Macy & Co, took their cue and cut out the comparative price stuff, to a large extent, and toned their copy down considerable.

This, however, was done quietly and excited only passing notice-mostly favorable-it being commented that it was good business,

Now, however, it seems to hurt. This new Franklin Simon & Co. copy is being written by Frank Irving Fletcher, an advertisement-writer "than which there ain't no whicher, leastwise not in this neck of the woods."

Fletcher is the man who made Saks clothes famous—so famous, in fact, that one can now find Saks suits in practically every clothing store in the country.

This same Fletcher man can take a stubby fountain pen and a pad of paper and create "atmosphere" around any ordinary procesic article of barter and tradeatmosphere so pungent, so alluring, so subtle, that, regardless of your religion, morals, or ethics, you fall for it,

And now he is getting under the hide of Macy's. It is really amusing -and is being watched by a great many advertising men.

IN THESE DAYS OF WARS AND RUMORS of wars in these days of loud lamentations arent the cost of high living, newspaper publishers, one and all, have apparently made up their minds that they would get theirs or at least a part. of it, by boosting advertising rates,

That is all right, too. No one should kirk about it. Everything else is boosted, and there is no law compelling newspapers to refuse to do as others do.

A newspapes solicitor recently went out to raise the rate of an advertiser. He looked for a howl, of course. He expected it, and was prepared for a long-winded

Imagine his surprise, however, when the advertiser fell for the advance without a murmur, and even with a smile.

Imagine, too, how that smile fell when said advertiser added a little codicil stating that the contract was signed with the understanding that no advertiser in the paper was buying space at less than card rates, that there were no rebates of any kind except those specified on the card, and that in case anyone bought space at less than the published rates this advertiser would be related to that cutrate on all advertising placed on the contract.

The advertiser did not ask for a cut rate. He did not ask for a secret rebate. He asked for a square deal and was told that if he felt that way about the paper he had better stay out of it.

Was that merely a dignified (?) way of admitting that such a codicil could not be put on the contract? And if not, why not?

The contract is still unsigned.

RALPH B. PFCK IS NOW vice-president of Lord & Taylor's. This is one of the biggest vices Ralph Peck has ever had, and those who know him predict that before long he will rattle a few dry bones in that magnificent mansoleum.

Ralph Peck has a whole great hig mess of that make-good kind of stuff in him. He is a hustler from Hustleville, Michigan, and an advertising man of the pld school.

bld school.

It was some time ago that he left Grand Rapids to do the advertising for Newcomb, Endicott & Co.. of Detroit. Later he traded that job with McMinn, who, by the way, is still at Newcomb, Endicott & Co.'s, for the advertising managership of Chas. A. Stevens & Bro., Chicago.

From there he went to Mandel Bros., and from there to Simpson, Crawford & Co., New York, switching hetween that store and Seigel, Cooper's, until the smash-up, when he went to Pitisbursh to run the Boggs & Bubl store, after the May Co., of Cleveland, St. Louis, Denver, and Akron, took it over.

When Boggs & Bubl again took charge of the store, Peck returned to New York, and is now on Fifth Avenue.

Lots of advertising men know Raiph Peck, and lots of them like him, because he is a darn good fellow, and his success is pleasing to record.

Boston Press Club Election

James C. White, political editor of the Boston Herald, was elected president of the Boston Press Club at the annual election. Mr. White succeeds Roy Atkinson, who supported the candidacy of the new president. Frank Sibley, of the Globe, was elected viceprosident. The other officers are: Judd E. Dewey, treasurer (reflected); Walter (1 Ryan, secretary; H. E. Ellis, financial secretary (reflected). The di-

rectors: Robert Norton, Post; H. Lyman Armes, Post; Charles Loring, Auto List, H. B. Vittum, Houghton & Dutton's, and Thomas Grenall, Record. Armes was elected on stickers, the regplarly nominated candidate on the ticket for a director being Dr. Edmund J. Carpenter. At the very beginning of his administration President White appointed an advisory board, consisting of various past presidents of the Club.

The True News -FIRST-

Always-Accurately

International News Service 38 William St., New York City

Today's Housewife

newspapers over 52,000 towns where only 18% of the dailies circulate.

> More Than a Million Net Paid Guaranteed

GEORGE A. McCLELLAN General Manager

There is always room for the best feature

Goldberg's Cartoons

The Evening Mail Syndicate 203 Broadway, New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 96 per coul-of the newspapers and publications of GANADA. We cover every fout of Canada and New-femadiated at our band office.

74 TO CHURCH ST., TORONTO, CAN.

Price of service, regular press elipting rates—apecial rates and discounts to Trade and Newspapers.

Successful

Man in every walk of life are all

Romeike's Press Clippings

Among our patrons are professional and husiness men and women, public person-ages and the leading Banks, Trust Com-panies and Corporations.

Romeike Clippings

an indiapensable adjunct to every busi-s. If you have never used them, write information and terms to-day.

HENRY ROMEIKE, INC., 106-110 Seventh Ave. New York City

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

PAISE ADVERTISING A CRIME

Bartley J. Doyle Would Make Misrepresentation Punishable.

Speaking at the Providence, R. I. Town Criers' banquet on the subject of "Advertising and Selling," Bartley J. Doyle, president of the Keystone Publishing Company, Philadelphia, said: "Misrepresentation in advertising matter should be an offence nunishable by law."

Further, Mr. Doyle said: "He who gives false statements in advertising does an injustice to every other line of business. I do not believe in contracting for advertising. It is necessary to sell goods on their own merit. I believe the day of the drummer is passing and that the era of salesmanship is only just dawning through the method of advertising.

"Salesmanship is closely bound up with advertising. One is coordinate with the other. It is the intangible something that represents the shortest possible time in reaching the contact point of the buyer and the sale. As to the man who does not believe it pays to advertise, I will say that a man's success in bustness is due to keeping his name constantly before the public--'Wrigley's," for instance.

"Reiteration in advertising is the one main point to be kept in view, but commonplace repetition must be guarded You must appeal to a man's against. buying instincts by giving him a joitsomething original, something new. It is only as we can enlarge our vision and meet the other fellow half way, that we can cash in on the big things of life."

Canadian News Print Hitch

Another hitch in the proceedings towards the final settlement of the news print difficulty in Canada has occurred. Since contracts expired last fall, manufacturers have been charging publishers three cents per pound at the mill for their supply, on the understanding that, should a less price be agreed upon as a result of the negotiations, the balance would be rebated to the publishors. It was further understood that this relate would be effective from Jan-It now transpires that the uary 1. manufacturers are only allowing the rebate from March 1. The matter has, of course, been brought to the attention of the Government, who made the arrangement with the manufacturers. and it is anticipated that the difficulty will be settled to the satisfaction of the publishers.

Profitable Waste Paper Day

The sum of \$4,000 was distributed to 5,000 of the residents of Spokane, Wash. on the occasion of the first waste paper day, held there recently. The immense total of 250 tone of old paper were taken from the homes of Spokane's citizens, from the stores and offices to various depots located in different sections of the city. At the request of the local newspapers and Fire Marshal Eugene Battles, D. S. Bannion offered to take over all of the waste paper. He had figured on getting it for \$15 a ton, but competitive conditions became so acute that he was forced to pay \$25 a ton, delivered at his storehouse and \$20 a ton delivered at the designated stations. The latter price is at the rate of \$1 per bundred pounds.

Keeping Publisher Browne Busy

G. P. Browne, publisher of the Anderson (S. C.) Mail, who has been in New York this week, reports such a boom in circulation that he is compelled to increase his press facilities. He has also been speeding up his news print ship-

ments, delayed because of car shortage. The Mail's morning contemporary, the Intelligencer, recently suspended.

MISCELLANEOUS

Advertisements under this classification Afternames per line, such insertion. Count sis words to the five.

MR. PUlstanifeRt.—I can sell your newspaper ress on commission, no sale, no atjense. Write se if you have one for sale. Address P. 3242, are Editor and Publisher

WANTED,-Full page flat casting box and w. Address Echo, Moundaville, W. Va.

Afterzoon daily wanted in city of 15,000 up; previer Fanteen State, has would consider cities in Middle West; no objection to runshwar paper if firsh is goad; have the man ready to pay them on right property. Write full details in fast letter, including price, send capties of paper, Lafayette barks, care of The Sint, Pough-keepale, N. Y.

FOR SALE

Advertisements under this classification, Afternorms per line, each insertism. Count pix words to the Nov.

AN EXCEPTIONAL OPPORTUNITY

AN EXCEPTIONAL OPPORTUNITY

Vow quarger—Hudson Valley, New York State,
Randelhade quewing of one hudding josts. He a
routes because it was a few or the control of the cont

Address, CONNER, PENDLER & CO. NEW YORK CITY,

Phone Beekman 3970

FOR SALE-3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 Pages Overbunied and rebuilt. The Goss Printing Press Co., Chicago, III.

96 Beekman St.

POR SAIS: 4 deel press, prints 4, 6, 8, 10, 2 14, 16, 20, 24, 28, 32 pages. Will be over-said and rebuilt. The Goss Printing Press Co.

LINGTYPE Model No. 3, Serial No. 10100, magazine, assertment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINSTYFE.—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magnine. Hares, ejector Blades, four of matrices for each machine). Tribune Printing Co... Clarization, W. Va.

LINOTTPR—Model No. 4, Serial No. 11690. magratiae, unstrices, somewhands, liners and blades. Winston Printing Ch., Winston Salem.

LINOTYPE-Three Model I machines with complete equipment of modes, magazines and mot rices New Haves Union Co., New Haves Conn.

HELP WANTED

Advortionments under this classification, Afternaments per line, each insertion, Count six tends to the line

ASSECTATE EDITOR. For National Society workly. Professions to posity with financial best-line who will not as percetary of corporation. Additional of the sums concentral. Additional Editor, Box 1242, Washington D. C.

SITUATIONS WANTED

trectivements under this classification, to cents per time, such insertion. Count si-unities to the line. For thuse usemployed not to exceed 20 words, two insertions PREE

NEWSPAPKRMAN Experienced newspaper man and replace edited in writer, with 15 years' experience on both needing and eventual publics, those. Now employed, desires to get lab field where there will be experiently for greater periodoment. Address 3 3247, one Edited and

DO YOU NEED a competent, bright and in 190 TOU NEED a competent, lettest and in telligent tomag newspectrum in-structure tree-general New York expertence, to take charge as miniages of small security newspaper that in growing progressive ettr. Willing to invest small sum as and the exact will wants charge to make a small structure of the exact was a small sum as a small structure of the exact was a small sum as a small structure of the exact was a small sum as a small structure of the exact was a small sum morning dully, but desires as a small sum mutately new York. For particulars address P 3245, care Efrica and Publisher. CIRCULATION MANAGER or ASSISTANT, young man, capable, experienced business gatter successful with boys and permotion work, well recommended, but prefer to stand on personal demunstration of ability; not looking for a chance but for a bossible opportunity. Address P. 3244, care Editor and Publisher.

CHRITLATION MAN -- Young man, 19, at present employed in circulation department of metropolitin dully whites to connect with a newspaper offering opportunity, preferable in advertiting department. References farnished, Address P 5228, care Editor and Publisher.

RDITORIAL MAN.—Can devote some after-nosas weekly assisting in culting trade ruper; have had 25 years' pravitest expecience in edi-turial and composing rooms. Address P. 3237, care Editor and Publisher.

erre ranter and Publisher.

21)PTYME.—Are you leeking for trained young man 120 of ability and origicality to edit your bouse organ or as assistant editor on year trader opportunity to expend, Over three years assistant editor on year trader opportunity to expend, Over three years assistant orditor in a technical paper and adother editorial experience. Can write compelling cuty. Have a background of a good liberary of the property of the control of the property of th

Mil. PUBLISHER, are you satisfied with your presentain conditions? A newspaper presentain totalitions? A newspaper presentain thoroughly competent, who has made a special state of preserver condition, the bradling of paper rest and waste seeks employment. It years a preserver condition, the bradling of paper rest and waste seeks employment. By years a preserver forcement of a nature charge of a plant and produce results. Biginous results on color and meanature work. Address P. 8209, once Fritter and Publisher.

EDITION—Wanted position by experienced editorial writer and all around newscinor monthly of taking change of my department; middle aged, single, excellent health; best of en discussionals as to personal character and shilly; willing to accept assistances salary if assured per multiple to accept assistances. Address 1 3240, care Palitor and Publisher.

FOREMAN—Experienced all around newspaper man seeks position on dails or evening paper; metropolitan reperience, practical universanding of weeking resolutions, executive ability. 30 years in business, references as to character and ability. Address I 3232, care Editor and Publisher.

IERPOHTER—Vermille young newspaper man, five years' experience as general reporter, feature and special endegands eldergade el camera min and correspondent on Booly paper, mychrally as regular reperter or special swelgement mun. Human interest atterfer his specialty. Has ande good overywhere he has toon Will go enuminer. Has job at posent time, but wants to locate in city where his services will be appreciated and where he can settle down. Address P. 3227, one Editor and

JOURNALISTIC WORK, reporting preferred.
Born T. B. Citicen, age 23 years, editested and increased new supper work in Landon, (Esgaland), just referred, seeks position, big city daily. Four years Landon expectioners. Two years with American analysis. William working special Number statements was bluster writing special Number statements was power general reporting in Methodolism duli-les. Her special knowledge of European sitting they wish should be valuable. Address P. 8228, care Editor and Publisher.

Mr. Publisher

Do you need a live wire

Circulation Manager

If you have a first class position, o a first class newspaper, wire me. years' successful experience. Am open Address P. 3249, care Editor and Publisher.

Business Manager

Frening daily in rustern cfts of 113,000 has unusual opening for experienced instincts manager who is precured to but helf interest at \$14,000. Cash requires \$5,000, bal store deferred. Stock is now earning eight per cent paper growing steadily, with ample field for further development. Give are. experience and references in first letter. Mention Vo. Allan,

The time limit on this proposition is April Int.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg., Springfield, Mass.

GOSS'SEXTUPLE STRAIGHTLINE PRESSES with Staggered Cylinders and Tapeless Folders

WALTER SCOTT & COMPANY, Plainfield, New Jersey

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$100,000 Cash

We have available \$100,000 in cash as first payment on a desirable Evening newspaper property. Eastern or Middle Atlantic States preferred. Customer may be met in our office by appointment.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

SPECIAL

I am representing owner of exclusive newspaper in growing Central West city of 18,000; nets annually about \$25,000 in return for time and investment. Price \$100,000; threefifths interest offered for \$70,000. Cash deal desired. Proposition 326x.

H. F. HENRICHS

Newspaper Proporties LITCHFIELD, ILL.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient curps of paid correspondents at the following important trade certieve: Enteros, filladellulia, Detmit, Cherland, Pilisinnen, Cacinati, R. Loois, Calengo, Atlants. New Orseau, Switze, Indianapolis, Wandangton, Battlimete, Battlimete,

Habiling New York City.

Branch office Ran Francisco. 742 Morket Rt.,

B. J. Bidwell, manager, 'phone Kenther 2121.

The Editor and Publisher pure contains
672 agate lines, 166 on four Columns are 13
picas wide and twalve inches deep.

Advertising State to 25c. on agate Enc. \$100 a pure. \$75 a half page and \$42 a quarter page. Position extrn. Time, space and cash discounts are allowed on contracts.

Small advertisements unfor proper classifica-tion will be charged as follows: For Sale and Help Wanted, dition, centra a line. Rasinesse Op-portunity and Miscellaneous, fitness centra as the, and Situatism Wanted, per centra a line, count six words to the line. For those meen-ployed a fifty-word or eight line advertisement will be published two times FREE.

finaders are urged to have the paper mailed to a home address. This will income prompt de-

The Editor and Publisher wils regularly 10c. a copy. \$3.00 per year in the United ofter and Colonial Possessions \$3.50 in Cas-la god \$4.00 feetign, and is on sale each week the following news strain;

New York World Building, Tribano Building, Park Row Building, 140 Nasown Street, Man Ing's deposite the World Building. 35 Fark Bow: The Woolworld Building Times Building. Furty second Street and Breadway, at hasemont entrance to Sulesny; Recetanc's Book Stine. Twenty sixth Street and Prith Avenue and Mark's, Mary's corner, at Thirty-fourth St. en-trance.

Ba'timere-B. K. Rdwards, American Builting Philindelphia- L. G. Raz, 7th and Chestnut rects; Wm. Schel, Bulletin Building News

Stortus-Parker House Nows Stand.

Pittaburgh-Davis Book Shop, 416 Wood

Street
Washington, D. C.—Burt R. Trenis, 511 Pour-tivith Street, N. W., Eigen Bidg., News Shand, Chicago.—Puwmer's Book Store, 37 N. Clark Street; Post Offer News Co., Jesure Street; Chan Lavy Circ Co., 27 N. Fifth Avenue.

Cleveland Rehrender's News Steele, Superior Street, opposite Post (Miles; Released Moun Co. 1111 Walket Street.

Detroit-Bolomon Naws Co., 69 Larried St., W. San Francisco-E. J. Biswell Co., 742 Market

ISAAC S. WALLIS DEAD

Widely Known Advertising Man in Florida When End Came.

Isane S. Wallik, of L. S. Wallis & Son, newspaper representatives. Chicago, died at St. Petersburg, Fla., on March 11, at the age of sixty.

In the early nineties he was advertising manager of the Cincinnati Post and after serving in that position for several years, was made manager of the Chicago office of the Scripps-Mcline League of Newspapers. He was at the time of his death engaged in business with his son, Charence W. Wallis, under the firm name of I. S. Wallis & Son, representing a list of prominent newspapers.

He was a brother-in-law of Milton A. McRae, of the Scripps-McRae League, and was one of the most popular and widely known special representatives in the West

A wife, Mrs. Pauline Wallis; his son. Clarence W. Wallis, and a daughter, Mrs. Gertrude Campbell, all of Chicago, survive him.

The burial took place in Saginaw, Mich., his former home, on March 15-

Wife of Publisher Eastman Dies

Eva Harter Eastman, wife of John Eastman, publisher of the Chicago Daily Journal, died Wednesday night in Chicago, after a prolonged iliness. Mrs. Eastman was interested in the study of modern languages and in farming, having attended courses in agriculture at Purdue University. Her summers she passed on her farm at Crown Point, Ind.

OBITUARY NOTES

FRANCIS HILL JONES, aged fifty-nine, easher of the San Francisco Bulletin, and for forty years connected with that paper, died sudden'y on the night of March 4 at his home in San Francisco. He was a native of San Francisco, and although he had been cashier of the Bulletin for eleven years, he had never been required to give a bond.

SAMUEL S. SIMMONS, publisher of the Kenosha (Wis.) Evening News and one of Wisconsin's best known publishers. died in the Presbyterian Hospital in Chicago on March 8, following a lingering illness. The funeral was held in Kenosha. Mr. Simmons was fortyseven years old. In 1901 he joined the late Eugene Head in the publication of the Kenosha daily. For fifteen years he had been editor of the paper. He was a life member of the Chicago Press Club and held membership in practically every editorial association in Wisconnin.

Miss. Morres H. Barton, wife of M. H. Barton, editor of the Rhinelander (W.s.) News, died at her home in Rhinclander on March \$.

CHARLES FRED SMITH, for twenty years correspondent of the Boston Globe, and formerly editor of the Lyan (Mass.) Bee, died March 2, at the Lynn Hospital, aged seventy-one years.

Gippens A. Million, who established the Charlotte (N. Y.) News in 1893, died suddenly March 8 at his home.

Atorer Millions, aged eighty-five. president of the German Newspaper As reciation of Seattle, Wash, died at his home in Seattle, March 8.

Journ Ci Rris, city editor of the Rochester (N. Y.) Union and Advertiser, died March 5 at his home in Rochester.

HENRY J. HILBERT, for twenty-three years an employee of the Rochester (N. Y). Union and Advertiser, died March 8 at his home. Mr. Hilbert was first in the circulation department, and

partment.

METER ARONSOMN, one of the founders of the Jawish newspaper The Day, died on March 12 at his home in Brooklyn. The funeral was held Tuesday afternoon. Burial was in Washington Cometery. Mr. Arensohn, who was forty-six years old, leaves a widow and seven

MICHARL SCANLAN, editor and author. died last week at his home in Chicago In 1866, Mr. Scanlan, then thirty-three years old, founded the Irish Republic In 1870 he was made Chief of the Bureau of Statistics at Washington. He was the author of several volumes of prose and verse. Mr. Scaulan is sutelved by his con, Judge Kickham Scat. lan, and two daughters.

DRIL BURSON, for twenty-seven yearssuperintendent of the mailing-room of the Chicago Evening Post, died last Thursday. He was born in Ohio in 1859.

I. O. Nissiat, editor and publisher of the Middletown (Pa.) Press, is dead, aged sixty-four years.

JOHN L. DEBRICK, a well-known newspaper man and former owner of the Tarentum (Pa.) Telegram, is dead, aged fifty-one years.

ADOLPHUS WILLIAMSON GIBER, prestdent of the National Biscuit Company. died at the Plaza Hotel, in New York, March 3, aged seventy-four. He had been ill for several months. Mr. Green. while with the Moreantile Library in this city, studied law. He specialized in corporation practice, and later became attorney for the National Biscuit Company, being finalty chosen as the corporation's president. Mr. Green, it is said, conceived the idea of seiling the product of the company in individual. sealed packages. He is survived by a son and five daughters. The funeral services were held at Greenwich, Conn.,

WEDDING BELLS

Daniel Coleman, who accompanied the the Mexican Wisconsin brigade to border and who upon his return to Milwaukee joined the staff of the Evening Wisconsin, was united in marringe to Dr. Margaret B. Wermerskirchen, of the staff of Mount Sinal Hospital, in the chambers of Municipal Judge A. C. Backus, the scene of many hig stories for Coleman during his career as a police reporter. The wedding came as a complete surprise to friends of both the bride and bridegroom. Frank Haggerty, court reporter on the Milwaukee Leader, was one of the attendants at the ceremony.

Sigmund Spaeth, music critic of the Evening Mail, and Mrs. Irene Katherine Lone, editor of the Lookout, published by the Seaman's Church Institute, were married January 20 at Greenwich, Conn., but the announcement was not made until last Saturday. Mr and Mrs. Spacth are at Palm Beach.

Frederick Walton Harting, telegraph editor of the Saskatoon (Can) Star, and Mrs. Gertrude Mary Hibbitt, of Leeds, England, were married March 1 Mr.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bidg., Chicago Foreign Advartising Representatives

later was advanced to the business de- MARKETS OF WORLD OPEN TO U.S. THROUGH NEWS

(Continued from page 14)

for America to know Japan better. The handlean that must be met is a cana. ble press rate of 44 cents between San Francisco and Toklo.

"News is a commercial commodity. The Japanese journalist and the American journalist buy in the market where a dollar gold yields the biggest return of interesting facts. We are surfeited with news of Europe and starved for news of the Orient, not because only European events are of interest, but because of a seven-cent press rate to Eurone where there is cable competition. and a 45-cent press rate to Tokio, where there is no competition.

"There is under consideration at Washington a bill providing for Government ownership and operation of all wireless plants in this country. The importance of this bitl is not generally understood. The Marconi Company, of America, is a subsidiary of the parent British company. This company seeks to dominate all wireless activity in America. British cable companies working with Reuter's and Reuter's allies have contrived for years to keep American news out of those countries constituting the great open markets of the world. There is no reason to expect that an English wireless company will be any less British than an English rable company.

Harting is a New York man, basing formerly been news editor of the New York Press.

James B. Harris, of the advertising staff of the Dalias (Tex.) Morning News, and Miss Myrtle Ether-lgh of Beaumont, Tex., were married at the home of the bride's parents at likaumont on March 4. Mr. Harris was formerly connected with the advertising staff of the Galveston News, and fater was advertising manager of the Port Arthur (Tex.) Evening News.

Colorado Springs and THE TELEGRAPH

An A. B. C. Paper J. P. McKINNEY & SON

New York Detroit Chicago

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffale neverpaper that con-sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-

MEMBER A. B. C.

Porsign Advertising Representations KRLLY-SMITH COMPANY NEW YORK Lytten Building

Food Medium of New Jersey Trenton Times A. B. C.

12c Per Week

KELLY-SMITH COMPANY

NEW YORK

Lytton Building CHICAGO

"With the wireless in the hands of the Government, and the way open for Washington to make adequate press rates with these countries in which the need for knowledge of America is greatest, there is reason to believe American cable companies might see more clearly what the British companles have long appreciated, that a low press rate is the greatest known commercial accelerator.

"To you gentlemen of the press, to you of the commercial world, and to the men in Washington, we of the United Press say that our business is your business. Our service is public service. This, despite the fact that unlike some public service organizations, we court your interest rather than resent it. We ask no favors and we seek no special privileges. We are not rejuicing in the fact that the Associated Press has climinated itself as a competitor in the foreign field. We believe that competition between the Associated Press and ourselves is a good thing for both organtzations. We do want to see established cable and wireless rates that will give American news agencies an equal chance with foreign competitors. We do want to see a more general appreciation by the nation's men of affairs of the connection between news and international relationships. We believe that the world can be interested in the truth about America. We know that America can afford to tell it."

Most of the average man's troubles are caused by not knowing when to keep

THE Indianapolis Star reaches more people on rural routes than any other Indianapolis paper.

The Shaffer Group: CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR **ROCKY MOUNTAIN NEWS** DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers, Address

Promotion Dept.

SHAFFER GROUP

Chicago

12 S. Market Street



John Calls to Jonathan!

CANADA, with its population of 8,075,000 souls, wants to swap jack-knives and play marbles with its friendly neighbor at the south.

John will gladly trade with Jonathan, if Jonathan will give him a chance.

Generally speaking, the manufacturers of the United States have been indifferent to the valuable, waiting and easily accessible market of the north.

Canada is one of the wealthiest nations of the world.

Since the beginning of the war, Canada has made more millions!

Canada is willing to spend a large bulk of this suddenly acquired wealth - in the United States.

Being in the mood Canadians are, these newspapers, desiring to help Canadians attain their object, have joined in a co-operative movement and made for advertisers exceptionally attractive prices.

Both circulation and advertising figures are here shown.

The newspapers listed cover the two great provinces of Ontario and Quebec as effectively as the sky covers the rugged hills.

Ontario's Annual Banking Clearence Amounts to

\$2,536,380,313.00!

Quebec's Yearly Banking Clearance Reaches

\$2,797,227,742.00!

These big figures tell a wonderful story. They openly hint at the big opportunities awaiting United States manufacturers who will seek trade in Canada through the enterprising Canadian newspapers. Let Jonathan rouse himself and answer John's cheery call!



PROVINCE OF ONTARIO

Population 2,528,274.

	Circulation	L Lis	tions .
	Not Paid	2,500	10,000
Brautford Expositor (E)	7,500	.0175	.015
Brautford Courier (E)	4,5972	.0105	CMNO.
Chatham News (E)	2,239	.11%	.0071
Hamiston Spectator (E)	28,000	11425	.04
Hamilton Herita (E)	16.000	.04	.035
Kingston Berrish Whig (B)	5,430	.015	.01
ondon Advertiser (M. N. & E.)	32,891	.045	.003.3
aundon Pres Press (M. N. & E.)	89,750	.03	.04
Dilawn Citisen (M. & E.)	28,295	.05	.03
ittawa Jeurnal-Press (M. & E.)	31,100	.415	.05
Itiawa La Droit (E)	15,125	.0281	.015#
Peterourough Eastsiner (E)	4,900	1610.	.01
Rt. Thomas Times (E)	6,330	0123	.01
St. Catseriges Sizadard (E)	7.800	.025	.0125
L'arcuta Globe (M)	56,900	.12	.09
Iuronto Nowa (E)	450,11(31)		-02
furouto sinc (E)	97,045	.11	UNG
Forunto World (M)	46,920		
Tutotite World (8)	DUU.ER	. 10	.07
Windsor Regord (E)	0.630	.02	.013
PROVINCE OF	OLUMBIE O	3.	

Population 2,002.731 -- English 397,392

French 1,605,389 993,H34 1.5492 1.1444

The hemispapers fisfed on this page after 005,824 inerupe threadering at a total combined cost of \$7.41 mer time, or a freetion less than one and one-half lenther it a cent per line per threaded. Much pure own deduction as to whether that is not less tost advertising, hearing in minu that the terrivery is concreted must extensively, and that it covers to concrete must extensively, and that it covers have to be presented in the control of the presental control of the must populate working of properties a must and their enductor, and their sobuste, and units them well with himsepapers of light blanding and dequalities. and liepulation,

dappine pun had this treatendous Publiship Processing for pon, now'l pon think pon nould pon feel v brackly.

The New York Globe

Now selling over 200,000 a day, offers the general advertiser his best and most economical method for "Breaking into New York" or increasing his business in the American Metropolis

THE GLOBE starts things and carries them through. Unlike many newspapers which, in the course of a year, attempt a hundred or more widely varied movements, only to utilize them for temporary exploitation The Globe picks out one or two really important things and sticks by them until the reforms are accomplished or results obtained.

For four years The Globe has waged a continuous campaign against food fakers and adulterators. It has crusaded in a way probably unequaled by any other newspaper. It has produced results—convicted many crooks—informed its readers regarding good foods, and is still at it.

For over twenty years The Globe has devoted a page a day to public school matters in New York. There is nothing more important in a city than its schools. The result is that The Globe is looked upon by the 30,000 school teachers and hundreds of thousands of parents as the semi-official school paper of New York.

A few years ago The Globe went after the loan sharks. Its vigorous campaign resulted in important amendments to the laws of the state providing safeguards and lower interest charges. Incidental to its work, several crooks were sent to jail.

A newspaper with virility which has the confidence of its large army of readers. The Globe produces results for its advertisers as it does for its readers.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives

NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year Coppright, 1917, by The Relitor and Publisher Co.

NEW YORK, SATURDAY, MARCH 24, 1917

10 Cents a Copy

CLASS

is the distinguishing feature of THE CHICAGO TRIBUNE. It is as true of our Foreign Correspondence as in everything else.

When you read a CHICAGO TRIBUNE special cable, you read a classic.

No other newspaper correspondent has equaled Floyd Gibbons' story of the sinking of the LACONIA. Floyd Gibbons is now THE CHICAGO TRIBUNE correspondent in London.

James O'Donnell Bennett's descriptions of the German occupation of Brussels, the burning of the Russian fort Novo Georgievsk, of the battle line on the Austro-Italian front, far excel all other descriptive war literature. He is now one of the only five American newspaper correspondents in Germany.

Captain Henry J. Reilly, formerly U. S. Army, is admittedly the greatest American professional military writer. He is with the French armies.

In every great capital from which news can be obtained THE CHICAGO TRIBUNE has a great war correspondent.

This is one reason why THE CHICAGO TRIBUNE is the world's greatest newspaper.

For information and prices of this Foreign Correspondence Service, address Syndicate Department

The Chicago Tribune.

The World's Greatest Newspaper
(Trade Mark Relistered)







Putting Rings Around The West

THESE ILLINOIS NEWSPAPERS, with their daily circulation of

3,315,820

put rings around the wealthy Middle West, and make their potential influence felt from the Great Lakes to the Gulf.

As disseminators of News and Advertising Literature, the Illinois Newspapers are not surpassed by any other newspapers anywhere.

Their readers are liberal buyers, influenced mainly in their purchases by advertisements which they peruse with the same intense interest as they do the news. The population of Illinois, on January 1st, 1917, was

6.193.626

Illinois, with a single exception, has the largest mileage of railways in the United States.

These railways and the modernly equipped trolley lines, covering the state with a densely woven web of steel, solve the all-important problem of distribution.

As a profitable Advertising Centre, Illinois ranks first among the states west of the Alleghanies, being logically and geographically the dominating market of the Middle West.

	Paid Cir.	2,500 Lines	Lizer		Paid Cit.	Lines	Lines
Aurora Beacon News (E)	16,079	,04	.025	Elgis Courier (E)	6,577	.0143	.014
Bloomington Pantagraph (M)	15,741	.03	.025	Freeport Journal-Standard (E).	6.154	.015	.015
Champaign Daily News (E))	6,593	.015	.015	Galesburg Evening Mail (E)	8,208	.0129	.012
Chicago American (E)	400.031	.40	.38	Moline Dispatch (E)	8.299	.025	.025
hicago Examiner (M)	192,414	.24	.23	Peoria Star (E)	19,261	.045	.035
hicago Examiner (8)	516,460	.50	.38 .23 .46 .30 .35 .21 .43	Quincy Journal (E)	7,833	.02	.02
bicago Herald (M)	222,265	.42	-30	Rockford Register-Gazette (E)			
Thicago Iournal (E)	122,447	.24	-33		11,758	.025	.025
hicago Daily News (E)	433,189	.43	43	Rock Island Argus (E)	6,400	.0171	,017
Dicaro Post (E)	61.879	.25	.12	Springfield News-Record (E)	10,054	,025	.025
Chicago Tribune (M)	292.453	.42		Springfield State Register (M)	21,268	.935	.035
Chicago Tribune (8)	619.023	.53	.42	Springfield State Register (8)	20,000	.035	.035

THE PHILADELPHIA BULLETIN Has the Largest 2c Circulation in America

The following statement shows the actual circulation of The Bulletin for each day of publication in the month of February, 1917:

1325,775	15348,116
2329,555	16352,246
3352,511	17349,694
4Sunday	18 Sunday
5339,932	19353,294
6364,170	20352,940
7 364,170	21352,498
8359,106	*22322,990
9357,034	23348,458
10347,013	24352,799
11 · · · · · Sunday	25 Sunday
*12324,364	26359,249
13353,966	27360,159
14355,066	28352,796
*Holidays.	

Total copies sold for 24 days, 8,387,927

Net Paid Average

349,479 Copies a Day

The Bulletin circulation figures are net; all damaged, free and left over copies have been omitted.

March 5, 1917

WILLIAM L. McLEAN, Publisher

THE KNICKERBOCKER PRESS

ALBANY, NEW YORK

THE KNICKERBOCKER PRESS

ALBANY, N. Y.

February 22, 1917.

Lanston Monotype Machine Co. Philadelphia, Pa.

Gentlemen:

Our experience with the Monotype has been a pleasant surprise. We placed the Monotype Type Rule Caster in the Knickerbocker Press Composing Room with the sole idea of turning out a finished product to do away with buying expensive foundry material, and were surprised to find a large saving the very first month that Non-Distribution was put into effect.

The men are now producing at all times, where under our old system one or two were always busy pulling down or distributing.

Formerly, after two or three busy days in a row, the men had to pick sorts from dead ads, wasting a considerable amount of their time. Now, they have all the material necessary.

The Monotype is unequaled in casting leads, slugs, column rules and head rules to labor saving sizes. A boy fills up the cabinets and make-up banks with this material each morning in one hour. It displaces all brass in this office.

After lifting live ads from a 48-page edition, one man can clean out the forms in two hours by the dumping process.

In the five months the machine has been installed we have not had a break of any kind. We are running it six days a week and are 25% ahead in amount of material on hand since Non-Distribution went into effect.

Yours truly,

THE KNICKERBOCKER PRESS

(Signed) JOHN A. SHEPPARD Foreman of Composing Room

NON-DISTRIBUTION The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type & Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus, Recasting replaces Distribution.

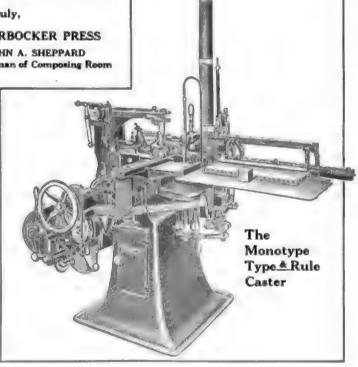
The system that makes the compositor's work a pleasure by cutting out the distasteful drudgery of distribution and leaving him free to spend all his time building up his ideas into type form without having to stop and tear down old jobs to get material. It eliminates non-productive time from the composing room by supplying an abundance of new type and material for the continuous building up of live

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK: World Bldg. CHICAGO: Rand-McNelly Bldg. BOSTON: Wentworth Bldg. TORONTO: Lumaden Bldg.

Finds the Monotype Type & Rule Caster and Non-Distribution A Success in Its Ad Room and is Surprised at the Savings Effected



THE EDITOR & PUBLISHER

Insteed every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 65 Fark Row, New York City. Private Brazeh Telephone Exchange, Berkman 4330. The Journalist, established 1884; The Editor and Publisher and The Journalist, 1907. Janes Wright Brown, President; Edwin Doddrighed, 1907. With, Servetary and Treasurer. Entered at the New York Park Office as percent class matter.

Vol. 49 Commun. 1917, to The Citize and Publisher Co.

NEW YORK, SATURDAY, MARCH 24, 1917

OFFICIAL PLANS FOR THE A.A.C.W.CONVENTION ARE HERE PUBLISHED FOR THE FIRST TIME

Some Few Details Cannot Be Arranged Until Just Before the Gathering But the General Programme Has Been Completed and Is Herewith Presented Exclusively Through the Columns of THE EDITOR AND PUBLISHER-St. Louis Is Getting Ready.

Certising Clubs of the World is built, is The programme, as printed below, in

arranged until, almost, the few days

Standay murning, June 3d, will see an should it was suggested by the prothe morning service by mishers dirions of their respective churches Imperational receipt will be held with-

dear forum. If weather conditions are

DAILY ON WEST FRONT Charles H. Grasty, of the New York Times, Says Correspondents Are Indif Leuts Chural Society, and the Apollo

It was the unanimous origins of these

(Concluded on page 25)

ferent to Shull-Fire-Tella Hose ILRose News Is Given Out-Russian Revolution Forecast. Vorrespondents for Mcropean and

REPORTERS RISK LIVES

No. 41

the danger of shell fire," said Charles mater James Greand a few days ago. The right newspaper men who mann't the finest lot of men I have every met. plus the courses of the soldier. News of U-tent sinkings is given out by the Admiralty. When a ship wirelesses that it has been torpedoed. or when a vessel flashes the autouncethis information is given out in London. not always assoupped. The week I six of them, but they were not certain as to the others. It is not always nonwill sink. When a U-boat submerges, only slightly daraged, submorre, and get away. That in the reason rows as

CHECKYTALE FOR COMMERCIONISMYS.

"Correspondents are not allowed to without credentials. In order to get a

"white pass" it is necessary to answer a correspondent shall be personally known. When all of the questions have been replied to satisfactorily, and the correspondent has been identified and the other side, for the mass rough to insued by Gen. Haig. Not until it returns is the newspaper rean permitted "It is possible to go to the first-line ish frent, and I feel it was a matter of pleasure and pride to have been able to break bread with them. I felt that I was a reporter with them. I can think of no finer profession. The newspaper ters, and are, in reality, a part of the spondents occupy a chitesu at Agin-

Principle (upropried by Cadresot et l'adreso AMHANSADOR JAMES W. GERARD AND CHAR E. GILLETT photographel on the dest of the strambly librarium (10th, just befrepang off the vessel at Key West, Ph. Mr. (Jinsty (right) reso

unprovident the great Francis Gymstatute will be utilized. President Hertert S. Houston will provide. The St. Louis convention board then plans Gardeer on behalf of the State of Mis-

The Spard veted that the selection of church dignitaries to deliver the invocation and tenediction shall be left antively to Chanceller Hall, of Washing-It is Chairman Pratt's plan to secure

one great national character to make the principal address. The topic is to he "Making a Community Know It- der to you, without price and for inmil!

BAKER'S TRIBUTE TO PRESS

pary of War Arknowledges Cardial Voluntary Co-operation of Editors. In accordance with the noticy of Tox frrs, the editor this week addressed the following pringram to President Wilson, tary Duniela, of the Navy Department, and Secretary Baker, of the War these hair-trigger moments of excitement and grave national peril, to ten-

(Concluded on page 31)

"I went has the many-like treacher

prietor of the Quebec Chronicle, a newspaper publisher who has distinguished himself as a great division commander. I went into the first-line trenches at Souchez, Carency, where 200,000 French soldiers are buried. We didn't notice the gunfire so much. What impressed me most was the life the men live there. The trenches were ditches of water and mud. Life there is terrible. One must see it to understand, to appreciate what the soldiers go through.

"The events that transpired prior to the revolution in Russia were known on the other side. The British people understood. News about it was not allowed to go out, however, because of the fact that, to have permitted such intelligence to be cabled might have been construed as an unneutral act toward a Government with which the Allies were fighting and about a Government that had not yet been formed or organ-The impression was general on dward. the other side, however, that the revolution would take place. Well-informed men seemed to have no doubt about it, and that they were right events have proven.

NEWSPAPERS ARE SMALLER.

"Continental newspaper men have reduced condensation to a science. The English newspapers are down to four and six pages daily. They can only get 22 1-2 per cent. of their former supply of news print. Advertising has decreased, but subscription rates have been raised. The people do not seem to miss the pages that were formerly printed. They get just about as much news, but they get it in briefer form.

"The French publishers, however, practice economy in news print to a still greater degree. It is not unusual to see a Parisian newspaper printed on a single sheet—a two-page newspaper. They print all the news, too. Not a word is wasted.

'The newspapers of England and France are not on the same moneymaking basis as before the war.

"There are eight newspaper men stationed regularly on the British front, representing the United Associated Press, Reuter's, Northeliffe, New York Times, London Express, London Dully News, and the Manchester Guardian."

IS NOW COLONEL FOSTER

Sunday World Man Promoted and Assigned to Command Regiment.

Licutenant-Colonel Reginald L. Foster, of the New York Sunday World, has been commissioned as Colonel in the National Gunrd, by Major-Generil John F. O'Ryan and assigned to command the Twelfth Regiment.

Colonel Foster recently returned, in command of the Twelfth, from the Mextean border.

At the time of the affair at McAllen, Texas, when the Twelfth was ordered to pass twice in review before Senator James Wadsworth, and Colonel Johnston and several of his staff resigned, Lieutenant-Colonel Foster was in the hospital and did not tender his resignation. Later he was placed in charge of the military policins of the regimental camp and made a record as a disciplinarian and for efficiency.

Changes Name

The name of the Ashland Manufacturing Co, which was formed to handle the by-products of Suksberger & Sons, Co., now Wilson & Co., is to be changed to Thus. E. Wilson & Co.,



This press in 1906 transferable and must be eighed on the back by the beaver

(See over

CONDITIONS AND RULES.

The person to whom this Pass is issued, in accepting it, accepts responsibility for obeying all flowtine and Standing Orders of the British Espeditionary Force.

The bodge of this Pass is specially warned that under no circumstances is a camera or any other photographic apparatus, instrument or accessory to be brought into the Zone of the Armien. If this order be disobeyed the camera, etc., will be confiscated, the Pass will be cancelled, and the individual who has broken this rule with he placed under arrest.

This Pass marely confers upon the holder the right to travel over the route or within the area specified upon it, and does not confer any right to be transported either by road or by rail at the public expanse, and must be shown when demanded.

This Pass, when expired, will be handed to the British Military Authorities for transmission to Permit Office, G.B.Q.

Elemature of board - Charles & Grasty

Int Printing Co., B.B. G.H.G., 1989

THE FAMOUS WHITE PASS.

Both sides of the identification paper carried by Chas. H. Grasty, of the New York Times, while in France. This is the pass that admitted him to the firing line, and enabled him to go into the first line trenches on the British front, where he witnessed the fighting at close range.

FRUIT-GROWERS INVESTIGATE

Representatives of California Exchange Visit New York with an Ad Expert.

The California fruit-growers have been investigating conditions in the East, to ascertain what further possthilities the market holds for them that they are not getting out of it. The investigation has extended over a period of several weeks. Don Francisco, of the California Fruit-Growers' Exchange, and R. P. Crane, of the Los Angeles office of Lord and Thomas, have been in New York and adjacent territory for some time past, leaving for Canada last week. These gentlemen visited Philadelphia and Boston, investigating those fields with reference to the possibility of extending the consumption of citrus fruit. While in New York they examined an anaylsis of a house-to-house canvass of Manhattan, furnished by the Bureau of Advertising of the American Newspaper Publishers' Association, with reference to the use of lemons. A similar re-port has been made in Chicago, it is understood, which they will eneck up on their return trip to the West. The idea of the visit of these gentlemen was to discover whether they could get. among other things, greater efficiency in the matter of sales and distribution

GLOBE WINS LIBEL SUIT

Third Trial of Walling Case Results in Verdict for Paper.

A jury in the County Court of Queens County, before Justice Jaycox, dismissed the suit of William M. Walling, a former Daputy Commissioner of Labor of New York State, against the New York Globe. Mr. Walting had asked for damages in the sum of \$50,000 because of the publication in the Globe on November 3 1911, of charges, which had been filed with Gov. Dix against John Williams, who was then Labor Commissioner of the State, asking for his removal on the ground of irregularities in his office. The complaint set forth that practically all of the time of the Factory Inspection Bureau was taken up by the enforcement of laws regarding violations. It was charged that Deputy Walling was interested in the manufacture of the only ventilating device which had received the approval of the State Labor Department.

Walling said that he had been libelled by this publication. The case has been tried three times. The first time the plaintiff's case was thrown out of court. He appealed, got a retrial, and the jury awarded him \$7,500 damages. The Globe appealed from this verdict, and the case was again tried, resulting in a victory for the Globe,

USES OLD NEWSPAPERS IN MAKING NEWS PRINT

New York World Overcomes Yellowish Cast in Paper Manufactured in Its Own Mills by Adding 10 Per Cent. of Old Printed Papers to the Original Raw Material in the Mixing.

Old printed news paper, to the extent of 10 per cent., is used in the making of news print for the New York World. The old papers are mixed in the benter with the original stock in the process of manufacture. In this connection the colored supplements go in with the sections printed in plain black ink, Some of the coloring matter washes out, and the amount that does not is distributed through the mass, giving the finished sheet a grayor appearance. Due to the fact that dyes are not us available today as was the case before the war, the news print sheets furnished to publishers have a yellowish cast. This is caus. ed by the natural color of the mechanical wood pulp. It was overcome formerly by adding blue and red to the mass in the process of pulping.

ALTE THE SAME AS DEED.

The distribution of the ink from the old newspapers through the pulp used in the making of paper in the World's own mill has approximately the same effect as the dyes used two and a half years ago. The ink neutralizes the natural yellow color, which publishers and readers distike.

The plan of ropulping the old printed nowspapers with the original stock was the idea of Don C. Settz, business manager of the World. It was tried out in one of the World's paper plants suc-Having demonstrated the constully. specess of the undertaking the World, on March 19, advertised offering to repurchase old copies of its own papers exclusively, at the rate of one cent for six morning or evening World's, and one cent for two Sunday Worlds, one cent for one Sunday World and three morning or evoning edition, or two of each edition.

Ninco the adding of 10 per cent, of old newspapers to the stock has been in practice, the color of the paper used by the World has steadily improved.

CARTOONIST FOX MAKES CHANGE

Creator of Quaint "Funny Family" Movee from Sun to Evening Post.

Fontaine Fox is going to take his entire funny family—"The Terrible Tempered Mr. Bang," "Powerful Katrinka," "Tomboy Taylor," "The Skipper of the Toonerville Trolley," "Jimmy," and the rest of them—to the back page of the New York Evening Post on April 2.

That the New York Evening Post has admitted to its columns a comic cartoonist comes as a distinctly interesting piece of news. It emphasizes the fact that the world is moving all the time.

Mr. Fox is a comparatively young man, and he has already taken his place with the foremost of his craft. It's a very odd human being who doesn't find in Fox's cartoons much that is amusing. In describing Mr. Fox, one of Chicago's hig business men specific of him as "The Eugene Field of Cartoonists."

N. Y. Ad Club's Red Book Out

The Advertising Club of New York has assued "The Red Book," which conmins a directory of club members alphabelieally arranged, and also classified under business headings. It shows a membership of over \$00.

TELLS HOW NEWSPAPER ADVERTISING HAS PAID

Thomas Moore, Associate Director of the A. N. P. A. Bureau of Advertising, Delivers an Address to Barre, VL., Board of Trade and Confers with Granite Manufacturers' Association.

Thomas H. Moore, associate direcfor of the Bureau of Advertising of the American Newspaper Publishers Association, delivered an address on advertising before the Board of Trade of Barre. Vt., last Wednesday, after which he conferred with the Barre Granite Manufacturers' Association. Mr. Moore carried the gospel of newspaper advertising to these men, who have used general mediums in the past. He laid the case of the newspapers before them, told what had been accomplished by oth. or concerns, and how success has followed in the wake of advertising in the daily newspapers.

"Advertising." he said in his address, "Is the simplest thing in the world. You have something to sell. Somebody else wants to buy it. Therefore, you tell them about it. It is the straight line of commerce—the shortest distance between supply and demand. When you advertise you are simply telling them in a way that will create in their minds a desire to huy. It is group salesmanship by the printed word.

ADVERTIGING NOT AN EXPRISE.

"Many make the mistake of considering advertising an expense. It is not. Rent is. So is light and transportation. Advertising is not, because it pays its way as it goes along, and is all the time adding to the cumulative value of good will.

"There is expended in this country each year in advertising of all sorts between \$650,000,000 and \$700,000,000. At least half of the total is expended in newspaper advertising. John Wanamaker recently pointed out that every man who pays one or two cents for a newspaper saves eight or nine cents, because of the fact that that newspaper carries advertising. In other words, if it were not for advertising, it would be impossible to produce the newspaper for less than ten cents a copy. Last year the volume of national advertising in the newspapers increased from \$55,000 .-000 to \$75,000,000-something like 30 per cent. It costs one-fifth as much to talk to 1,000 people through the newspapers as it does through general media, and you can pick the 1,000 people you wish to reach. This is economy."

BIRMINGHAM NEWS' BIRTHDAY

Will Celebrate by Moving into a New Building Soon.

The Birmingham (Ala.) News has completed its twenty-ninth year. Volume 30, No 1, appeared on March 14. The News on that occasion printed on its first page pictures of the first home of the paper, the present location, and the new building, which will house it in a few weeks. The new structure will be one of the most complete newspaper offices in the United States, with every convenience that architectural skill and ingenuity can devise.

In starting its thirtieth year, the News editorially thanked its readers for the generous support it has received, and pledged o better paper in the future than has been published in the past.

It is a pity that when people reach the age of discretion they do not stay there.

AN APPEAL TO PUBLISHERS OF THE UNITED STATES

Drastic economy in the use of print paper absolutely necessary to avoid a condition much worse than at present or in the past.

REGARDLESS of all other efforts to the same end, I cannot refrain from making this appeal to the sanity of the publishers of America and urge them that now is the time for them to make most drastic cuts in consumption of print paper.

From direct sources of information, I am absolutely sure that, unless radical reductions are made by publishers in New York and all over the country it will very shortly not be a question of price as much as one of adequate supply.

With the possible recognition of a State of war by Congress on Monday and the opening of the base-ball season in a few weeks, the demand for papers by the public is bound to increase.

Unless this is checked by raising the price of our newspapers to the reader in recognition with the elimination of all waste, and perhaps the arbitrary limitation of the number we print, hundreds if not thousands of the smaller newspapers will be driven out of business.

Our newspaper publishers do not fully remitze the great gravity of the situation. They are fooligh to try to continue ordinary competitive methods. Everyone must do his bit and a little more, or many will be reduced to conditions now prevaling abroad.

If our railroads are monopolized for hauling food, ammunition, and such, the amount of paper they can haul will be reduced. The mills will be seriously embarrassed in getting coal and other supplies. By cutting, and cutting deep, at this time all danger may be avoided. I say this not to create a panic, but for the purpose of indicating immediate action to avoid creating one through contributory negligence.

JASON ROCHUL

PREPARE FOR CENSORS

Washington Officials to Confer With Newspaper Men on War Censorship.

Washington, March 22.-The determination of Secretary Daniels and the other Secretaries interested in the censorship of news, not to ask for an immediate conference of editors, does not preclude the possibility that such a conference will be called just about the time of the convening of the new extra mion of Congress. Such a conference would not only include the editors and publishers of magazines and newspapers, but would embrace the entire publishing field. Editors of magazines and periodicals of all kinds in which opinions and news matter are expressed and related would be asked to such a conference. Commander Belknap, of the navy, in charge of press matters for the Navy Department, suggests that should such a conference be called, a bill expressing the ideas of the War, State, and Navy Departments as to censorshipo f news, and meeting with the opinion of the Attorney-General as to its constitutionality, would be submitted to this conference for approval and amendment. Should such a bill be drawn and passed upon favorably by the conference, it would immediately be presented to one of the committees of Conmost probably the Committee on Judiciary of the Senate-and asked that that Committee or some member thereof introduce it and urge its passage. The War College has already prepared its bill as to censorship of news in case of war, the provisions of which have been outlined in the columns of THE EDITOR AND PUBLISHER IN previous issues. Commander Helknap is urgently in favor of calling such an editorial conference, and should his views prevail, the conference would meet within the next ten days.

No Papers In Hungary Now

All the newspapers in Hungary, says a Budap at dispatch to the Frankfurter Zeitung, must cease publication

Influence somebody for good, and you will have a right to think well of your-self.

PRAISES NEWSPAPER MEN

"Billy" Sunday Says Squarest Lot Eve Saw; American Studies Campaign.

Billy Sunday, the baseball evangelist, who is wiming up an eight-week campaign in Buffulo, the other evening took occasion to refer to the work of newspapers. He gave thanks in his prayer that newspapers everywhere he goes "cover" the revival meetings.

"And the newspaper men," he said, "are the squarest lot I have ever met. They may not agree with you, but they are just and honorable. In the twenty years I have been an evangelist I have never known one to violate a confidence. And I have come in contact with hundreds in every part of the country."

Billy Sunday will open his campaign in New York early in April. The New York American has had a staff of men in Buffalo, studying the best way to handle the Sunday campaign in New York.

Special Publication Law

An act has been introduced in the Rhode Island Legislature, providing for the publication in the newspapers of the State of such laws as are deemed of State-wide importance. The Secretary of State may authorize the publication in any one place where there is special interest in such laws peculiarily applicable to that locality. The rate to be paid is 50 cents per page of the official printed schedule, each page being about ordinary book size. The sum of \$1,750 has been appropriated for the purpose. There are 23 papers designated as those to be used.

Medill Memorial Plans

A committee of the Old-Time Printers' Association of Chicago held a service on March 16 in memory of Joseph Medill, late editor of the Tribune, in, the rooms of the Chicago Press Club. This committee has in charge the plans for the Medill Memorial window. It has practically been decided to submit the commission to Thomas Augustin O'Shaughnessy.

Better be a "tight wad" and save money, than a "good fellow" and go broke.

NEWSPAPER ADS PAY PARAMOUNT FILM CO.

Spent \$35,000 Directly Last-Year, Stimulated \$50,000 for Exhibitors, and Influenced More for Local Dailies—C. C. Burr, Advertising Manager, Declares: "We Cannot Do Without Them."

"We have no more idea of climinating the newspapers from our advertising plan than we have of flying," said C. Burr, advertising manager of the Paramount Pictures Corporation, replying to a question as to whether the company intends to use magazines in preference to daily papers in the future. We cannot get along without the Bewspapers. We need thom, and we will need them to a greater extent in the future than we have in the past.

"Just at the present time we are deing no newspaper advertising directly, but we are doing some in the magasines. I presume that started the rumor.

MONET SPENT WITH NEWSPAPERS,

"Last year we advertised directly in the newspapers to the amount of about \$35,000. We also prepared matter for exhibitors, at a cost of about \$1,500, and they used this advertising, through the columns of the newspapers, and paid \$50,000 for it. That is only part of the advertising we have stimulated. We are constantly advising individual theatre-owners to use the advertising columns of their daily newspapers. It pays. We tell them so. We prepared tast year advertising matter, in the form of borders, plates, cuts, and the like, something like 621/2 pounds of plate matter for each theatre handling our pictures. We advised the owners of the houses to buy space in the local papers. We then started to keep track of the advertising these theatres carried through patronizing a clipping bureau. Last month our bill for clippings of Paramount newspaper advertising amounted to \$86-that will give you an idea. What it amounts to it would be hard even to estimate. We feel that We have stimulated a lot of it. We want to stimulate more

"Certain it is that we are going to continue to advertise in the newspapers in the future. We cannot get along without them."

PHILADELPHIA TELEGRAPH MOVES

Entirely New Mechanical Outfit Installed to Meet Growing Demands.

The Philadelphia Evening Telegraph publication offices will be moved this week to the Press Building at Seventh and Sansom Streets, thereby consolidating the mechanical departments of the two papers, while as at present announced their respective editorial managements and individual entities will remain unchanged. An entirely new outfit will be instalted, including twenty-eight three-magazine linetype muchines and two Ludlows, with full equipment, making a complete non-distribution plant, which, with the new stereotyping furnishings, will make one of the best news-print shops in the country. The presses are for the time being entirely adequate, N. W. Hasilp, who has been foreman of the Press advertising composition, will be mechanical superintendent.

Laugh about something every morning. If you can't think of anything to laugh about, keep a joke book on hand. It will leat a cocktall a mile.

WHY NEWS "REATS" ARE SCARCE IN METROPOLIS New York Reporters Work Much in

Combination, Despite the Prejudice of Some City Editors Against the Proctice Mast Hang Together or Hang Senarately.

My Jos A. JAMESON.

"Heats" in New York city are projeandy fewer these most newspaper men realize. This is because the reporters work to such a great extent in "comtenation." The news-gatherers, for the most part, divide a story up into parts together for a conference, at which constantions. These assignments generally cover so much ground and reaks so seach copy that it is physically linpusatis for one man to be in all the accessary places during the day.

It is rensenably certain that the repurters will land at the same place mally and directs the men to certain

times-but the editor's memory is very Deat day. On a story having many Angles, if the men are working separ learn something one day that the other men do not but they are just as certain to put it over you sooner or later.

MEN LOTAL TO EACH OTHER. There is probably no other profession to which the men help one another an much so they do in journalises. It er to be sent out on a complicated story with which he is not familiar. Would this bold tree for lawyers, for

Even where all are working together the good reporter can show his morit by his grasp of the facts and by

The attitude of city editors toward the a reporter may depend too much on the help of the "gang" and feet time phonous way of saying "got lazy." are few. The ribles of the craft are

In a way that will attract attention.

By the Side of the Road

tradication are unlies that show what men are. For the fatter, in case of our different, remember that God, lifts a granually impact, has pitted you against a rough acceptable. For what rid? That you may be an Olympic conquerer, and different on his hands than you here, provided you but one it as an athletic

THERE IS A PLACE in the world for wander about seeing the beautiful to

majority will appreciate them EVERY CLEAR-VISIONED BUSINESS increasing number of business men realise that goods must be married ured for use, not merely for sale. They are learning that only through

the giving of efficient service can they /cemá WE GROW TO BE LIKE the people

and things tre love. Our bress are "LOVE FOR EVER COMPLETES THE WORLD," mays wise old Richard Le Gallienne, "for it is no future of

higher achievyment, no expectation of greater pay. It tires for over in a present made perfect by maif. Love ing to the monthlyh with Petts Hay and me at East Aurors. And Birbard CAN YOU TELL WHY IS IS DO THE

the purpose of making friends of the NAMES Y This thought came to me the other the story of the railroads to the me here of the Boston City Clob who had

ing over which thorge W. Coleman I said to myself, "What great copy! If Mr. Lee could talk to every busturse organization in the country, the where to-day they have one" manney which showed that they didn't care a continental whether the public

The telephone company had the same policy to the early days When Thundere N. Vail came back to take charge of that great bustress, he made Test yearself. Do you feel friendlier toward the railreads, or toward

of advertising that has wen the friend-

That copy, as I see it, must have the qualities which we at the Haston in personally so likewide, no fair, so wholesome, and backs everything up with intimate innumentar of the rackwen over without any trustin they defend themselves-tood right?

BRIDGE CONNECTING TWO CITIES to Managebusette was to be replaced by a modern structure. work was going on the ours stopped at avagers had to walk across, classics

The street railway, although not at all to blazes for conditions, received seach canadays. The crowd complained and criticised, and much ill-feeling

All this reight have been avoided if the railway company had used some

If it had announced in the newspapers that a new bridge was to take longer ands for heavy traffic and that wark was spine up, casesperry would from one car to another, the public would have been prepared and would

The street railway men, having counties traffic problems to conside

street railway staff as the engineer The track upon which the confidence

THE MAN WHO PUTS \$5,000 Inco a

brains as there is tenday

CONCENTRATE CONTROL OF BRIDEGPORT PAPERS

Archibald McNeil, in, and Kenneth W. McNeil Take Charge of Four of the Dailies in Progressive Connecticut City, Acquiring Interests of the Late Frank

The Post Publishing Company, of



ARCHIDAGO MONGA, JA.

dadles to Architald McNot ir. and men have now taken over the stock and acquired complete and entire control of the Bridgeport Post, Bridge and Bridgeport Sunday Post, and thereby effected with one exception a consolufation of all the duly papers is

The uncrepointed presently of Bridgepurt, coupled with efficient man-

ters to the newspaper field of figurated bests than ever before. In redgeport Standard, a conservative situation in Bridgeport was greatly

On October 35, 1816, France W. Box

in his early thirthm, with five years port papers will shartly be absenced (10)

CONVERTED TO USE OF DRY MATS AS ECONOMY

Manager Withers, of the Columbia (S. C.) State, Tells of Savings Acrossplished by New System He Relieves Many Nove Duily Papers Will Use It Within a Year.

P. C. Willhers, manager of the Columités (S. C.) Sinir, has been a recent reservet to the use of dry mais. In a recent lause of the S. N. P. A. Bulloin he describes his experiences with the describes his experiences with the

"After experienting with the sty matter of an artist of an artist of an artist of a state of a stat

"An art or who are considered in the control of the

Will Not Tag Journalists

in Connecticut. The judicity constitute of the State Relate has reported advartally on the MB of J. W. Parrig. of New Hawks, fo compel cure projecer, editor, and writer to be nazaried and Beermed, with all new seen required to study six menths nemarks and the second of the concession of the project on the MB Persuater Committee open on the MB Persuater Committee open on the MB Persuater Committee open on the MB Persuaposition of the State, maying, Consider of the MB Persuacety other Blasts, sudying, Consideration of the MB Persua-Persua-Persuacety other Blasts suddit requirecet other Blasts suddit requireNEWSPAPER MAKERS AT WORK



RUSSERY E. SHURMAN

Hardware I, miles (March March and March M

experience, 30. Difference is enabled to belt on that these of a specific. In the control of the

solution. Where he left the Harristian for some to been both in two encloseds, and these in enterted the baseline depositions, and the final two parts of the Harristian for the solution of the Harristian for the Harristian

NEW JERSEY EDITORS TO MEET

Many Speeches Planard for Gathering at Treaton on April 30.

The New Jersey Press Association will are an all-day business excelling at receion April 20, for which the followax tentative programme has been proceed; The News Driet Streamer Tax A. O. The News Driet Streamer Tax A. O.

"The Nows Print Situation," by A. O. Melntyre, of the A. N. P. A. Paper "How to Write a News "Free Advertising-Where Should the Line Se Deavy," Charles H. Frest, of the Plainfeld Courier, News You Dolag to Nect the High Cost of Production?" Lyle Kinmouth, of the Asbury Park Journal; 'How to Solicit Advertising." the Washington Bar; "A Soview of the Meeting of the A. N. P. A.," August fit. Crass, of the Elizabeth Journal; "Constructive Pulley for a Country News E. A. Bristor, of the Passaic Herald: "Would it lie Advisable for New Jersey Dalles to Adopt a Uniform Column Width of 12% Ema?" Bryant, of the Paterson Press-Guard-Other topics suggested for considera-

paper, "How Should the Hates for Advertising the Determined?" "Do Premiums, as Circulation Boosters, Pay?" "Should Every Newspaper Have Its Special Representative?"

Recury Newspaper Section The International Association of Ro-

The International Association of Rofey Cishe, brough Charles D. Akhinmon, business owners of the Atlanta (Gh.) Journal, and resident you-chairman of the Newspaper Trade Section of the Association, is arranging for a meeting of the newspaper section of the Association of the Rofery Committee of the Rofery Commit

lanta. The Newspaper Section has add commons. Want S. N. P. A. Mumbership

The helicits of the floathern Newspaper Publisher's Association announces that zine applications for membership in the Association have been received, that following being the applicants: Lextestes (Ny.) Lender: Nerdell (Va.) Ledger-Disposith, Jackson (Yven.) float (Lender-Disposith, Jackson (Perc.) float Disposith, Marchine (Man.) Departch, IR. Argordise (Fin.) Evening Record, Wes-Palon Break (Phis.) Dairy Post, Fran-Palon Break (Phis.) Dairy Post, Fran-

Papils Taught from Clips

history is the Gas CHT Prigh Behoof of Italian, Year, has organized a cish small the shorous of history for the atoly of current events disponer from the Dillas Morring News and ha Dallas Eventsy Journal being used as a houle for soluby. This is the first closto-its Dullas making use of newspapers for seathering.

Kill Ad Tax B

The Assessibly Ottles Committee, at Albary. N. Y., vood unanimospily on March 20 to still the se-colid Missah kill, which mekis to tax subvertising in general and particularly to permit cities to lavy against kill boards, electric advetising signs, and subvertising in general. This referentialy pills to high for title own



No. cold for F. Hou, K. M. Long, None Elika, V. Hajirtee, Sone, De Him, Marcal, Me, Jerse Weitlerer, M. and Mice, K. B. Long, None Elika, V. Hajirtee, Sone, De Him, Marcal, Me, Jerse Weitlerer, M. and Mice, K. B. Server, Company, C. Long, Cong. Global, H. Hall, Santana, M. Marcal, Marc

INSURANCE ADS NEEDED URGES M. H. DeYOUNG

Chrecide Recalls Days When Life Companies Were Liberal Users of Newspaper Space, and Deplores Penent Publicity Methods.

The anverture of however, and the release was the subject of an intereating address by M. H. de Young, for fifty years propersion and publisher of the fine Prancisco Chrenicle, at a barquest of the Life Underwiver's Association of northern California, held re-eastby to San Prancisco.

The address rade a strong improssion to the general agents who were presrat, and many of them have agreed it take the matter up with their bears effec to consider the possibility of sevaring an appropriation.

eald:
"In 1845 came the era is life insurance
when the big men came into its mon

this New York Labe, and others of ten Mission.

"These great leaders in life Inverse were such who have have to devel and Ironden their companies, and the great achieves was asvertising, a previously described, which above give density research." It can remember when Hade loss

his memorable cateer, and mode a few tree of tentiles immerance. I solare that has now nearly gone out of exist ence, but Hyde made a feature of it. He observined to the daily papers. I so morable that he observed to the extent of thousands and thousands of dollars to our paper-and he developed the Equitable until it become one of the greatest community in America.

arrantees sectors associate, "And if was advertising that recease Advertising, and severtising of the right kind of it. After giving enough ground above this general production of the agents for securing user breaking to agents for securing user breaking measurability to use came had year to sever than the amount of new years. After the above the agent that if they would seem the agents to determine the second more energy to determine the

"New I gaser to that if they would spend more money in advertising, it is advertising, it is making the needs of fift hemazone in the minds of young people, it would not be not difficult to secure the business, and the high cost in words; would be extended. The addition would be the total the business and the high cost in words; the would be seen to truthe in a securing business. The costs affect to work for issue consistent, for he would find the middle costs; as writing insurance and costell costs; as writing insurance and costell costs.

"The account man figures that he can earn ensule his his lifetiles to care for his facility with the facility content to be dependent upon that. But when you tropven upon that man the fallow, of such an anguerant, and nive him what it nearns when a man dae and leaves the facility in dire datients, per leaves the facility in dire datients, per leaves the facility in dire datients, per leaves the facility in dire datient, per leaves the facility in dire datient, per leaves that the can make—an investment that will lighter the prices of

"If the young man has been baught these facts through advertising, it will not take your solivitum long to get some part of order out of him. And

when of his postey,
"I hope you gentlemen may appead
the true gengel of life insurance broadcast. And I hope you can teing hame
to your reachages the correct way of
sowing the seed—the way that will
teach young over not young vectors.

What are near response detent. You have your follows and your pathons have your follows and your pathons are your head or and your pathons are your head or and your companies agent handreds of thousands of dathers in that horse of accretioner. What happens to those purpolates and several control of the pathons all severally, says the freed man. And the loved measure of the currently, says the freed man.

thing are sent. And the level resource may, "Dire these the agents to distribute." And the agents put series in their products and the rest deep unifor ever put force in their products and the rest deep unifor ever put first the hands of respite where they de says used. The companions special process in printing and above they despite the products and above in the constitute of the products and above in the constitute of the products and above in the constitute of the products and the products are the products are the products are the products and the products are the products are the products are the products are the products and the products are the products

Their halfs, Crist transfers have not been not been made in the control of the co

as to prospered to would increase the RAILBOAD STRIKE ADVERTISING size of his policy.

"I loop yet gentlemen may spread Sciences Thousand Newspapers Shared to true gengel of life linerance broadExpenditure of 1900.000.

In consection with the threatened refered strike, circulars were distributed special series of the railway threitherhoods in Chlonge changing that 3,600 acrespapers were paid "entitle association to create a demand for a law suppression printerful secret." to the end that callenge combuyers would be predeted from striking by substitute.

This charge was promptly dealed by the railroads. A statement issued by the Association of Westers Railrays and the occumulation codesibility referred in the optivizing pathbod by the railroads for the persons of persenting in the pashies the focts requesting their con-

writer."
"His advertising, according to the statement, was placed in approximately 11/100 according to the statement, was placed in approximately 11/100 according to be according to the supersyste constant being less than \$500,000. "He observed to the statement con-

zerozpajera avenages less than 522 per sentenaper. It should be relief in this connection than the railway fleetherlasels also inserted gold deterlising in a large assister of nemapases throughout the country personning their side of the contributions.

The follow who raises his veter usually monages to consider everybody within brazing that he is a nelsome nulmater.

Digitizated by Consults

THE BUSINESS END OF A GREAT DAILY PAPER

Louis Wiley, of the New York Times, Tells How the Publisher of a Metropolitan Daily Conducts It-Advertising and Circulation Methods Explained-More Talent Needed.

The following excerpts are from a speech delivered by Louis Wiley, business manager of the New York Times. to the pupils of the Polytechnic Preparatory School, of Brooklyn, March 19, on the organization and conduct of the business office of a daily newspaper:

"The function of the business department of a newspaper is to bring about profitable results. The news and business departments must work together or there will be failure. If the news, and all the news, is not presented in reliable and attractive form, the newspaper will lose readers and the advertiser will seek another paper. If there is a lack of advertising, which It is the duty of the business department to obtain, there will not be revenue enough to pay the salaries and expenses.

To accomplish results the business department must seek and adopt the hest mechanical contrivances, the most expeditious methods of circulation, the latest means of typesetting, of sterotyping, of press work, of mailing, and of All these must transportation. brought into play to give the publishera' programme a chance of materialiration.

"The duty of a circulation manager is to provide for an adequate supply of copies at places throughout the world where newspapers are sold, and to prepare literature calling attention to the merits of that newspaper. The work of the subscription manager is to develop a demand for the newspaper through subscription by mail.

CETTING OUT THE MAIL.

"The mail and delivery department in the Times Annex occupies over 5,000 square feet of space on the street floor. Address stencils are prepared in the mailing room, and each morning a mailing machine addresses and wraps the The papers are then put in papera mail sacks, weighed by the postal clerk, who is assigned to this special work in newspaper mailing rooms. This clerk, after weighing the mail, issues a 'catch ticket,' which permits a newspaper to take the mail direct to the train, otherwise it would be necessary for the early mail to be sent to the Post Office.

EXCLUDING FRATBULENT ADVERTISING.

"There has been an unusual development of the science of advertising in recent years, but much time, money, and energy are even now wasted. Effective advertising-advertising which brings results-requires most careful study-not only of an advertiser's market, but his sales methods, his selection of mediums, and what constitutes the convincing appeal; that is to say, the copy of the advertisement. In short, the how, when, and where of advertising requires the closest and most peredstent study in order to achieve success. Haphazard, spasmodic advertising never has paid.

The responsibility of excluding fraudulent offers rests upon the advertising department. Dishonest advertising injures the newspapers that accept it. and affects honest advertisers. The tendency in leading newspaper offices is toward the elimination of the dishonest trader. On the staff of the Times is a man of legal knowledge and exper-

ience who investigates the pretenzions and good faith of new advertisers.

MAIL RECEIVED BY A DAILY NEWSPAPER.

"An interesting feature of a publication office is the amount of mail which is received-not only in regard to advertising, but in answer to advertisements which appear in its classified columns. This mail is distributed often to box numbers. Each advertiser in the want pages is given a box number, with a claim ticket. He has a right to receive all mail addressed to that box for five days.

"A large corps of stenographers is employed, for much advertising business is obtained by correspondence. Throughout this city and the country are several thousand advertising agents who make good incomes by obtaining advertisements for newspapers. They receive a commission from the newspapers on the cost of the advertisements placed in them. Very few local or national accounts now come to a newspaper direct--most of them are placed through advertising agents. The advertising agent is, theoretically, an employee of the newspaper. He is supposed, however, to assume full financial responsibility. As a rule, he receives 15 per cent, on all advertisements procured.

"The rotogravure process has made possible the reproduction on rapid presses of pictures showing all the delicate gradations of tone of a carefully finished individual photograph, wash drawing, or painting. The attention of the advertising public is becoming focussed more and more on the possibilities of beautiful illustrations contained in the rotogravure process.

TEARLY NEWF PRINT CONSUMPTION.

"In the Times Building there is a consumption of about a ton of news ink per day, and about two tons of ink are used per week for the rotogravure and haif-tone sections issued with the Sunday Times.

"Thirty-five thousand tons of news print paper are used per year, and about 8,000 tons of high-class paper for the Sunday features, pictorial, and other sections.

There are 222 employees in the Times imposing room, 117 in the press room, 136 in the mailing room, 23 in the stereotyping room, and 45 employees on the Times process work and pictorial presses. There are 50 employees who act as elevator men, watchmen, cleaners, and porters. In the business, advertising, and circulation departments about 300 men and women are employed.

INCREASING DEMAND FOR TALENT

"There is always a demand and an urgent need in newspaper work for young men who possess the cardinal virtues of manhood prudence, justice, temperance and fortitude, faith, hope, and charity-men of vision, ambition, and energy-men of the strictest honesty, thorough and painstaking. For such, honor, fame, and fortune wait, either in the business office or the effitorial chair.

"Some of you may be aspirants to the profession of journalism. Bear in mind that honesty of purpose will produce the best business results, and that no newspaper which has not the highest principles of editorial and business management to guide it will have a permanent place in the journalism of the country."

It will not be amiss for the average business man to take the same advice he gives to his son about keeping a savings bank account.

SOFT DRINK AD CAMPAIGN

Will Reap the Benefits.

Bouthern newspapers are to participate in an advertising campaign that will run into the hundred thousanddollar class, in the popularizing of a soft drink. At the outset, the advertising will be confined to the State of Georgia. When the plan of distribution has been worked out for that commonwealth, it will be extended to other portions of the South.

Distribution is to precede the advertising, which is to be generous in order to stimulate the demand. The idea is to place Rose-O, the name of the soft drink, in every town in the State. The sales and advertising campaigns were planned by Jack Carr, president of the Rich-Carr Advertising Company, of Atlanta, Ga., through which office the accounts will go out.

AFTER NEWSPAPER ADVERTISING

Southern Newspapers In "Dry" States Thomson, of A.N. P. A. Bureau of Advertising, Returning from the West.

> CHICAGO, March 28.-W. A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, has been here for several days. Mr. Thomson has been as far West as the Pacific Coast, calling on the companies and concerns he visited a few months are, in the interest of newspaper advertising. His trip to the Coast was for the purpose of clinching a number of matters, which, it is expected, will add to the revenue of the newspapers in the future, by the addition of new accounts, from firms that have never before used the newspapers, or that have not advertised in any manner. Mr. Thomson is on his way to New York. He expects to stop at a number of other points before reaching Manhattan.

INTERNATIONAL PAPER COMPANY

30 Broad Street New York

To the Holders of Preferred and Common Stock:

The Directors of the Company have unanimously voted to offer to Preferred Stockholders, in full settlement of all deferred dividends-

71/2 per cent. of the face value of their holdings of Preferred Stock in cash.

14 per cent, in Six Per Cent. Cumulative Preferred Stock, 12 per cent. in Common Stock,

provided, however, that the holders of such an amount of Preferred Stock as the Company and the Committee representing the Preferred Stockholders shall deem sufficient, shall accept said offer by depositing their stock with Bankers Trust Company, Depositary, 16 Wall Street, New York, subject to a Deposit Agreement bearing even date herewith. Copies of this Deposit Agreement, including circular letter to Stockholders, outlining in detail the plan of adjustment, and copies of letter to the bond-holders, may be obtained upon application, to Bankers Trust holders, may be obtained upon application to Bankers Trust Company, Depositary, or from the International Paper Company, whose officers will be glad to answer any inquiries or give any further information that may be desired.

Dated January 31, 1917.

PHILIP T. DODGE, President.

To Holders of Certificates for Shares of Preferred Stock of the International Paper Company:

While all but about 15 per cent, of the preferred stock has already accepted the above offer, in order to permit the plan to be carried out it will probably be necessary for the Committee to obtain the acceptance of practically all of the stock. The Committee has extended the time for deposit up to and including March 23, 1917.

Holders of preferred stock are urged to immediately deposit their certificates, duly endorsed for transfer in blank or accompanied by proper instruments of transfer, with the Bankers Trust Company, Depositary, 16 Wall Street, New York City, or with The Merchants National Bank of Boston, Mass., or The Northern New York Trust Co., Watertown, N. Y. Such deposit will impose no expense upon the stockholder, and without further act on the part of the stockholders depositing will constitute their assent to and approval of the financial plan and the proposed adjustment of the deferred dividends, and of all the terms of the deposit of the deferred dividends, and of all the terms of the deposit agreement, dated January 31, 1917.

Negotiable certificates of deposit will be issued by the Depositaries. Bankers Trust Company certificates of deposit have been listed upon the New York Stock Exchange. Dated, New York, March 17, 1917.

STFTSON, JENNINGS & RUSSELL, New York City.

Secretary to Committee: OWEN SHEPHERD, 30 Broad Street, New York City.

Deficiency:
BANKERS TRUST COMPANY,
16 Wall Street, New York City.

Registrar of Certificates of Deposits:
CHASE NATIONAL BANK,
57 Breadway, New York City.

Agents of Depositary:
THE MERCIANTS NATIONAL BANK OF BOSTON, MASS.
THE NORTHERN NEW YORK TRUST CO.,
Waterlown, N. Y.

F. N. B. CLOSE, Chairman, GATES W. McGARRAH, SAMUEL McROBERTS, OGDEN MILLS, RUDOLF PAGENSTECHER, E. V. R. THAYER, ALBERT H. WIGGIN,

Committee.

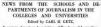
PROFITABLE CONFERENCE ARRANGED FOR TEACHERS

Chicago City Editors Win Hamphidad Friendship of Teachers of Journalism by Consenting to Gire Short Talks at the Convention-Plannel to Make

Meetings as Informative as Possible. Mere good things have been arrangmes and women engaged in publicity work, who will attend the precath anexcision of Tenchers of Journalism. which will be held to Chicago. April 5

James Neivin Lee, director of the department of journalism at New York aging director of the Audit Boreau of vertising manager of the Chicago bure, to address the teachers. Mr. Lee has also arranged to have the city cdifore of the Chicago newspapers held a symposters on "News." C. L. Speed, city editor of the 1'bl. engo Evening Post, will point out some news stories that are good and some will also point how, in his coinion, ac-

fibur D. Neshit, of the Mahin Adtertides Company, known everywhere



Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.



teachers at cound-table sessions will be given apportunity to take up prdsgogic

Will Hear Cox. Stone, and Hinman tion James Cox of Ohio: Gentle-Wheeler Hireman, president of Marietta and Paul Crates, division superinten-Associated Press Editors of Ohio, which les Honel. The afternoon meeting will ters, while a dinner will be the feature rates were paid for all material printed.

Goes to Washington Eric W. Allen, denn of the School of Jeneralian at the University of Oregon. journalism during the Summer School of the University of Washington in

Editors to Mort offices of unicoralty, college, and high-

A good Enteror learns constantlymore than he really does

WOMEN OUTBANK MEN Girl Wiss Prize Offered by New Bod-

ford Standard for Bres Contribution. Midded A. Myers, of the fourth-year naitem, was awarded the \$50 prize of freed by the New Bedfeed (Mass.) Standard for the best centr The Morting Row," a culumn of human serut carried on its editorial year. The contem was an experiment in two months, ending March 1. Space

Can Write and Talk Fire the 16th time to the series were that the industrial journalism rooms in

Prepare Telephone Alphabet

Student reporters in the Hohool of universities adopt a unidores list of

If the other fellow later his temper.

CLASS TOLD REPORTING IS BUILT UPON YOUTH

Flord Thomas, Former Legislative Reporter for the Knickerbecker Press. of Albany, N. Y., Gives Gengine Advice to Students of Journalism at the State University of Iowa

The reporter's "read of PNC was doscribed to the beginning class in jourrallam at the University of Jown in a talk by Flord Thomas Priday morning March 8. Mr. Thomas is a graduate of the fown College of Liberal Arts, and also of the College of Law. During the render on the St. Paul Pioneer Press wire editor in the Chicago office of the Associated Press, and inginistive reported

The "par" includes Mr. Thomas explained, Proparedness, Push, Perseverance, Personality, and Purpose

"Newspaper work is something more then being able to use good English and the correct grammatical structure," he elaborated. "The reporter must be preshifting scene or an emotion and the reader as he hissself was impressed The reporter must have the much to the man who finds out about the new things is the man who gets abrad.

Pyrropality is a great asset. marter must be able to lavaress blonself upon the men and women with when he caused in contact, so that they will remember him. That is the way that he will keep on the isside. 'In reporting there are a lot of unideasant things. Pride in your work

"Purpose for the newspaper reporter ing is built upon youth. If a man has not become competent to hardle a good desk job by the time be in thirty, he cher has said, it in the best profession in

Mr. Thomas is fellowing his own acson, in spite of the fact that he early demonstrated his shifty to hold down

Write for Home Papers County news-letters containing froms

Wisconels towns and cities who are en rolled in the University of Wisconsin will be supplied to the papers of the nation during the remainder of the col-

To Offer Susseer Instruction The I'niversity of Oklahoma School of

Journalism will offer the first auroner two-hour course, entitled "The News



JANES MILYIN LAK teleg a mighty good newspaper man. will address the teachers on 'Newspa-

Paul T. Olibert, managing editor of Cartoone Magazine, will give a talk on "Newspaper Curtoons." Mr. Clarks, city editor of the Chicaro Herald, has agreed to appear beere are demanding that Mr. Clarke ap-

B. H. Beitler, city relater of the Chirago Dally Nows, has prevaled to help One of the features of the programme.

Informative as possible. However, the right way saves a beap of time.

• TRADE LINOTYPE MARK S

"Multiple Magazine Linotypes Speed Up Production, Accomplish Economy and Improve Typography"

This statement from James M. Thomson. publisher of The New

Orleans Item, summarizes the economies effected by his recently installed Model 9 (four magazine) Linotype. Other publishers interested in reducing their composition costs can profit by

The New Orleans Item New Orlows, Feb. 10, 1017.

Mergenthaler Linetype Co.,

The Multiple Magazine Linotype recently installed operating standpoint, improves typography and speeds

It is secreticen years since I purchased my first Line-ten for my paper in Norfolk. Since that time I have

Thanks in part as locat to our Liestyte battery we are today handling the largest advertising volume in our history, as well as the largest circuistion in our history, both daily and Sunday, apparently with satis-

James M. Thomson

Mr. Thomson's experience by equipping their composing rooms with Multiple Linotypes. "SMALL ADS" is the title of a folder



CHICAGO SAN PRANCISCO

a Model 9 in one week on the Brooklyn Daily Eagle. Write for your copy today. Mergenthaler Linotype Co. Tribune Building, New York

of specimens produced by one operator on

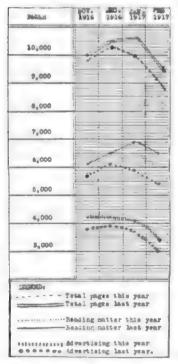
NEW OBLEANS 1200 S. Wabash Ave. 644 Secramento St. 149 Barcene St. Toronto: Caradian Linetrue, Ltd., 30 Lombard St.

HOW NEW YORK PAPERS ECONOMIZE NEWS PRINT

Metropolitan Dailies Printed 3,056 Less Pages of Reduction and 1,479 More Pages of Advertising, but Reduced Number of Pages Issued During the Past Four Months.

The daily newspapers of New York city printed 1,878 less pages for the months of November and December, 1916, and January and February. 1917, when the news print crisis was most acute, than they did during the corresponding period one year previous.

They printed 1,479 more pages of ad-



vertising during the same time than they did for the identical period twelve months ago. While they exhibited such a gratifying gain in advertising, the record shows that they actually printed 2,056 less pages of reading matter.

The number of pages of reading matter and advertising was calculated by Jason Rogers, publisher of the New York Globs, from figures compiled by the statistical department of the New York Evening Post. The accompanying chart, which Mr. Rogers also furnished, reveals some remarkable changes.

WHEN THE SAVING WAS EFFECTED.

The first comparison on the chart is that showing the total number of pages printed for the past four months, compared with the same period one year ago. In November the figures were the same for both periods, but commencing in December, 1917, there was a steady decline or saving in the amount of news print used, as shown by the decreased number of pages printed, which may be found by reference to the figures on the loft.

The second illustration is that showing the amount of reading matter printed. These lines exhibit the greatest variation in terms of pages printed. In November of 1916 loss pages, approximately, were printed than in during the same period in the previous year, and at no time since then has the greatest number of pages of reading matter published reached the lowest point recorded a year ago.

The last illustration shown on the chart shows the steadily increasing ad-

vertising patronage, in pages, compared with the same period one year ago. The record here is so plain that it requires no explanation as to the four months' gain in pages.

OTHER MUONOMIES.

While there has been less space devoted to news, there has been an increuse in the amount of news published-that is, in the number of Items. Greater economies have been practiced in handling and displaying reading mat-Less space is used for dashes, smaller but fully as prominent display type for the headings, with perhaps a line, or a deck or two, omitted from heads, the space thus saved being devoted to reading matter. Less space has been used on either side of dashes in the heads, and cut-off rules between advertisements have been eliminated where the border rules accomplish More economy is the same purpose. practiced in illustrations, and the utilization of space around them, as well as in department and feature heads, resulting in the saving of space that was formerly wasted. With some papers there has been a saving of as much as six or meyen columns of reading matter in sixteen nagest.

News stories have been cut as to size, and the number of stories or items increased by an amount that equals the percentage of white paper saved.

One of the foreign-language newspaper publishers, who prints from ten to twelve pages a day, said recently that in a ten-page paper he printed six pages of advertising and four of reading matter. Talking with a number of publishers, he asked the question, "How long would it take you to read those four pages."

The answers were varied. The foreign-language publisher then stated that in the four pages he printed more matter than any one could read in one or two hours. Few people, he said, devote more than thirty minutes to a newspaper, and if it would take two hours to read his four pages, he figured that he was giving his subscribers four times, as much reading matter as the average among them would peruse in a day

Bridgeport Post's Theatre Party

The Bridgeport (Conn.) Post, through special arrangement with Charles A. Dillingham and Mark A. Luescher, of the New York Hippodrome, took as Post guests 1,500 Bridgeport readers of that paper to New York by special trains last Wednesday to view the Hippodrome show. It was probably the largest special theatre party ever taken to one performance. The Bridgeporters were all given free tickets by the Post and lourneyed to New York on two special trains of ten steel care each. These special trains left Bridgeport at the close of business hours, and returned the same evening at the conclusion of the performance. Features of interest to Hridgeporters and readers of the Post were rendered during the performance. and the visitors enjoyed the outing immensely.

DOUBLES NEWSPAPER ADS

Conklin Fountain Pen Co. to Advertise in Thirty-two Cities Next Fall,

The Conklin Fountain Pen Co., of Toledo, O., is to double its newspaper advertising account for 1917. Newspapers in thirty-two cities will be used. The major portion of the campaign will be launched in the fall, though some of it will be done this spring, but to what extent is not known. The account is handled by N. W. Ayer & Son, of Philadelphia.

B. C. PUBLISHERS MET

Dominion Newspaper Men Keeping in Close Touch with Government.

Members from all over the province attended the annual meeting of the British Columbia Division of the Canadian Press Association, at Victoria, last week. This is the first time that the publishers of British Columbia have come together.

Among the resolutions passed was one calling for an amendment of the municipal act making it obligatory upon cities and other municipalities to publish annual financial statements in newspapers.

The policy of the Frderal and provincial governments in making use of the press to promote educational campaigns was approved and a resolution was passed urging the holding of a meeting of the Canadian Press Association in British Columbia after the war. A committee was appointed to analyze legislation affecting newspapers and to recommend such changes as seemed desirable at the next meeting of the Division.

A committee was named to walt on the provincial government with a view to urging them to launch an advertising campaign in the interests of the Dominion and its resources and to promote the greater use of British Columbia fruit, fish, and lumber.

The Government gave this committee a favorable hearing and appeared interested, particularly in the last-mentioned proposal. They promised action later on.

The meeting was addressed by John M. Imrie, manager of the Canadian Press Association, who spoke on "Coöperation among Newspapers," and was instrumental in promoting action along the lines of policy being followed by the parent association.

The following officers were elected: President, R. Sutherland, Nelson News; vice-presidents, F. E. Bimpson, Kamloops Standard-Sentinel: Hugh Savage, Cowichan Leader; secretary-treasurer, F. J. Burde, Vancouver Province; executive committee, R. Dunn, Victoria Times; C. H. Sawle, New Hazelton Herald; L. J. Ball, Vernon News.

HOW GIBBONS WAS PREPARED

Carried Life Preserver, Flashlights, Fresh Water, and Brandy Flask.

Some Interesting sidelights on getting war news are contained in an introduction which Robert R. McCormick and Joseph Medili Patterson, editor and publisher, respectively, of the Chiengo Tribune, have contributed to a forthcoming book by Ployd tibbons, Landon correspondent of the Tribune. The book proper reproduces Mr. Gibbons's remarkable story of the sinking of the Luconia, on which he was a passenger, and his account of the militia mobilization at the Mexican border.

"During the course of the war," the editor of the Tribune says in the introduction, "the Tribune has made many efforts to obtain interesting news from England, but, due to the consorship and the deadening effect of London association upon American newspaper men, its own correspondents had been as unsuccessful as the correspondents of other newspapers. We chose for our final attempt one of our star local reporters, Floyd P. Gibbons. Mr Gibbons has added to a wide experience in local reporting, a series of adventures in Mexico with Villa, the expedition to Colonia Imblan with Pershing, and a critical study of militia mobilization in Texas

"In order to safeguard his voyage

over, we suggested that he should travel with Ambassador von Bernstorff, on the Frederik VIII. or should go to to France via Spain. It was him own idea to cross the submarine zone, and with the expectation of being submarined on the way. For this contingency he was clothed and equipped with a special life preserver, a large fresh water bottle, electric flashlights, and a flask of brandy.

"Mr. Gibbons's expectation was realized. His account of the sinking of his ship, the Laconia, is one of the greatest feats of reporting in the history of journalism."

In regard to the mobilization story, the introduction states that the country cannot hope to escape catastrophe unless it resitizes the inefficiency of military preparation at the border and demands radical reforms.

FALSE SILK ADS HIT

Federal Trade Commission Makes Seven Rulings to Protect Buyers.

False advertising or misbranding of silk fabrics to mislead and deceive the public has been stopped by the Federal Trade Commission.

The Commission has issued seven conference rulings to protect the public and to stop certain uniair practices which had grown up gradually, due to the competitive conditions in the trade.

Various brands of cloth and fabrics were labelled as silk of one kind and another, when as a matter of fact they contained either no real silk, or a very small proportion thereof. On a basis of these rules as to what constituted fairness, each case was tested. A practical agreement was worked out as to the character of a proposed label which would so correctly brand the goods as not to deceive the public.

"Pure Ad" Law Assured

The Senate of the Oklahoma Legislature, in season at Oklahoma City, has passed the "pure advertising bill," introduced by Senator Kerr. The bill is modelled after the law advocated by the Associated Ad Clubs of the World, and strikes the word "knowingly" from the present law barring the defence of ignorance to the advertiser charged with making a false statement in an advertisement. The bill is assured of approval by Gov. Williams.

Georgia Daily Suspends

The South Georgia Progress, published at Americus, Ga., has announced its suspension. It has been a daily morning paper for the past year or more. Previous to that time it was a weekly. The Americus Times-Recorder, which is published in the afternoon, is to take care of the paid-in-advance subscribers to the Progress, which has abandoned both its morning and its weekly editions. E. H. Bradley, who has been in cherge of the city news department of the Progress, is to be associated with Editor Cranston Williams in the publication of the Times-Recorder.

New Tonnage in April

The new mill of the Crown-Willamette Paper Co., at Ocean Falls, B. C., with a enpacity of 100 tons daily, will be ready for operation April 15. Provision has been made in the construction of the plant for a second unit of 125 tons daily coise ity. The new mill will make both news point and kinft for shipment to Pacific Cond points and Australia. The company owns between 4,000,000,000 and 5,000,000,000 foet of timber. Ocean Falls is 380 miles murth of Vancouver.

Greatest News Beat of the War Scored by the London Times= Public Ledger Cable Service

The Public Ledger-London Times cable service gained a big news beat on the Russian revolution. Official advices from Petrograd to London, were cabled direct to the Ledger Office, and gave the Public Ledger a bigger, better and more detailed story of the revolution than any other American newspaper.

WORLD'S GREATEST NEWS SERVICE

The underlying causes of the revolt, the names of the leaders, the statement of the British Chancellor of the Exchequer, the international significance of the abdication of the Czar and its probable effect on the war—all these were covered in the cabled accounts from Petrograd and London.

The Times' correspondents in Petrograd "cov

ered" the revolution in complete detail, and the moment the Czar's Government fell dispatches were released, recording the daily story of the revolt for nearly a week back.

In addition to the account of the happenings in Petrograd, the Public Ledger also contained a resume of the London Times' editorial on the revolution and a list of the

members of the new Russian cabinet.

This is but one more example of the unequaled excellence of the London Times' news-gathering facilities and the value of the Public Ledger's arrangement for securing this cable service. It gives to the Public Ledger the most comprehensive news service in the world.

PUBLIC LEDGER

The Newspaper With the World's Greatest News Service

TEXAS AD MEN MEET IN CONVENTION AT DALLAS

Seventh Annual Session Made Notable by Large Attendance, Good Speeches, and Much Interest—Trading Stamps Denounced and Pardon for Eytinge Recommended.

A large attendance and much interest marked the seventh annual convention of the Associated Advertising Clube of Texas at Dallas on March 15 and 16. W. V. Crawford, of Waco, was elected president for the coming year.

The convention decided that all the Texas clubs should go to the convention of the Associated Ad Clubs of the World at St. Louis in June as a solid delegation, and that all should wear badges of the same design. Dallas was selected as the mobilization point, and "Texas Pirst" was adopted as the slogan of the Texans at the convention.

J. W. Carlin, of Waco, a director of the club-at-large, was one of the chief speakers of the convention. Discussing "Making Type Talk," Mr. Carlin made such a hit that the convention voted that his talk should be repeated before the national convention in St. Louis, and that his name should be placed on the programme.

Mr. Carlin warned against attempts at "mnartness in ad writing," declaring that the merchant who tries to write "clever" ads generally makes a mistake.

"The advertising which tries to force itself upon the reader's attention by trickery of type or wording is like the book agent who gains admittance to your office with his samples hidden under his coattail," Mr. Carlin said. "The moment you find out that he is a book agent, you are sore at him for having tricked you into an interview. The ad which practices deception, even if its methods gain attention, is bad; it creates a suspicion that there may also be deception in the merchandise itself.

PLAIN ADS ARE BEST.

"Sometimes it may be worth while to be 'fancy' in the way you have your headings set up, but usually the plainer you make them the better. Too much display is as bad as no display at all Display depends on contrast, and if there is no contrast, there is no display."

Mr. Carlin defined illustrations as the "gestures of type talk," and added that a good illustration can often say more than a thousand words of type.

His final admonition to the ad-writer

"Don't write ads to yourself or to your friends or to your bose. The ad that datters the boss's vanity probably won't fatten his profit account. The ad that your wife thinks is 'just too clever for anything,' isn't necessarily the ad that will bring the wife of the fellow next door to your store in the morning."

"Reaching the Thousands Through Advertising" was the subject discussed by J. W. Booth, advertising manager of the Missouri Pacific Railway, St. Louis. Mr. Booth said that advertising was equal to copy plus distribution or circulation. Circulation, he said, is a paramount consideration, and in this respect advertisers might well recognize the daily newspapers as the medlum which best affords extensive circulation. The circulation afforded by newspapers should be used as a criterion in the purchase of advertising space, Mr. Booth declared. Advertising in merely buying customers, he said, and should be considered in this light,

because the purchase is profitable if made prudently. Mr. Booth urged the injection of persuasiveness and influence in advertising copy, which should be prepared in a business-like manner. Continuous advertising for the purpose of impressing a trade-mark on potential consumers was especially commended.

Professor John E. Trelevan, of the University of Texas, presented a detailed analysis of the effect of advertising on the distribution system.

TRADENG STAMPS OFFICED.

During a questionnaire conducted by President J. C. Phelps, the Association went on record as being strongly opposed to the use of trading stamps or other premium schemes by merchants.

Iteroiutions were adopted endorsing the work now being done at the University of Texas in teaching advertising and business administration, approving the recommendation of the president, that a State-wide advertising vigilance committee be created, and asking that the Governor and State Pardon Board of Arizona grant a pardon to Louis Victor Eytinge, a convict, who is author of several valuable articles on business and advertising topics.

THREE NEW LIBEL LAWS

They Are Said to Be Practically Assured for Toxas.

The three bills amending the Texas statute relating to libel, introduced in the Texas Senate by Senator R. M. Johnston, editor of the Houston (Tex.) Post, and supported by the Texas Press Association and the press of the State generally, have been passed by the Senate, and their passage by the House is practically assured. Their approval by (lovernor Ferguson is also said to be assured.

These three bills are: (1) Providing that suits for libel shall be brought in the county of the plaintiff's residence or of the defendant's residence; (2) Providing that fair, accurate, and impartial reports of all court and legislative proceedings shall be privileged matter, and making clear that proceedings before House and Senate committees are included; (3) To remody the present statutes by providing that nothing in the act shall be construed as taking away the common law defence in civil action for libel.

Big Auto Advertising

On Sunday, March 18, all of the Pitzburgh newspapers had large automobile numbers. Each paper showed careful editing, and the well-filled advertising columns of each reflected the great prosperity of this district. The Press had 108 pages, of which 32 were automobile advertising. Each Press costs 9 cents postage, weighing 1 pound and 13 ounces.

Anti-Stamp Bill Killed

The Missouri Anti-Trading Stampbill, which for a time seemed certain of being adopted by the Missouri Legislature, was defeated in the last days of that body's deliberations. A hard fight was made against it, some of the best legal talent in the State being hired to represent the users of trading stamps in the larger Missouri cities.

Offer for Iroquois Paper Mills

Senator George Wellington has made an offer of \$475.000 for the Iroquots Pulp & Paper Company, if the proporty after examination proves satisfactory to his clients.

GUNNISON PAYS TRIBUTE TO N. Y. TIMES'S IDEALS

Tells Advertising Staff of That Paper That They Are in Good Company— Luncheon Talk by Business Manager of Brooklyn Eagle Bristled with Practical Words.

H. F. Gunnison, business manager of the Brooklyn Eagle, in his address to the advertising staff of the New York Times, at a luncheon given in the Times restaurant in the Times annex, last Saturday, said:

"I feel very much at home with the Times people. I want to say about Mr. Ochs that he is one of the greatest newspaper publishers we have in America to-day, and ranks as high as any of the great men, perhaps higher than many of them.

"I must say that I congratulate you, the advertising staff, because you are on a paper of the character of the New York Times. Some of you may leave, and if you do, you do so with the greatest asset—the fact that you worked on the Times. As we go through life we realize what company means. In business as well as in social life, men are judged by their associates. I know that in going before an advertiser, you have nothing to apologize for.

"The two great things an advertising man should remember are that he must believe in his paper thoroughly and stand up for it loyally. You have experienced many advertising agents belitting your paper, criticizing you for the frequent increase in rates, and that kind of thing; the thing to do is to stand right up and say. 'All right, we have done these things, but it for the good of us both.' There should be no quiver of the voice in that answer. But advertisers know there can be no belittling of the Times. A paper should stick to its rules.

SHOULD STUDY CONSTITUENCY.

"As to the ethics of advertising: I know Mr. Wiley is very strong about clean advertising and the things he eliminates from the Times. I do not believe, however, that we should talk too much about the policy of omitting objectionable advertising. I do not mean that the Times does that sort of thing. I believe that we should first study our constituency. Of course, we have to be very careful about how we treat our constituency.

"I do not believe we are sufficiently expert in our business. I have a feeling that there is a great deal for the advertising staff to do that it is not doing to-day. We are finding that the men who took a course in the School of Journalism make bette: reporters than those who have not had that training. I would not be surprised if we have to start the training of newspaper mentraining them to write advertisements; training them to find out what days of insertion will bring the best results to the advertiser—in other words, to study the constituency.

THE POWER OF ADVERTISING.

"We all know the tremendous power of advertising. We can point to a great number of cases where people have made vast amounts of money through advertising.

"Thoroughly analyze your work; follow it up, so that when you come in to see an advertiser he will be glad to sit down and talk with you. If you think his advertising is not good for your paper, say 80.

"As to medical advertising: The March 25 began the complete C Eagle's rules are that when a medical Tribune wire and feature service.

advertisement comes in about which there is any doubt, it is referred to our physician. It has occurred to me that we ought to have a board of censors, composed of a newspaper man of experience, an advertising expert, a representative of the patent medicine industry, a law expert, and a physician of experience, and that all advertising shout which there is any doubt should be approved by this board of censors."

Mr. Gunnison ended by thanking the Times for the work it has done since the war began in publishing the New York Times Current History and the New York Times Index.

INTERNATIONAL PAPER PLANS

About 90 Per Cent. of the Preferred Stock Has Been Deposited.

Nearly 90 per cent. of the preferred dock of the International Paper Company has been deposited for the purpose of actiling the dividends now in arrears. The expectations of the bolders of the preferred stock, based on the recent earnings of the company, due to the abnormal prices at which paper has been selling, are for profits on both preferred and common stock. The back dividends amount to a trifle more than 33 per cent., and settlement, it is proposed to effect by cash, new preferred, and new common stock, the plan of which was fully outlined in a recent number of THE EDITOR AND PUBLISHER.

Mrs. Pulitzer's Unique Charity

A new idea in chain arrangements has been inaugurated by Mrs. Joseph Pulitzer by which it is hoped to eventually raise about \$200,000 for the aid of infantile paralysis sufferers. called a bridge chain. Mrs. Pulitzer started it by giving a bridge party with five tables, collecting \$2 from each one present. They each in turn promised to give a party with four tables, collecting \$2 from every one present, and prevailing on each to give a party with three tables. The chain works down to those giving a party with one table. A chain starting with only three tables will realize \$984.

Mahin Become Wm. H. Rankin Co

The name of the Mahin Advertising Company of Chicago, has been changed to the Wm. H. Rankin Company, the officers are William H. Rankin, president; Wilbur D. Nesbit, vice-president; and Herman A. Groth, secretary-treasurer. Mr. Rankin became vice-president of the Mahin Co. eight years ago. Mr. Nesbit has been connected with the company seven years. Mr. Groth has been with the organization seventeen years.

"Jim" Nixon Dies Suddenly

James Nixon, aged sixty-five, for more than twenty-five years a preseman on the New York World, died last Sunday of apoplexy. He was a member of the World's Quarter-Century Club and of the World's Composing Room Benefit Association, and in his younger days was a powerful athlete. He fought John L. Sullivan, and was for a time the champion's sparring partner. Mr. Nixon was six feet, six inches tall. He had finished his dinner only a few moments before he died.

News Service for Pittsburgh

The Pittsburgh Press has added the International News Service to its service. The Pittsburgh Poet and Sun on March 25 began the complete Chicago Tathuna white and feature merides.

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BILL AIMS TO EXPEDITE RETURNS OF ELECTIONS

Following Examples Set by Kansas, West Virginia Legislature May Establish Double Board—Would Remove Handicape Under Which Newspapers Suffered Last Nevember.

Washington, March 21.—Obstacles to the prompt announcement of election results, such as handicapped the newspapers in the last Presidential election, may be removed before another Presidential year. Indications that election news is to be more expeditiously handled are reflected in the action of the West Virginia Legislature, following the example set by Kansas, in the creation of what is called "a double election board."

The act of the West Virginia Legislature in following the Kansas example is called the Wier bill, after James W. Wier, a newspaper man, who is a memher of the West Virginia Legislature. and who deemed that some of the clerical and mechanical handicaps of election reporting belonged to the days when folks depended upon the stage coach mail for their news, instead of the present era of the telephone and wireless telegraph. In West Virginia, for example, at the last election it was a week before it was known positively how the State had gone, and it was six weeks before the exact figures were compiled and published.

The measure is hailed by West Virginia newspapers as one that will be appreciated by the general public to a greater extent than is realized by those not familiar with the present encumbrances which surround ballot counting.

They declare that the success of the experiment in Kansas last fall should attract attention in other States as a possible relief from such uncertainty as the whole country labored under for several weeks after the last election.

KAMBAS STARTED MOVEMENT.

Kansas, considering its difference in time as compared with the Eastern States, was the first of all States to begin to return figures on its election last November 7. This was a surprise generally to other States until it was discovered that the secret of Kansas's promptness was a system known as the double election board.

This system does not in any sense revolutionize present methods of voting, but simply makes it possible that the ballots may be counted almost simultaneously with the casting of them, with the result that the vote is known immediately upon the closing of the polls.

The Kansas law provides that at all general elections the national and State tickets shall be printed upon one ballot, and the district, county, and township tickets shall be printed upon another hallot, and that at each voting precinct five separate ballot boxes shall be provided, two boxes in duplicate for the national and State ballots, and that there shall be two boards of election officers, one to be known as the receiving board—to receive ballots and guard their proper placement in the boxes—and the other to be a counting board.

A few hours after the opening of the polis the national and State ballot boxes are removed from their designated places and duplicate boxes placed in their stead, while the counting board retires under proper safeguards, empties the first set of boxes, and counts

the ballots. After another interval the boxes are exchanged again, and the counting proceeded with in this manner of simple relay throughout the day.

The old method, which still obtains in all the States except Kansas and West Virginia, requires the casting of the ballot before any counting is done, and this task occupies in some places from six to forty-eight hours, delaying a still greater time the compilation of a State or national vote.

What little opposition was met with in West Virginia, in suggesting adoption of the Kansas method, was to the effect that the double election board involved additional expense, but in the argument of the author of the bill, it is as inexpensive to work two sets of men one day as it is to work one set of men for two days.

Ohio. Pennsylvania. New Jersey, and several of the Middle and Western States have for many years been particularly slow in completing their returns, and it is such conditions that have handicapped the Associated Press in announcing the definite results of Pressidential elections on the night of Election Day.

The seriousness of such delays as were encountered last November, when various newspapers announced the result before it was known, has impressed itself upon Gov. Cox, of Ohio, the owner of several newspapers. In an address before the members of the Associated Ohio Dallies at Columbus, recently, the Governor suggested an adoption of a law similar to that of Kansas, so that the general result might be known early in the evening of Election Day, instead of, as he said, "about Christmae time."

60 NEWSPAPERS IN 14 CITIES SHOW AD GAIN

Month of January Shows an Increase in Advertising in Ten out of Fourteen of the Largest Towns of the United States —Four Show a Lose—One Reported No Change Whatever.

Counting-room reports of eighty-one newspapers, published in fourteen cities of the United States, show a total gain of 3.163.615 lines of advertising for the month of January, 1917, compared with the corresponding period one year ago. Four cities exhibited a loss, the other ten gains, running from 5.404 in Minnepolis, the smallest, to 732,090 in New York, the largest. Sixty newspapers of the eighty-one reported gains, twenty showed a loss, and one no change whatever. The figures, which were compiled by the statistical department of the New York Evening Post, follow:

ADVERTISING BY CITIES.

1917. 1916, 9,757,663 9,025,593 732,090 Gain New York . Chiergo ... 3,217,345 4,649,653 567,690 Gain Philindelphia 4.728 300 4.872.200 334.100 Gelm Baitimore .. 2,974,600 2,634,400 840,224 Gain Los Augeles 4,135,500 3,526,500 312,000 Gain Milwankee 1.725.136 1.818.145 93.000 Loss 3.044,033 2,705,625 838,400 Gala Cleveland Francisco 2,121,000 2,127,524 6.524 Loss 2.121,000 2.327,024 5,024 22.23,000 2.327,024 132,826 Gain 2.082,822 2.088,226 5.404 Loss 1.345,148 1.352,890 7,742 Lams Buffalo Minespella St. Pest .. St. Louis . 2,611,614 2.480,049 185.574 Gala Destroit 8,005,332 8,247,004 319,528 Gain Washington . 2,241,434 2,198,576 42,962 Gala

Totale .47.987,359 44,833,735 3,163,615 Gala

Appearances count. Even if clothes brushes were expensive, there would be no excuse for any man looking shabby.

25,000

Every day except Saturday.

NOW GUARANTEED BY

The Evening Tribune

of PROVIDENCE, R. I.

The finest per capita purchasing field in the world.

Spread your Providence appropriation, no matter how small, where it will bring the most returns.

Things have changed in Providence since Hannah died.

G. LOGAN PAYNE COMPANY, Foreign Representatives

200 Fifth Avenue, NEW YORK

1233 Marquette Building CHICAGO 1110 Kresge Building DETROIT 8 Winter Street BOSTON

Member A. B. C.

STATISTICIAN AUSTIN GIVES BUSINESS TALK

Editorial Conference Dinner at Automobile Club Heard of Prospects for International Trade After the War — More Than One Hundred Guesta in Attendance.

More than one hundred members and guests of the Editorial Conference of the New York Business Publishers' Association attended the monthly dinner at the Automobile Club on Tuesday last and listened to a most enlightening and instructive address by O. P. Austin, statistician of the National City Bank. Mr. Austin was formerly a newspaper man in Washington and later was chief statistician of the Department of Commerce. From that position he came to New York to the National City Bank.

Promptly at 12:30 noon David Beecroft, chairman of the Conference, gave directions for dinner to be served. When cigars had been reached, Mr. Beecroft welcomed the gathering and introduced E. H. Darville of the Hardware Age, who in turn introduced the speaker of the evening.

Mr. Austin's topic was "international Trade After the War," and because of his previous and present connections he was well qualified to handle it. His array of statistical information was most interesting and convincing, and his assertion, backed up as it was with figures, that there has been a net gain in population in the warring countries despite the fearful loss of life incident to the war, was met with startled looks and gasps of surprise.

He pointed out that there is a tremendous opportunity for trade lying between the thirtieth parallel north and the thirtieth parallel south, within which beit there is half of the world's population, but only one-sixth of the world's commerce and one-seventh of the world's railroads. He was of the opinion that trade relations will be resumed between the warring nations after the close of the war, that not even the war can disturb them forever.

At the conclusion of the talk, there was a fifteen-minute discussion in which many took part and a number of questions were asked of the speaker. He was accorded a rising vote of thanks at the conclusion of the meeting.

The publications represented at the dinner, with their respective representatives, were:

American Exporter, B. U. Hough, A. J. Burnets; American Machinist, J. H. Van Deventer; Automobile, D. Rescroft, S. Onberry, R. Sher-Automobile, D. Rescroft, S. Onierry, R. Out-man, H. Hajperhaum, F. E. Spooner, L. J. Roche; Bonfort's Wine & Spirit Chronier, H. I. Bowne; The Automobile, J. C. Long; Cosl Age, A. T. Shurick, H. D. Hall, F. W. Parsons, J. E. Hampde, F. H. Kneeland; Dry Goods Econ-cies, G. H. Dischert, A. Hallan C. M. Thomas. mist, S. H. Ditchett, A. Hallan, C. M. Thomas. C E. McDermat, R. R. Busting; This Provon and Publishess, J. W. Brown, H. H. Thomson; Chectric Rationy Journal, H. M. Platt. E. Baston. C. Bartaun, G. J. MacMurray, L. C. Paul, W. Blake; Electrical Merchandising, C. L. Whithum, O. H. Caldwell; Electrical World, A. E. Clifford, S. B. Williams. Fether; Electrical Railway Journal, H. H. Norrie, J. R. Stibble, J. H. Rudd, I. H. Behrens; Engineering and Mining Jennal, L. E. lore, W. R. Ingalis, P. R. Barbour; Engineering New Whete, M. N. Bakur, C. W. Baker, H. K. F. G. Wight, M. N. Dakur, C. W. Barmar, B. V. Tromflin, W. Burman, Handware Age, K. H. Dar-ville, P. J. Cougrote, G. P. Taylor, L. Tingle, Historiated Millimer, T. Trembolm: Iron Age, G. Smarl, W. W. Macon, J. M. Lioyd, M. C. Hobblast: Metal Industry, L. J. Krom; Metallurgical and Chemical Engineer, L. T. Clark, R. C. Berger, C. T. Celn, D. J. Crimmura, Dr. Hocher, J. M. Muir. Music Pradum R. M. March, Phys. Rev. Lett. gov, C. T. Conn. D. J. Crimmirs, Dr. Wesser, J. M. Mair, Musle Trades, Rd. Manwell; Power, G. E. Andrews, A. D. Blake, F. A. Amett Railway Electrical Engineer, K. R. Hair, G. Goldthwalt, E. V. Wright, G. W. Foss, F. G. Brok, P. J. Reitly; Raisway Maintenance Ro-gineer, C. B. Peck; Textile World Journal, V. R. Carrell, H. G. Lard, J. H. Heagden; Upholmon, II, W. Smith; McCrnw-

Hill Publishing Company, A. L. Ormay, O. J. Luderich, H. K. Fisher, C. W. Dibabe, W. O. Rogre, F. R. Law, L. Jones, F. W. Bope, F. Van Winkle, D. Cameron; Engineering Record, W. D. Hammond, G. D. Cooke; Glass Journal, H. Pyler, J. L. Gilbert, H. Bennebona, G. B. Shanks, D. M. Lay, J. O. Hamson, M. C. Horling, J. H. Crockett Ge. A. F. White, J. B. Arcklet, P. Vandernsk; Motor, H. Blancher, Thomas; others, L. M. Brodley; M. Kicker, G. W. & W. A. H. Gragburn, Norma Os.

PAPER CO. SETS OUT TREES

Reforesting Lands in Maine, for Future Generations to Cut.

Reforestation is practiced by the Pejepscot Paper Co., of Lisbon Falls, Me. During the past five years Julius Shutt, the head of the forestry department of the company, has planted 750,-000 trees, 500,000 of which have been transplanted in lands owned by the company. This corporation, which is one of the largest consumers of forestry products, is now one of the foremost in timber preservation. The company has a number of numerica and the trees they are planting or transplanting at the present time never will be cut by the men who have the matter in charge. They are intended for future generations. Some of them, such as Norway pine, will not be ready for timber for seventy-five years.

Ad Woman Well Equipped

Miss Florence Prevost has rejoined the George D. Lee Ad Agency, of Portland, Ore., as an associate member of that concern, after acting as advertising manager of the Eastern Outfitting Company for the last three years. She will continue preparing and planning the publicity of the Eastern concern, but in addition will specialize on food, wearing apparel, and recreational advertiging. Miss Prevost is well equipped as an ad writer, and brings to her new work the results of intensive and firsthand investigations along the lines in which she is specializing. Before taking up the profession of advertising. Miss Prevent gained considerable repute as a commercial artist, and her ability along these lines has shown in her "layout" work, the physical appearance of newspaper, and other forms of publicity.

Sir Gilbert Parker in Arizona

Sir Gilbert Parker, head of British publicity work in America, has left San Francisco for Arizona, after having spent three weeks at Percy T. Morgan's country place, near Los Altos, for the benefit of his health. Nervous depression, coupled with a merious, but not dangerous, throat affection, is said to be the cause of the noted writer's breakdown He went to California at Mr. Morgan's invitation to escape the strain of his atrenuous work. He will remain a month at Castle Hot Springs, near Prescott, Ariz., after which he will return to San Francisco before going to New York.

Dailies Back to Normal Size

All the St. Louis newspapers, with the exception of the Star, published announcements last week, explaining the reduction in the size of their papers as being due to the freight congestion and the threatened strike conditions. The Post-Dispatch reduced its number of pages to one-third the usual amount. The Times reduced about one-half, and the Republic and Globe-Democrat were reduced appreciably. The Star reduced its size about two pages. Since then, the editions are appearing in normal sizes again, although the quantity of news print received has not been as big as the husiness managers would like to see.

WANTS McKEE WILL CONSTRUED

Suit Involves \$600,000 Worth of St. Louis Globo-Democrat Stock.

A suit to construe the will of Miss Ellen McKee, who died in 1906, and who owned a majority of the stock of the St. Louis Globe-Democrat, 290 shares, was filed this week by Andrew Hill, of Barrytown. Mich., one of the beneficiaries.

Miss McKee provided in her will that the stock was to be held in trust by Charles H. McKee, executor, now president of the Globe-Democrat, for twenty years after her death, and that one-thirty-sixth part of the dividends was to be paid for the benefit of Hill or members of his family. This interest since her death has amounted to \$60,000, the petition sets forth.

Hill, who was a first cousin of Miss McKee, has a wife and ten children, including six daughters. None of the married children lives at his home. He contends that such children are not members of his family within the meaning of the law and are not entitled to participate in the dividends. They do not concede this, and three of them started suit in Michigan two years ago to establish their right to participate. Pending disposition of the suit, the dividends have been tied up by the court here.

Hill asks that the trust be ended so far as it concerns him, and that his share of the stock be turned over to him absolutely, alleging that the trust is invalid because it cannot be satisfactorily interpreted. John H. Boogher, attorney for Hill, said that the value of the 290 shares is about \$600,000.

RELIGIOUS PUBLICITY COURSE

First of Its Kind Has Been Established in Chicago.

What is believed to be the only course of instruction of its kind in the United States is a course in religious publicity at the Presbyterian Training School, in Chicago, which is taught by Herbert H. Smith, of Evanston, Ill. This course has been offered for two years, and is intended to train young men and women to be assistants to pastors in churches. Instruction is given in the writing of church ads and church news, including preparation of church bulletins and papers, and other printed matter useful to a church.

The students each year outline a complete advertising campaign for some problem of church work. This year most of them outlined a series of paid ads, a placard, news stories, etc., for an evangelistic meeting.

Mr. Smith, the instructor, is assistant editor of the Continent, and has had ten years' experience on different newspapers in the Middle West, principally the St. Paul Dispatch. He is a graduate of Columbia University, and is author of "Publicity and Progress," published by Doran.

DEVIL A GREAT ADVERTISER

So the Rev. Dr. Kirk Declared to Baltimore Ad Men.

A large number of members of the Advertising Club of Baltimore attended the Franklin Street Presbyterian Church, Baltimore, last Sunday night, when Rev. Dr. Harris E. Kirk preached a special sermon to the ad men, using for his topic "Truth in Advertising: Does 14 Pay?"

Dr. Kirk referred to the members of the club as among the most important assets of the commercial life of the city, and said there had been no greater improvement in any phase of the business

world than in the manner and character of the present-day advertising. "Truth in advertising," he said, "is absolutely necessary, and is one of the greatest safeguards to the public in its search for commodities."

He said the devil was a poor manufacturer, but a great advertiser. He thought a man could be a successful business man and a Christian, and thought the man ought to be able to bring his business up to the level of Christianity, and not be compelled to drag his Christianity down to the level of the business.

ADS IMPORTANT AS NEWS

John T. Ballou, Jr., Gives Informative Talk to High School Students.

Department store advertising as a nower in the commercial field was the topic of an address made by John T. Ballou, ir., of the advertising stati of Frederick Losser & Co., of Brooklyn, to students in the Brooklyn High School At the beginning of the address, Mr. Ballou distributed proof sheets of a one-page advertisement carried by the firm in the Brooklyn Eagle on the day of the address and gave a graphic illustration of the growth of advertising, comparing it with the first advertisement carried by his firm in the Eagle, on May 15, 1862, of ten agate The advertising appropriation fines. had grown similarly, he said, from several dollars to thousands of dollars annually.

Mr. Hallou said that advertising announcements were regarded as being fully as important in newspapers as the news columns, and that this was especially true from the standpoint of women.

"There is a constant demand everywhere," said Mr. Bailou, "for high-class, live, wide-awake advertising writers. Many fields have not been covered at all by advertising. Concerns to-day are lavishing enormous sums upon publicity campaigns, greatly in excess of former years. Industry has only recently awakened to the tremendous force of advertising.

"If you desire to become leaders in the advertising field," he advised his hearers, "first adopt your own particular style of writing. Write in a plain, convincing way. Don't exaggerate. Gauge your writing by the tape measure of truth. Be up-te-the-minute on all topics of the day."

Systems in Globe-Democrat Office

System experts, after careful study. have worked out and installed through every department of the St. Louis Globe-Democrat the most modern accounting and time-saving methods. The business office has been practically made over and newly furnished with niahogany desks, The space in the business office formerly devoted to the bookkeeping staff is now the advertising department; the bookkeeping and auditing departments having been removed . to large quarters on the sixth floor. The very latest addressing machine system has been installed to secure the utmost rapidity in the mailing of bills, etc Every advertising bill, even every want ad bill, is now mailed out within twelve hours after its appearance.

Something for nothing is impossible. If a thing comes without cost to-day, it must be path for with compound interest at a future date.

The fellow who talks on every possible occasion unconsciously helps the listener to maintain the upper hand

Digitized by Goog

GEORGE SUNDAY HESITATES ABOUT HITTING NEWSPAPER ADVERTISING TRAIL

Son of Evangelist Not Fully Convinced That Page Ads In the Daily Papers Would Help the Work of the Billy Sunday Campaigns-Contends That News Value of His Father's Revivals Has Not Diminished, and That City Editors Are Eager to Accord Space.

Tluctant feet at the edge of the newspaper advertising trail.

Mr. Sunday is in charge of the advance work that is being done in New York in connection with the three months' revival soon to be launched by his father, Billy Sunday. He captains a force of workers whose headquarters, on the fourteenth floor of the Metropolitan Tower, resemble the executive offices of some big corporation.

Under George Sunday's direction the city has been card-indexed, mapped, and charted. Every distinctive section is a distinct problem. To reach the people, in their homes, offices, in the stores and factories, to arouse their interest in the Billy Sunday campaign, and to secure their cooperation in the neighborhood meetings to be held all over the city, forms a part of the prelimi-nary work which this dynamic young man is doing, with the aid of 6,800 volunteer workers.

Representatives of THE EDITOR AND Punisiika called upon George Sunday this week to talk about the advertising end of the campaign. It was pointed out to him that, in the Boston revival, according to some critics of the movement, \$90,000 had been contributed for the expenses of the campaign, and that very little of this money had been expended for newspaper advertising. TE was cited to him that his father, if the press reports were correct, had received nov for his seventy-one days of work in Boston at the rate of \$715 a day-and that the impression seemed to be very generally held-no matter how far from the truth such impression might be that the organization was a business enterprise, conducted for profit, and should pay its way in the advertising columns of the newspapers, and not depend for its success on free publicity.

"We have never asked for a line of "City edipublicity," said Mr. Sunday. tors regize the news value of Mr. Sunday's work, and are enger to accord space to it."

George Sunday always refers to his father as "Mr. Sunday."

"Is it not true," he was asked, "that the news value of the Sunday meetings is on the wane? Is there any longer the call of novelty in Billy Sunday's picturesque personality and methods? Are they not by this time familiar to

"Ask the New York city editors about that," he replied. "Mr. Brisbane has reserved places for fourteen news writers at our meetings, and other editors are making arrangements to cover them in a big way."

BELLY SUNDAY NOT A RICH MAN.

Reverting to the earnings of his father, Mr. Sunday declared that if the evanrelist should retire now he would find It difficult to live in comfort on the income from his fortune. When asked as to the extent of Billy Sunday's charities, he became grave, and intimated that if the truth were known a good many people would be amazed at the extent of his benefactions. "But," he said, "Mr. Sunday does not care to make known to what uses he is putting his earnings. If any of his charitable investments were disclosed it

EORGE SUNDAY stands with re- would lead to the criticism that he was making a bid for further contributions,"

"One thing may not be generally known," he continued. "Mr. Sunday employs, of course, many people. fifteen men and women who are directing the various departments of the work are well naid- and Mr. Sunday has always borne a third of this expense him-Lately these workers--including myself-have been given an increase of pay, and this increase is paid personally by Mr. Sunday, so that for this year he will pay nearly half of the salary expense out of his own pocket."

lvy Lee, the man who has directed the publicity of such great corporations as the Standard Oil and the Bethlehem Steel companies, is publicity manager for the New York campaign of Hilly Bun. day. His work is to aid the newspapers in properly covering the news of the meetings, and to supervise the publicity plans.

It was suggested to George Sunday that the Bethlehem Steel Corporation had found it highly profitable to use large space in the newspapors in getting their message on the armor-plate question to the people in a clear wayand that, perhaps for the first time, the people had been made to understand the policies of a corporation, and to realize that sometimes these policies might be actually for the public inter-

HOW ADVERTISING COULD HELP THE WORK.

Mr. Sunday was reminded that the readers of newspapers, as a natural result of the policy of editors in playing up the picturesque side of his work, had come to look upon Billy Sunday as a more or less grotesque personality, and that this impression of him operated as a serious obstacle to the fullest usefulness of his work, creating a prejudice which had to be fought and overcome

"Why not use full pages, or double pages, in the newspapers, and get to the people a correct knowledge of the great aims and of the high purpose of this movement, placing the emphasis where it belongs, focussing attention not so much upon the Tabernacle meetings as upon the neighborhood work and its significance?" he was asked.

"I have been in the advertising bustness myself," he replied, "and I realize the force of your argument. like to talk to you at greater length on this matter at another time. Of course, you understand, we do use a colump or so of newspaper space, during the period of the Tabernacle meetings. in which to make public the times and places where outside meetings and services are held—the meetings in churches, halls, etc."

George Sunday believes in the work his father is doing. He is absorbed in the details of the tasks allotted to him in the movement. He is not yet quite ready to hit the newspaper advertising trail in a big way-but he stands on the edge of that trail, carefully surveying it.

After listening to the average conversation, one becomes convinced that people devote a lot of talk to things they don't know anything about.

Anyhody can talk. It takes a wise man to say something.

NEWS PRINT RESERVE LESS THAN YEAR AGO

Amount of Stocks on Hands at End of February 37,647 Tons Less than for Same Time in 1916-Canadian Mills Most Efficient-American Mills Produced 3,237 Tone Daily.

The maximum capacity of the 42 mills reporting to the News Print Manufacturing Association for the month of February was 134,184 tons, or at the rate of 5.591 tons daily. The actual production was 90.3 per cent, of maximum, or 121,189 tons, or at the rate of 5.050 tons daily. Shipments amounted to 116,330 tons, 4,859 tons less than was manufactured, the per cent. of maximum of shipments being \$6.6.

The stocks on hand at the end of February amounted to 48,488 tons, compared with 86,135 one year ago, a decrease of 37.647 tons.

The percentage of maximum of the American mills, for the month was \$7.3, while the Canadian percentage was 97.9, the Canadian mills being, apparently, 10.6 per cent, more efficient than the American.

As the mills of the Association make about 80 per cent, of the news print on the continent, the total production must have been in the vicinity of approximately 151,500 tons, or about 5,411 tons a day.

MORE SPACE FOR STREET & FINNEY

Was Needed Because of Gratifying Increase in Business.

Street & Finney, general advertising agents, have doubled the size of their offices at 171 Madison Avenue. The old quarters are being remodelled, to give greater accommodation. Rooms are being partitioned off for the copy-writers and artists, while the general entrance, reception, consultation room, and private offices have been moved further to the front of the building, in order to take care of a gratifying increase in business.

The firm mutualized its business last December, permitting all employees to share in the profits. The first distribution was made at Christmas time, when the sum of \$3,500 was divided among the sixteen employees. There will be a second distribution in June, which, it is expected, will be larger, owing to the increased business the firm is handling. The share which the employees receive depends on the character of their work and the length of time they have been in the service. Everyone participates, down to the office boy, who received a sum that made his eyes bulge out.

The firm has thirty-three accounts and transacts a business of \$1,500,000

Twixt being a rainbow-chamer or a grouch, go after the rainbow every time.

The Victor Record for February was that of The Brooklyn Standard Union.

With a total of 213,654 lines of Dry Goods Advertising, it led all morning and evening papers in Greater New York.

Sounds good, doesn't it?

DITO

FOR A SENSIBLE CENSORSHIP

N all countries at war the abuses of press censorship have been due to the fact that the military and naval viewpoints as to what should be printed have governed.

A free press, subject only to such restrictions in the publication of news as are required by the military and naval interests of the nation, may be made the strongest reliance of a flovernment in the succensful prosecution of a war.

Hampered by a censorship controlled wholly by men without newspaper training, the press becomes, in time of war, a liability to the Govern-ment-not an asset of strength.

Major Douglas MacArthur, acting as censor for the War Department, and Commander R. R. Helknap, acting in a similar capacity for the navy, should have as a collaborator and advisor a trained newspaper man, whose advice should control as to the kind of news matter which should be made available for the newspapers. This third member of the Board of Consorship would act, as a matter of course, in full accord with the military and naval censors as to the suppression of information of essential value to an enemy. And he would see to it that the range of permissible news included such matter as would tend to stimulate patriotic impulses in the people and keep recruiting from lagging. A cennorship of newspapers, in a free country, must be constructive and helpful-not merely restrictive.

THE EDITOR AND PUBLISHER renews its suggestion to the Washington authorities that the ablest newspaper man available be selected to represent the newspapers on the Board of Censors. The suggestion is made in the interest of the national welfare.

"THE BOOK OF BUNK"

HE editor of a weekly newspaper in Minnesota has made a acrap book of the requests for free publicity sent to him in the course of a year. He finds that if he had used all matter offered he would have contributed a thousand dollars' worth of advertising space to the Order of Askers.

He calls his scrap book "The Book of Bunk." If the average daily newspaper were to thus preserve the requests for free advertising space received in a year, a goodly number of books would be required. It would serve a better purpose, however, if publishers of newspapers should, at the end of each month, make surveys of their files and figure up the space that has been given away through the publication as news of matter which really belongs in the advertising columns. A little critical analymis on this line might astonish the publisher who thinks that he is succeeding pretty well in climinating the space grafter. As it sometimes happens that there is more drunkenness in a prohibition State than in a "wet" State, so it may happen that the Order of Askers finds many devious ways of evading perfectly good office regulations.

The expedient which has been most successful is to convince editors of the "news value" of matter which is essentially advertising copy-but which does have, as all good advertising should have, real news interest. To know just where to draw the line is a rare and valuable faculty in an editor-but it is a faculty which must be developed more and more if newspapers are to be permitted to SELL their advertising space.

It is not a policy of fairness to sell space to one advertiser and to give it away to another.

MAYOR HENRY W. KIEL, of St. Louis, is to Lastie a proclamation to the citizens of that city in which he will outline the possibilities offered to them, on the occasion of the June convention of the A. A. C. W., to advertise their city to the rest of the country. He mays: "We have the vigor of the North, the culture of the East, the hospitality of the South, and the broad, clear vision of the West, which makes us the most thoroughly American city in the United States." He might have cited, also, the fact that St. Louis has great newspapers which continue the traditions established there by two of the greatest of American editors-Joseph Pulitzer and J. B McCullagh.

He who calls in the aid of any equal understanding doubles his own.-Burke.

ADVERTISING "ADVERTISING"

W HEN you see an item of news bearing upon advertising in a deliver discover that it refers solely to poster advertising, or some other form of publicity-rarely, if ever, to newspaper advectising

If a cartoonist wants to visualize advertising in a drawing, he utilizes the billboard, the car card, or placard as emblems—never making any effort to picturize NEWSPAPER advertising.

A cable dispatch in the New York Tribune of a recent date was headed: "Advertising Is Boosting British National Service." It described how, in Trafalgar Square, on the bases of Nelson's column, "the striking war-loan placards have given place to national-service messages." It is to be presumed that the English newspapers were carrying display advertising in this campaign, but nothing is said about it-the reader of the newspaper gets the impression that when advertising is mentioned the reference is, of course, to placards, billboards, or some of the other related methods of "advertising,

Why should not the newspapers see to it that when they print advertising news it shall refer to real advertising—the kind they themselves sell to their readers? Why boost the less valuable forms of advertising when it is well known that they play but a small part in the results achieved through great campaigns? War loans, not only in Great Britain, but in Canada, have been negotiated through NEWSPAPER ADVERTISING campaigns. Other forms of advertising might well have been dispensed

Unless the newspapers give to their readers news stories showing the value of newspaper advertising, the people may be excused for thinking of advertising in terms of the wall sign or the billboard,

M. SHREVER, professor of phychology at R. the State Normal School at Kearney, Neh. rays: "Of the one billion dollars spent last year for advertisements in the newspapers and periodicals of the country, at least 65 per cent, was absolutely wasted." He believes that this waste could he stopped if the principles of psychology were applied to writing advertising copy. Our great advertisers are passing up a golden opportunity. Why not have a professor of psychology attached to every copy staff? By the simple process of injecting psychology into the copy, the professor could stop a loak of sixty-five cents from every dollar expended. If it should happen that the professor should fall down on his job, what matter? For he could offer unanswerable, if unsatisfying, psychological explanations. And then, you see, psychology is only in its infuncy, so to speak. The professors who use it to confound simple minds are only just warming up. They have hardly found their full stride. Patience-we will soon form the habit, when confronted with a knotty problem, of touching a button, summoning the psychologist, and turning the whole matter over to him.

Oswal,D GARRISON VILLARD, president of the New York Evening Post, is facing widespread criticism for his expression of pacifiet sentiments. His critics will admit, however, that he has the courage to utter unpopular viewssort of courage characteristic of real fighters. courage to bear arms is no whit greater than the courage to express unpopular opinions. To impute timidity to such a pacifist as Mr. Villard confesses himself to be is to come wide of the mark. The pity of it is that such an impulse to fight as he shows in his public speeches should not be enlisted on the side of those who believe in meeting armed aggression with armed force.

THE need to cut nows stories "to the hone" teaches editors and news writers to appraise news values more carefully- and to make a better bulanced record of the events of the day

IN THE PUBLIC INTEREST

UDGE BALDWIN, of Chicago, has decided that newspapers cannot be forced to disclose the sources of their information for news articles. Every now and then some judge is called upon to decide this point-and almost always the decision sustains the right of an editor to keep inviolate the confidences of those who furnish him with news data.

Is it not timely and appropriate for the introduction in Congress of a bill which shall definitely establish the rights of newspaper men to protect those who aid them in their quests for information? There can be no valid objections to such a Federal statute. The question should not be left to the adjudication of our courts on every occasion when it arises. It should be clearly defined in law.

In almost every instance where an attempt is made to force a newspaper to disclose the sources of its information the motive is, primarily, one of intimidation. Its purpose is to prevent others from affording to newspapers information of public concern through a fear of undesirable publicity.

The libel laws afford all the protection due to individuals who may suffer through unjust and damaging publications. To impress upon the people that newspapers may be compelled to violate confidences is to restrict the usefulness of a free press and to hamper its work for the correction of public evils.

HE assurance that Victor F. Lawson is recov-THE assurance that victor r. Lawrence to every ering from a recent filness is good news to every man connected with the making of newspapers, from the publishers and editors down the line to the cub reporters. For forty years Mr. Lawson has been a commanding figure in the world of journalismand he has been more than that. He has been a sort of embodiment of the personal ideals of all who have aspired to worthy accomplishment in the profession. If you ask a newspaper man as to his aspirations in his calling he will have Victor P. Lawson in mind, almost unconsciously, in framing his reply. What Mr. Lawson is, what he has donethese afford the measure of any high attainment in the mind of the newspaper man whose career is still to be made. Mr. Lawson's forty years in the service of mankind have been fruitful years, bringing to him the thrice-earned homage of his fellows in the great field of his activities. Health, strength, and long life to the great Chicagoan!

MORE intensive editing of news copy is the most effective economy measure possible, under present conditions. It means a better paper-and one in which there is more space available for advertising. And the DEMAND for advertising space increases as the paper shows betterment, so that condensation and a better balance in values in the treatment of news earn quick profits.

HE superfluous statement, the unnecessary THE supernuous statistical, bro anews story, phrase, the space-killing details in a news story, may not seem to consume any great amount of white paper-and would present no serious econumic problem if your edition were limited to a hundred copies. But when circulation is measured by tens and hundreds of thousands, the piffle-bill mounts to amazing proportions.

RUMBLINGS are heard about inevitable investigations by the Government as to economic waste through advertising. If such investigations should re-ult in establishing a better public understanding of the real relation of advertising to costs of distribution, reader-interest in advertising would recelve a great impetus.

A T the coming convention of the A. A. C. W., all of the departmentals will take up the discussion of "How Advertising Reduces the Cost of Distribution." The phrasing of the topic is affirmative-the facts are all affirmative—and the arguments can hardly be otherwise.

HE well-directed blue pencil of the copy-reader The well-directed one pend in the fight for space-mying in the news columns. Pay your capable copy-readers more-and you will have more space to sell to arivertisers.

PERSONALS

N EW YORK.—John H. Wishar has resigned as Eastern business manager of international News Service. Mr. Wishar intends to return to the editorial end of newspaper work.

Prank G. Menke, formerly of the Menke Syndicate, Inc., in the World Building, which sent out a daily sporting service, has dissolved that syndicate and joined the staff of the Newspaper Feature Service. Among other things he will write a weekly sporting letter for the Newspaper Feature Service.

OTHER CITIES.—Joseph T. Mannix, State expert printer of Minnesota, and formerly one of the best-known newspaper men of Minnespolis, has resumed his duties after a three months' confinement in a hospital.

James J. McKenna, former police reporter on the Reading (Pa.) News-Times and for the past two years the assistant secretary of the Chamber of Commerce of that city, has been appointed sales statistician of the Narrow Fabric Company, a two-million-dollar notion-manufacturing company of Reading. Mr. McKenna assumes his new duties April 1.

H. L. Askew, for the past five years manager of the Fort Wayne (Ind.) Sentinel, has tendered his resignation to become effective as soon as arrangements for his successor can be completed. Mr. Askew, long connected with the editorial department of the Sentinel, will enter the life-insurance field.

John C. Shaffer, publisher of the Chicago Evening Post, Indianapolis Star, Denver Times, and other papers, is making a tour of the Gulf Coast resorts with Mrs. Shaffer.

Thomas Mailoy, of Lewiston, Me., former editor of the Lewiston Leader, and one-time sporting editor of the Springfield Republican, and of the staffs of the Trenton (N. J.) True American and Dramatic Mirror, New York, has taken a position as telegraph editor of the Hangor (Me.) Commercial.

Neill M. Robinson, former Court House reporter of the Eric (Pa.) Timea, has accepted a position with the Pennsylvania Grit, Williamsport, Pa. William J. Moore, late of the Cleveland Piain Dealer, succeeds Mr. Robinson. Thomas J. Enright taking the former's position on the copy deak.

Miss Ida M. Tarbell, writer and editor, addressed the student body at Southern Mcthodist University at Dallas, Tex., last week, her subject being "Industrial Idealism."

Garth W. Cate, formerly advertising manager of the Phonix (Ariz.) Republican, is now connected with the advertising department of the Christian Science Monitor, Boston.

Fred Palmer, who has been editor of the Elkhart (Ind.) Truth, has retired, and will be succeeded by C. R. Trowbridge, of Crawfordsville, Ind.

J. W. Graham, editor and owner of the Hinton (Pa.) Daily News, announces his retirement from the journalistic field. He has advertised his plant for sale and will go to Cincinnati and engage in the manufacture of newly acquired patents on typesetting machines.

George Jardot has been made general manager of the Cleveland (Okla.) Enterprise. W. C. Bridwell, former editor, and still owner of the paper, is retiring after twenty years of work.

on the editorial staff of the Lewiston (Me.) Journal, has resigned to accept a

LOOKING back over my life, I read these lessons: that one may live a happy and useful life on cheap and easy terms; that the essential things are always near at hand; that one's own door opens upon the wealth of heaven and earth. John Burroughs.

position as secretary to Mrs. Deborah Knox Livingston, campaign manager of the Maine Suffrage Association.

Gov. John J. Cornwell, of West Virginia, has relinquished the editorial chair of the Hampshire Review, published at Romney, West Va., of which he is the owner. Lewis K. Dinkle, who becomes a member of the firm, will be the new editor and manager.

Earle A. Minnich becomes the city editor and advertising manager of the Aberdeen (Wash.) Herald.

Gerald B. Herrider, formerly of Harrisburg, Ill., is now the circulation manager of the News, of Rhinelander, Wis.

ASHINGTON.—George R. Cooksey, private secretary to the Secretary of the Treasury, and formerly a member of the Associated Press staff of this city, has been made assistant to the Secretary of the Treasury, a position equal to that of an Assistant Secretaryality.

Gus J. Karker, of the Cincinnati Times-Star, has been elected chairman of the standing committee of Washington correspondents. Other newly elected members of the committee are Earl Godwin, Washington Star, secretary; tharles S. Albert, New York World; Jesse S. Cottrell, Atlanta Georgian, Memphis News-Scimitar, Knoxville Sentinet, Nashville Hanner, and Hen F. Allen, Cleveland Plain Dealer.

Grafton S. Wilcox, former chief of the Associated Press Bureau of the ('apitol, has joined the Chlougo Tribune forces. No one has been named to succeed Mr. Wilcox as chief of the Capitol A. P. staff.

James D. Preston's reminiscences, as superintendent of the Senate Press Gallery for the past twenty years, will be published in the Boston Transcript and other metropolitan dailies on Saturday.

Col. Edwin A. Halsey, for many years assistant superintendent of the Senate Press Gallery, and his bride, formerly Miss Mary M. Younger, have returned to Washington after a short trip.

Ira Haisey Patchin, brother of Phillip and Robert Patchin, well known in newspaper circles, has resigned his position in the State Department to take up business interests in New York.

deorge R. Holmes, of the New York office of the International News, is here on business.

Robert B. Smith, of the International News, is here on business.

PITTNBURGH.—L. M. Barr is now in charge of the automobile advertising department of the Pittsburgh Post and Sub. Mr. Barr was formerly of Kansas City

H. C. Milholland, vice-president and advertising manager of the Pittaburgh Press, is in Chicago for several days on a business trip,

R. E. Allen has rejoined the Pittsburgh Post editorial department after several months' stay in Cleveland, O.

Roy Howard was a visitor at all the Pittsburgh newspaper offices.

Miss Jean Kelly, of the Charleston (W. Vs.) News, was visiting her friends in Pittsburgh the past week.

CHICAGO.—J. F. H. Heldo has been cappointed garden editor of the Chicago Tribune. John C. Vasughan is serving in the same capacity for the Chicago Herald.

Congresswoman Jeanette B. Rankin, who is writing a series of articles for the Chicago Hersid, was the guest at a reception in Orchestra Hall on Monday. Gov. and Mrs. Lowden were at the head of the receiving line.

James A. MacDonald, editor of the Toronto Globe, was in Chicago last week. In an address before a church gathering he declared the United States and Canada cannot stand apart, as they have too much in common.

E. J. Westphal, well known in Chicago and editor of the Fox littor Journal of Appleton, Wis., had an exciting experience Monday, when police officials besieged his house demanding payment of taxes. He finish agreed to settle, though the disturbance is said to have been fomented by political enomies.

James Durkin, of the Chicago Tribune, again comes into the limelight with the publication of his picture in Every Week over the caption, "The World's Greatest Office Boy." Mr. Durkin's extraordinary ability to keep the affairs of a great newspaper running smoothly have been commented on before.

PHILADELPHIA.—Samuel W. Meek, general manager of the Press, went down to Richmond, Va., on Sunday to welcome home his eldest son. Wilson Meek, who went with the Richmond Blues to the Mexican border. The famous old regiment, which saw service as the First Virginia Cavalry, will not be mustered out at present.

James McCoy, assistant managing editor of the Evening Ledger, has taken a house at Narberth, a near-by suburb of the city, which is becoming quite a Mecca for newspaper men. Lawrence Tobin, of the Inquirer; Fred Havens

and B. Muschamp, of the Saturday Evening Post, are some of the other members of the colony.

The editorial "sit-down," an informal dinner, held every six months by the Evening Ledger, occurred on Monday. P. H. Whaley, editor-in-chief, presided, and some thirty men enjoyed their semi-annual celebration which marked the founding of the paper two and one-half years ago.

James Craven, former Sunday editor of the Press, has joined the editorial staff of the Evening Ledger. The paper has lost Kenneth Magowan, dramatic editor, who has gone to a New York syndicate, and theatres and music will be handled by Bushnell Dimond, who came over from the Telegraph; W. R. Murphy, and Mr. Craven.

Miss Curtis Wager-Smith addressed the West Philadelphia High School for Girls on Monday morning, and on Thursday spoke at the Academy of t' Pine Arts on the pictures in the annual exhibition. She was Philadelphia editor for the 1917 edition of the American Art Annual, just issued, and is Philadelphia art correspondent of the Christian Science Monitor of Boston.

Visitors to New York

Edmund W. Booth, editor Grand Stapids (Mich.) Press.

W. B. Colver, formerly editor-in-chief of the Clover Leaf papers, and now chairman of the Federal Trade Commission

M. S. Dwyer, business manager of the Providence Tribune.

E. H. Wells, formerly of the Seattle Star.

Don't accept every invitation to get into the bandwagon. Make certain of the quality of music before you climb aboard.

It is said that there is nothing new. Some men keep so far ahead of the times that they are actually old-fashloned.

System, constantly applied, beats the occasional "punch" all hollow, and doesn't require nearly so much effort.



LT:

The Haskin Letter was written under date-line from Berlin London Vienna Porto Rico Santo Domingo Danish West Indies within the last three months.

THE EDITOR & PUBLISHER FOR MARCH 24, 1917

PERSONALS

(Continued from page 21)

ST. LOUIS.—Tr. Porter, widely known newspaper correspondent of Omaha, Neb., where he is connected with the editorial department of the World-Herald, was in St. Louis this week, making his headquarters at the Press

John E. Miner, secretary and editor of Home & Country, Detroit, Mich., was in St. Louis this week on business for his publication.

Max Cook, city editor of the Republic. has been away from his deak on a vacation.

A. W. King, for years a reporter on the staff of the Republic, is now connected with the St. Louis Star as reporter.

Henry P. Robbins, associate editor of the St. Louis Globe-Democrat, addressed the Brotherhood Class of the Union M. E. Church Sunday morning.

Col. William J. Thornton, railroad editer of the Globe-Democrat, who was seriously injured awhile back by being struck by a motor truck, has instituted suit for \$15,000 damages against the company operating the truck. He is still confined to the hospital.

Joseph P. McGowan, former St. Louis newspaper man, is now connected with Home & Country, Detroit, Mich., as associate editor and special writer.

C. C. Story, a widely known advertiming solicitor, has left St. Louis for Geveland and Detroit, where he has contracts for special work.

Jack W. Sharp, of Detroit, who is known as an advertising solicitor in every large city in the United States, in in St. Louis, doing some special work for the Post-Disputch, which paper anticipates issuing a special souvenir edition upon the completion of its new building in June.

Eddie Eks, curtoonist of the Globe-Democrat, entertained the members of the St. Louis Millers' Club at their banquet Tuesday evening with drawings and chalk talks.

MILWAUKEE, Wis. - Manning Vaughan, sporting editor of the Milwaukee Sentinel; Wally Rowlands, Milwaukee Journal, and Burdette Kirkham, Free Press, have gone to Wichita Falls, Tex., where the Milwaukee Brewers are doing their spring training.

H. Erlich, assistant managing editor of the Electrical Review, Chicago, spent several days in Milwaukee covering the convention of the Wisconsin Electrical Association for his paper.

Joseph Smith, professor of Journalism at Marquette University, is in big demand as a speaker before Milwaukee clubit.

John Pallange, who does ('ity Hall for the Evening Wisconsin, and for several years publicity director of the Milwaukee Auditorium, has been appointed to the latter job for another year.

James Skewen; president of the Milwankee Press Club and managing editor of the Milwaukee Daily News, was principal speaker at a banquet of the Aurora Borealis Club.

Walter Mattieson, who covered City Hall for the Free Press for several years, and who a few months ago stepped from the editorial room to a poration as Assistant City Attorney, has been invited to address the School of Journalism of Marquette l'niversity on libel laws of Wisconsin.

J. W. Bollenbeck, former Madison and Milwaukee newspaper man, who has been on the border with the National Guard for more than six mouths, is visiting his brother, William Bollenbeck,

Stephen Pryne is now on the State BAKER'S TRIBUTE desk of the Milwaukee Sentinel.

John Meyer has been placed in charge of the Sentinel's promotion department

Miss Sarah MacDougall, of the Sentinet addressed the students of journalism at Marquette University on 'The Woman Feature Writer."

Howard Ashworth is now doing the City Hall for the Milwaukee Journal.

Harry Croy, of the Milwaukee Free Press, has succeeded Gerald Murray on the court run.

United States Senator Paul O. Husting and Congressman Lenroot, who came here from Washington to address a loyalty mass meeting, were banqueted at the Press (Tub following their speeches in the Auditorium.

Capt. Adrian Anson, veteran baseball star, was entertained at the Press Club during his theatrical engagement in Milwanker.

EXAS-Will P. Hobby, editor and T publisher of the Beaumont Enterprise, and Licutenant-Governor of Texas, has been appointed secretary and director of the Federal Farm Loan Hank at Houston.

Richard Haughton, secretary of the Chamber of Commerce and Manufacturers' Association of Dallas since January, 1916, and formerly with the Texas Farm and Ranch and Holland's Magazine, the Farmers' Review of Chicago, has resigned to become connected with the Dallas Transfer Company Mr. Haughton is a former president of the Dallas Ad League

John E. King, of the Pullas News staff recently addressed Prof McGinnia's English class at Houthern Methodist University, discussing newspaper work and the making of a newspaper.

Miss Dick Gordon, a newspaper woman of New York, representing the Realty Publishing Company of that city, has been visiting several cities and towns of Texas studying industrial con-

G. E. Huckshay has been appointed manager temporarily in charge of the Bureau of the United Press at Dallas. Tex., succeeding H. D. Jacobs, who has realigned to join the staff of the Phillas Evening Journal.

Julian Capers, jr., until recently a reporter for the Dallas (Tex.) Evening Journal but who resigned to enter the services of the United Press, has been made manager of the United Press Bureau at Denver, Col.

Walter M. Harrison managing editor of the Daily Oklahoman and Oklahoma City Times, published at Oklahome Oty, was in Dallan last week of business.

San Francisco.—Arthur H. Dutton, for many years a San Francisco newspaper man, has been appointed a licutenant in the United States Naval Reserve. Lieut. Dutton is a graduate of the United States Naval Academy and a veteran of the Spanish-American War, in which he served as a lieutenant, junior grade, on the U. S. S. Gloucester and the U. S. S. Dolphin in the West Indies

Frederick L. Collins, of New York. publisher and editor-in-chief of the Mc-Ture publications and of McClure pictures, is a San Francisco visitor 100 is accompanied by Mrs. Collins and H. S. Duell, a New York attorney

Julian Bolds, of New York, a partner in the Bobbs-Merrill publishing firm, who recently visited San Francisco, is touring California.

Sam G Blythe, of Washington, has been spending a few days in San Franclass and near-by cities in search of material for his political sketches,

TO THE PRESS

(Concluded from page 6)

mediate use the columns of The Europe AND PUBLISHER in addressing a message to the men of American newspaperdom, who live in the news atmosphere, and are in truth the moulders of public opinion in America, making plain to them how they may best serve the interests of the nation in the present crisis through careful consorship of the news covering movements of ships and naval and military matters. May we not have a message for publication this week?

"THE EDITOR AND PUBLISHER." The following answer was received from Halph A. Hayes, private secretary to Secretary Baker of the War Department; "The Secretary of War directs me to thank you for your telegram of March 14, offering the columns of your publication for use in addressing a message to the men of American newspaperdom. The fact that the press has been thoroughly cordial and cooperative until the present time in the dissemination of news relating to the existing crisis, and the fact that no scheme of consorship has been put definitely into practice, makes it unnecessary for the Secretary of War to issue any injunction or pleas to the men of the press for a change in their attitude."

COUNSEL FILE BRIEFS

Motion to Dismiss Indictments Against Photo-Engravers Answered By Attorneys

Briefs have been submitted by counset for the indicted members of the Photo-Engravers' Board of Trade, and by the District Attorney's office, on the motion made by counsel for the defendants to dismiss the indictments. in addition to these briefs, Henry Wollman, counsel for the New York Business Publishers' Association, and Robert C. Morris, counsel for the Publishers Association, have also filed a brief as awicus curiæ (a friend of the court), by permission of Justice Joseph Mulqueen, before whom the matter came The brief of these two gentlemen is very comprehensive and covers 62 pages of printed matter.

The defendants, in support of their motion to dismiss the indictment claim that the New York statute against combinations to fix prices, known as the Donnelly act, applies only to articles of prime necessity and that photo-engraving plates are not such articles; that the Donnelly law does not include engraving plates, because labor and artistic skill, they claim, enter very largely into the production and manufacture of these plates; that photo-engraving plates are not commodities or articles within the meaning of the Donnelly law and that although photo-engraving plates are made by practically fifty plants in New York, and are used by every daily newspaper, trade paper, magazine, and book publisher, and by practically every merchant and manufacturer, and by others using advertising matter, that they are not articles of "common use" within the meaning of the Donnelly law, because they are specifically ordered to be made in each case, and finally because the owners of the plants manufacturing the plates, in course of their manufacture use some patented article which they buy in the open market, the patent laws of the United States execut them from the operation of the Donnelly law, their brief Messers Wollman and Morris insist that none of these points have any merit whatsoever.

PATRIOTISM OF PRESS SHOWN BY CENSORSHIP

Editors Have Kept Faith With Government Officials and There Have Been Few Violations of Secretary Daniels's Request-Big Associations Pledge Cooperation.

Washington, March 22.-Patriotism plays a more important part in the censorship of news matter with the American press than any amount of legislation that could be placed upon the statute books. While there have been some slight violations of the request of Secretary Daniels, of the navy, that no information be published as to the sailing and arming of merchantmen engaged in European traffic, there has been such a ready response to the Secretary's request that though there may be legislation offered at the coming extra seasion of Congress, beginning April 2, judging from the ready responses given, such legislation will not be needed for the suppression of news or censorship of news detrimental to Government interests or the welfare of the American nation.

After a conference with the reprementatives of the four big press associations. Secretary Daniels has stated on lehalf of the Secretary of State and Secretary of War that further conferences with newspaper men would probably not he necessary at this time. At the conference held a few days ago, Frank B. Noyes, president of the Associated Press; John E. Nevin, of the International News; Roy Howard, of the United Press, and W. A. Crawford, of the Central News, were present, representing their respective associations. The ready assurances given to the heads of Government departments by these spokesmen of the big press associations were so reassuring and so convinced the Secretaries that the American press was ready to comperate in serving the Government's best interests, that further conferences or requests to the editors and publishers at this time were not пессявату.

ADVERTISING BUREAU LUNCHEON

Affair Promises to Be the Largest Given by the Important A. N. P. A. Body.

Preparations for the annual luncheon of the Hureau of Advertising of the American Newspaper Publishers Association are being made at the present time. The luncheon will be held in the Waldorf apartments at 12:30, April 25. About one hundred publishers, publishers' representatives, advertisers, and advertising agents have accepted invitations so far. If a sufficient number make reservations, the luncheon will be held in the main banquet hall. Seats will be allutted to these who attend in the order in which the reservations are made, the best going to those who reply first. From the manner in which responses are coming in, the luncheon will be the biggest the Bureau has given. Well-known publishers, advertisers, and agents will address the meet-

Ada to Fight Liquor Traffic

Announcement has been made by the Church Federation of St. Louis that the Federal Council of the Churches of Christ in America will begin next week a campaign of paid advertising in the labor press to fight the liquor traffic.

Speak low, hold your temper-and



NEW YORK PUBLISHERS FAVOR 2-CENT PAPERS

Majerity of Them Would Like to See Price Increased, but Hold Back on Account of the Hesitancy of a Few Who Cling to the Old 1 Cent Selling Price.

The majority of the publishers of New York daily newspapers favor going to 2 cents. The attitude of one or two papers that want to remain at 1 cent prevents the consumers of 25 per cent, of the news print of the United States from seiling their the United States trotte product at a profit, according to a profit, according to a publisher who is well posted. are some who insist that regardless of what others do the majority should take action, raise the price, and trust to the news dealers, who would make a greater profit on the higher priced paper, to insist on all taking the same stand. It is the belief of one nublisher that, if war comes, it will be impossible to supply all the papers demanded even at two cents a copy, and that those that would advance their prices would be selling at a profit, while those who decline would be selling at a loss.

WAR WILL INCREASE CONSUMPTION.

Members of the Federal Trade Commission, returning to Washington from New York, where they conferred with the publishers, stated that the warsituation threatens to make the demand outstrip production.

Publishers all over the country are being urged to put the most stringent economies into practice, and to do it at once.

A declaration of war will send circulation to new high levels. In such a case, it would be impossible to supply the demand if present sizes are maintained. In order to give the news, meet the demand for more papers, and satisfy the public, it will be necessary, it is pointed out, to make a radical reduction in the number of pages printed.

AMERICAN CAR PHORTAGE.

While the situation is not the same in this country as in England and France, where news print shortinge has been caused largely by the inability to charter the ships necessary to carry the paper overseas, the problem of railway transportation would become more neute here than is the case at the present time.

There is car shortage now, due to congestion of freight and embargoes have been established at many points. With the crush of freight bound to Atlantic seabourd ports, such as would follow a declaration of war, the difficulties of transportation would be multiplied, and make deliveries more uncertain than at any time in the past.

PEDERAL MIARD TO DISTRIBUTE PAPER

The Federal Trade Commission, as announced in The Emtor and Publishers, plans the establishment of a board with offices in New York city, to supervise the distribution of news print to the different newspapers, under the plan agreed upon by a number of the mills, in which they have decided to abide by the price of \$2.50 per 100 pounds set by the Federal heaty, for the next six months. This board will consist of five members, one cuch from the manufacturers, the jobbers, large publishers, small publishers, and the Federal Trade Commission

MANUFACTURES WILL NOT INTESTRATE.

Manufacturers who have been accused of intimidating publishers to

remain out of the price-fixing agreement, an account of which was printed in THE EDITOR AND PUBLISHER last week, have assured the commission that if there has been any intimidation, it has been on the part of subordinates, and has not been and will not be countenanced by the companies.

TRADE COM MUNICIPALITIES

The Federal Trade Commission has not yet worked out all of the details of the plan by which the new price will become effective. It is stated that it will be announced in a short time. The effort to bring more mills into the agreement continues with excellent prospect of success, it is said. In some quarters it is even declared that there is a prospect of paper remaining permanently at a price of not to exceed \$2.50 per 100 pounds, with the possibility that it will go below that figure at the end of the six-month period. The Federal Trade Commission, it is said, will continue to watch the news print situation until free competition has been established.

OTHER PROBLEMA.

Among the many problems that the Federal Trade Commission will iron out is the attitude of some publishers who will wish to take advantage of the new price, and with the saving go into the open market and purchase news print at auction prices. While no statement has been made, it is understood that no publisher will be permitted to take advantage of the reduction in price unless she agrees with the Commission to permit it to attend to the matter of supervising shipments, to see to it that no newspaper gets more than its allotment and to prevent any one going into the open market for the purpose of getting additional supplies. It is necessary to get the advantage of the new price, to agree to give up at least 5 per cent. of contract requirements for the benefit of smaller publishers.

In this connection it is said there will be an investigation of the amount of paper carried in reserve by the newspapers of the large cities, and an attempt will be made to form a pool, for the purpose of releasing some of it. It is understood that the average amount of paper kept in reserve by publishers in such cities at New York, Chicago, Hoston, Philadelphia, and other points, is about 500 tons per paper. If the figure is correct, it would mean \$,000 tons among the sixteen large dailies of New York city. The reserve stock is for the purpose of protecting the newspapers in the event of freight congression. It is suggested, if a pool is formed, that 1,000 to 2,000 tons would accomplish the same end, and release 6,000 to 7,000 tons for the benefit of the smaller publishers, whose requirements only amount to 50,000 tons at most, for the entire year.

Stamp Company to Fight Law

Legislation aimed at the trading stamp, enacted by the North Dakota Legislature, will be contested in the courts of the State, and ultimately in the United States Supreme Court if necessary. R. W. Risley, of St. Paul, district manager of the Sperry-Hutchinson Company, a trading-stamp corporation, made such announcement in Fargo, N. D. The North Dakota Trading Stamp act is based on a similar act passed by Washington, which the United States Supreme Court held constitutional

It takes a strong man to decide that he will stand by his friends while they are right and part company with them when they go wrong.

ADVERTISED ARTICLES CHEAPEST AND BEST

President of Association of National Advertisers Says Public Must Be Informed that Modern Methods of Salesmanship Reduce Instead of Increasing Prices.

A. C. Reiley, president of the Association of National Advertisers and advertising manager of the Remington Typewriter Co., urged the members of the Six Point League to acquaint the public with the fact that advertising lessens costs, and does not increase them, as is popularly believed. His address, delivered following a luncheon of the League at the Martinique Hotel on Wednesday, was in part as follows:

STANDARDIZATION FOR NEWSPAPERS.

"There are many national advertisers who are believers in newspaper advertising. I am one of them. I realize that there are other national advertisers who do not appreciate the value of the daily newspaper. I also feel that this luck of appreciation, where it exists, is not all the fault of the advertisers. The newspapers themselves must bear their share of the blame.

"I am glad that the flat rate is growing. I believe that as it grows the volume of national advertising carried by the newspapers will grow with it. Then take the question of rates. The idea of discriminating, either one way or the other, as between the local and national advertiser has no justice in it. It isn't good business.

"I would like to see a standard size of newspaper page. It isn't enough to standardize the agate line from which your worthy organization derives its name. The width of column should also he standardized, and the length of column, and the number of columns on the page, and the page itself. There isn't an advertiser who ever undertook a national newspaper campaign who doesn't vote the present lack of standards a nuisance and a needless extra expense.

"When advertising as an institution is in question we are on the same side of the fence, and advertiser and publisher must join as in one common interest.

"I wonder how many were present at the Advertising Club the other evening and heard George Gordon Battle give his address on legislation, State and national, present and proposed, as affecting advertising and advertising interests? The effect of Mr. Battle's speech was to drive the fact into my mind that advertising is on the defensive before the har of public opinion; that it is under fire. This applies not to certain kinds of advertising, but to all.

PROPORED TAX ON ADVERTISING.

"Mr. Battle mentioned a proposed tax on all advertising. Think of it! Mr. Hattle said that such a law would be vicious in principle, because it would not constitute a tax on the profits of business, but an excise tax on business itself. Mr. Harn likened it to a tax on the seed with which the farmer plants his soil, as contrasted with a tax on the profits which he derives from his crops. The fact that we must face is that such measures are being proposed and seriously proposed, not by irresponsible cranks and fanatics, but by legislators.

"Why is this attack on advertising? What is the reason for it? And what, if anything, can we as advertising men do about it?

"False, fraudulent, misleading, and otherwise objectionable advertising has

enough to answer for, in all conscience, and it may be in part responsible for this condition. I am convinced that it is not the only cause; that it is not even the principal cause. The real cause is deeper and more fundamental.

The general standards of practice in advertising have made great progress in recent years. The standards are slowly but stendily improving, whereas thirty years ago there were no standards at all. Yet thirty years ago advertising as an institution was not under fire, and to-day it is under fire.

ADVIDETERING MEN TO BLAME.

"What are the real facts? Among all the causes which are operating to-day to force prices up, advertising is the one great cause which is operating to keep prices down, and the public doesn't know it. To the almost universal rise in the prices of all commodities, there has been only one exception, that of the prominent nationally advertised goods, and the public doesn't know it. They don't know it because we haven't told them. The fact that we haven't told them is our fault.

NEEDS NEWSPAPER AID.

This is a cause in which the Association of National Advertisers cannot work alone. In bringing these facts to the knowledge of the public we need the earnest collection of all the mediums and particularly of the daily newspaper.

"In the face of such a problem all distinctions among advertising men, us buyers and sellers, must vanish. It is the economic legitimacy of the commodity which passes between us which in in question, and believing and knowing as we do that it is unjustly in question, we must stand together and work together in the great educational task which confronts us."



22

"BIO-BRIEFS"

For your editorial page -

In 6 inches of space, "Bio-Briefs" seizes the really interesting, significant facts of the life of some great man or woman—and you publish them on his or her birthday.

They are not dry and statistical facts—because bare facts and statistics seldom tell much about a man.

Rather, they are the man's or woman's ideas—what he meant to the world—what his little "bit" did for the progress (or the impeding) of civilization.

For, after all, if you are bright enough, you can tell in a very few words what George Washington or almost anybody thought about life, and what he did in this world.

And that's what "Bio-Briefs" does. Write for a sample of this unusual feature, and a price.

THE
GEORGE MATTHEW ADAMS
SERVICE
II W. 40th ST., NEW YORK

NEWS PRINT AT 835 A TON FROM U. S. FORESTS

Secretary of Agriculture Says Print Paper May Be Made in Alaska and Shipped to Atlantic Seabaned Ports for Less Than Two Cents a Perud—Advacates Conversament Owned Mill.

Government Owned Mill.

A public paper null is advocated by Itavid P. Houston, Secretary of Agencificars, in a report in which he depresent the mechanist for Assertion pathibleurs to the deprendent on themada for their snapsh.

The off-saidy execut space plants of the Week on may might be experienced. In Week on may might be experienced. In the execution of plants are their exment from twarrow. A mid with a expectity of 160 tons is say can be constroated as values for allowages, and even if such a obsat was contrast to the events of the biorecensors. It is preliable to the event of the event of the event in a selection, by declarate, ANDERSON SEPER INSTITUTEMENT.

With site-fixed current, by a size-fluid with the limit during his an interface of the fixed his limit during his an interface of the fixed his limit during his animal to send of the fixed his limit during his animal to read of \$150 \text{ to make the six the wash. In the saturation of the fixed his could of \$150 \text{ to the six the wash. In the saturation of the six the wash in the saturation of the six the wash in the six the wash in the saturation of the six th

al the rate of approachancy to percent, yearly chaster than the increase in population. The cultivated domain for new print for the first six months of 1997 in Michol teen against which there have estimated scoppy of \$20,000 eeus, contents Markey Technique. Phances in the Canadian policy may

The forest of the United States, he says are angle to the United States, and angle to the control of the says are angle to the control of the says are angle to the control of the says are angle to the says are a says and the says are a says to the says the says to the s

assertie, on privately owned lands in the West.

The fundamental position, he says, is to keep pace with the demand for news print and in astord a sufficient scoppi at all liness, for the ordinary requireerrate of respectable process.

"Jimese?" Hare Recorns

they of the passenance was the Japlans, which articularly which articularly with a few days are not passenance with the whole articular articular and articular articu

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE ACT OF TRADES A BASIC AND SOURCE OF THE EVENTOR STAR (*AMILIOPEO DEL N. P.). PROPERTY AND SOURCE AND CARDINE POR THAT PAPER, IN THE ACT OF TRADES A BASIC APPROXIMATION AT THE SLAVENTE BOOK. THIS

CARTOUNIST BERRYNAN'S RISE

Got Ideas for Pictures While Working in
Country Store.

Country Store.

Clawood N. Herryman, cartoonist of the Washington (D. C.) Fine, was form in Woodford Currity, Str. When he was



C. R. Benneman.

the left school is comple of permit later, seeing three a centre, fore section, seeing as either for sits benefiter. It was while in this committee to see that the soft has material for less bequare leveled entropy, which have becomes forgetted restricts of the present-sky contesting. For affecting house, she way would currently of the Wachington Dan, which position for engaged about the price page of the price of the forest price of the price of the forest price

partitions of the Evening Blazi.

Mr. Sirryman done not report to tillter controvating, believing that a goodhursecond phistoge in far more effective to a long compaten. He has a wide presental enquiratione with the public stem of the matter. He Stevine has a fourtwent-secund one who is aboving wooderful stalest along the name three than have given his faither such an entern here given his faither such an en-

Capper Editor Addresses Students Charles Editor, naturalized colored to Capper Form Papers and General band in the Capper Capper

When it's all over but the abouting, den't join in the chorus. It's liese to think while the other fellow is wasting ble carryy.



STORY, BROOKS & FINLEY
Chicago Philadelphia New York

N. Y. PUBLISHERS FAVOR NEWS PRINT ECONOMIES

Elimination of Returns, All Forms of Wases, and Other Methods of Reducing Communities Discussed at Regular Meeting of New York Publishers—Incrosse from 1 to 2 Cents Discussed.

Publishers of New York daily newspapers are in favor of still greater occunetics in the conservation of pews print. This was exhibited at a meeting held Wednesday, when plant were discussed to further restrict the use of news print, in order to keep the decand within the supply, because of the eventy balanced condition of the market.

ing of the publishers with representatives of the Prioteal Trade Councilation hast week asside a report, suggesting serving other things that It would be with a consistence early and lets offitime, except on occasions of extraordinary news.

As a sensor of thing wary with mantical carran, it was mangared that it not carran it was mangared that it again of the baseluli imme to comen of the baseluli imme to comen or start the govern an lower scatter, and with the more ideo in view, it was suggrated that the intext Exchange match close as Dour earlier. The single-baseluli critical and every-pitch, and a published, was relevanted in the report

There was a general discussion as to recoveries that may be paratised, extended to these present that effect to make the sense of these present that extended to the paratise and point in the movement to astronous to pleas he the movement to astronous the paratise from 1 to 2 often on week degree from 1 to 2 often on week degree from 1 to 2 often on week degree from 1 to 2 often on the paratise from 1 to 2 often on the paratise from 2 often on the paratise from 2 often on the paratise of the American University of norm patie this para and creak and what was being accomplished above these lies.

Powerley merces, or the access to the access

The general trend of discussion among those present was along the line of stealer economies.

James Vance Hackett Who Knows His Address?

Was a newspaper reporter in New Orleans. Memphis, Chicago and St. Louis some years ago. Last definite address was New Orleans in 1908. It is to his advantage to be located. Will reward unyone giving accerate information regarding his wherealouts since 1908.

Address H. S. Avery, 141 Milk St., Boston, Mass.

OFFICIAL PROGRAMME FOR A. A. C. W. MEETING

(Concluded from page 5)

Monday morning, Jefferson Theatre. 9:30 o'clock-It was the unanimous opinion of the programme committee that all general sessions throughout the entire convention shall be held at the Jefferson Theatre. The general sessions shall open at 9:30 A. M., with music until 10 A. M. Then the regular programme shall start and continue daily until 12:30 P. M. The departmentals and conferences to open at 2 P. M. and to continue to such hour as each shall elect, provided the adjournment hour does not conflict with any other part of the big programme.

It is planned to open the Monday general session with a debate on the basic convention theme, "Advertising Lowers Cost of Distribution." The negative side is to be taken by some speaker of national prominence, allowing him all reasonable time to present his case. This argument to be immediately answered on the affirmative side by such able speakers as Mr. Eastman, of the Eastman Kodak Company; John H. Patterson, of the National Cash Register Company, or similar biggest of big business men who believe in and have succeeded through the liberal expenditure of monev in national advertising.

Monday afternoon-Devoted to departmental sessions.

It is planned to open the national exhibit in the rotunda of the City Hall en Monday, June 4, between 1 and 2 P. M., and that for this hour each day appropriate music be provided in order to guide the crowds. Also that proper flood lighting be provided for the City Hall and Municipal Courts Building, and that the illumination committee incorporate in its scheme some plan for gathering the crowds to the national exhibit during the evening hours.

WILL MAKE AD BURNNEY

Tuesday morning-To follow the same general programme as outlined for Monday. Business talks on the affirmative side of the great central theme, "Advertising Lowers Cost of Distribution."

Tuesday afternoon-On this day it is planned that more advertising history shall be made in St. Louis. Chairman Harn, of the National Commission, is now in communication with all departmental chairmen regarding departmental programmes. The result, it is confidently expected, will see the first move made for inter-departmental sessions. For example, national advertisers, advertising agents, and newspapers would probably desire to gather together in one group and discuss subjects of importance to each and every one in the group. It was thought that one subject might be opened for discussion at such meeting to take up the time from 2 P. M. to 2:55; the next subject scheduled 3 to 3:55 P. M., and the last one from 4 to 5 It was thought that three goodstred halls, holding 500 or more, would he adequate for these consolidated meet. Inga Union Electric Hall and Missouri State Life Hall were at once selected for this most important purpose.

Wednesday morning-Chairman Pratt ndvocated that this session shall start with ten-minute addresses by ex-presidents of the A. A. C. of W., each to give a boiled-down résumé of his reasons for believing that advertising lowera cost of distribution.

Then, note this wise innovation: Instead of each national officer of the A. A. C. of W. delivering his reportdelegates will have all these important reports handed to them in neatly printed form, to be "read, marked and inwardly

digested" at the most convenient time. This will greatly hasten matters.

Wednesday afternoon-This time is to be devoted mostly to inter-departmental meetings, with such additions as the general programme may take on in the building thereof.

Thursday Morning-This very importent general session is planned to bring out a general summary of the work of the A. A. C. of W. during the past year. The National Vigilance and the Educational Committees will give bird's-eye views of what has been accomplished. It is planned to have Frank Stockdale describe the work he has done among the retail merchants. To him will doubtless be allotted all the time to which the Educational Committee is entitled.

Thursday Afternoon -- The usual will be turned over to trophies the winners thereof, the next convention city agnounced, and the election of officers completed.

MANY SPECIAL PRATURES.

The Convention Board plans to bring into St. Louis a week or two prior to the Convention all the various trophics of the A. A. C. of W., which are to be distributed during convention week, and place them in various retail show windows, with appropriate cards descriptive of each tro-

The Convention Board will provide a motion picture room for use during the Convention for while no particular films have been presented thus far, they will be, and space should be ready to accommodate them.

Monday night is to be devoted to the night parade, while Tuesday and Wednesday evenings probably some form of theatrical entertainment, and if the attractions can be brought here we will extend to the visitors a choice of attractions through the coupon book. Thursday evening has thus far been left open for additional consider-

The Ladies' Entertainment Committee, ably assisted by the Women's Association of the Advertising Club of St. Louis, are in the midst of preparing substantial entertainment for the ladies, due announcement of which will be made as fast as plans mature.

The Women delegates and visitors are also to be carefully provided for with suitable meeting places. It is suggested that an able woman speaker be heard at one of the general sessions.

AN DED-TIME SCHOOLHOUSE

"The Little Red Schoolhouse," which will be erected on the Municipal Plaza, between the Municipal Courts building and the City Hall, promises to be one of the most attractive features of the

The building, which will be 30 by 40 feet, will be a replica of the little red schoolhouse of early days. The chimney will be of red brick and the building will be furnished with deaks and rare old schoolbooks, used by prominent St. Louisians in their childhood days. Among those who will contribute books for the occasion are May-W. Kiel, Gov. Gardner, or Henry Festus J. Wade, head of the \$85,000 entertainment fund committee, and M. P. Linn, president of the Advertising Club of St Louis.

The idea of the schoolhouse came from Programme Chairman Pratt of New York, who declared that this was the best method of "putting over" the idea of education as conceived by the

The "Little Red Schoolhouse" will be formally opened on Monday of the convention period. John Cotton Dana,

of New York has prepared states for the school, upon which will be written thoughts of an educational character.

St. Louis was represented before the hoostern' banquet of the Advertising Club of Toledo, March 17, by Charles F. Hatfield, general manager and secretary of the Convention and Publicity Bureau of St. Louis. Hatfield told the "ad" men of Toledo what St. Louis is going to do for the convention.

This is the second time that St. Little has been chosen by the A. A. C. of W. as the convention city. The first regular convention of the organization was held in St. Louis in 1905. The thirteenth promises to be the largest and most important in the life of organization. St. Louis is the first city to give municipal recognition to a convention of the association. ordinance has been passed by the Hoard of Aldermen, granting permission for the use of the Municipal Courts building and the City Hall in housing various departments and the national exhibit...

Hendrick's Challenge Unanswered

New England newspaper men are much interested in the challenge printed in a double-column advertisement in last week's EDITOR AND PUBLISHER by the New Haven (Coup.) Times-Leader, and signed by William A. Hendrick, the publisher. In the challenge Mr. Hendrick offered to allow any or all of his competitors in New Haven to have representatives present while the auditor of the Audit Bureau of Circulations was going over his books, on condition that they, each of them, allow him to have a representative present while their books are being audited. He stated that he believed that this would once for all settle the long disputed question of actual circulation of New Haven newspapers, as "no publisher could claim that the auditor had been misled in an examination in which be himself had assisted the auditor." response had been received to this offer up until Thursday evening, but it was hoped that there would be a response within a day or so.

Propose St. Louis Exempsion

The Fort Worth (Texas) Ad Club is promoting a St. Louis trade excursion in an effort to induce business men of Fort Worth to attend the convention of the Associated Ad Clubs of the World in that city. The proposition was advanced by H. T. Bostick and endorsed by A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, who suggested that the nucleus of the excursion party should be former residents of St. Louis.

CUDAHY TO ADVERTISE IN THE NEWSPAPERS

Big Chicago Packing House Will Reduce Sign and Bill Board Appropriation, and Place Money in the Newspapers-Believed that the Fund Will Amount to \$250,000.

The Cudahy Packing Co., of Chicago, is to commence an extended newspaper advertising campaign. The list is being made up at the present time. The advertising will start in April and May, and will be confined to the company's hams and bacons, which have hitherto been advertised largely by means of signs and bill-boards, which form of publicity is to be reduced as the newspaper campaign is followed up.

While nothing definite has been announced it is believed that this account will be not less than \$250. 000. The account is handled by the Dooley-Brennan Advertising Agency, of

Letters to Successful **Publishers**

Mr. F. A. MILLER, THE TRIBLINE South Bend, Indiana.

Dear Mr. Miller:

Everyone who knows anything about Indiana newspapers is familiar with the high standing of yours.

Newspaper men know THE TRIBUNE to be sane, constructive in character, progressive, energetic, and successful. . It is a thoroughly and carefully edited paper.

Our daily illustrated news and feature service is meant to fill the needs of papers like yours. We are gratified over the fact that you have been a customer of ours for several years past, and we hope to merit your confidence and good will for years to come.

Sincerely yours, THE CENTRAL PRESS ASS'N. New York and Cleveland.

INTERTYPE

Two Magazia \$2600 Three M parises



If you will compare any Intertype model with any other machine of its class, regardless of price, our represen-tative will not take up much of your time with "arguments."

The machines themselves are the best "arguments" we have to offer.

INTERTYPE CORPORATION

Terminal Bldg. BROOKLYN, N. Y.

TIPS FOR THE ADMANAGER

Woodwards, Incorporated, 900 South Michigan Avenue, Chicago, Ill., is placing orders with a few newspapers in selected sections for the Edison Portland Cement Co., 1133 Broadway, and handling the advertising of the Elgin National Watch Co., 10 South Wabash Avenue, Chicago, Ill.

Lord & Thomas, Mallers Building, Chicago, III. will shortly place orders with newspapers in large cities for Alfred Decker & Cohn, "Society Brand Clothes," 317 Franklin Street, Chicago,

H. K. McCann Co., San Francisco, Cal., is sending out orders to newspapers in selected sections, for the Savage Tire Co., "Savage Tires," San Diego,

The Vredenburgh-Kennedy Co., 185 Madison Avenue, New York city, is placing orders with newspapers in New Jersey, New York State, and Pennsylvania, for the Hunyadi Split Corp., "Hunyadi Split Water," 1328 Broadway. New York city, and placing 48-line 2times-a-week, 13-time orders with a sclected list of newspapers for the Moorhead Knitting Co., "Monito Hoslery," Harrisburgh, Pa.

The Metropolitan Advertising Co., 6 Wall Street, New York city, is placing orders with agree newspapers in large cities for Mark J. Elias, (stocks of Consolidated Oil & Gas Corp.), 1472 Broadway, New York city.

Van Patten, Inc., 50 East 42d Street, New York, is placing contracts for "Pyrene Fire Extinguisher," Pyrene Manufacturing Co., 52 Vanderbilt Avenue New York city.

The George L. Dyer Co., 42 Broadway, New York city, is sending out orders for the Manhattan Motors Corporation, 56th Street and Broadway, New York city, and "Wooltex women's clothing," H. Black Co., Cleveland, O.

The Brooks Advertising Agency, State Bank Building, New York city, is handling the account of the Arkansas Soft Pine Bureau, Bank of Commerce Building, Little Rock, Ark.

A. McKim, Ltd., Lake of the Woods Building, Montreal, Can., handles the account of the Salada Tea Co., Toronto, Can.

The McJunkin Advertising Agency, 35 South Dearborn Street, Chicago, is placing contracts with some Western newspapers for "E.-Z Stove and Shoe Polish" of Martin & Martin, Chicago.

The Battle Creek Advertising Agency, Post Building, Battle Creek, Mich., handles the account of the Maple-Flake Mills, of the Hygienic Food Co., of Battle Creek, Mich.

N. W. Ayer & Son., Philadelphia, are placing orders for the lubricating oils of the Jos. Dixon Crucible Co., Jersey City, N. J.

The Atlan Advertising Agency, 450 Fourth Avenue, New York city, is again placing orders for "Twenty Mule Team Horax," manufactured by the Pacific Coast Borax Co. 100 William Street, New York city. The orders are 2 808 to newspapers in selected sections.

Calkinn & Holden, 250 Fourth Avenue, New York, are placing three- and four-time orders with newspaper generally for the Pierce-Arrow Motor Co., 1695 Elmwood Avenue, Buffalo, N. Y.

The Macavoy Advertising Agency, Conway Building, Chicago, is making nne-year contracts with a selected list of newspapers for the Smith Motor

The Mahin Advertising Agency, 104 South Michigan Avenue, Chicago, is orders with newspapers generally for

making contracts with Middle West newspapers for the Perry Auto Lock Co., of Chicago.

The Singleton-Hunting Co., Citizens Building, Cleveland, O., is making up a schedule for "Marathon Tires" copy. for the Marathon Tire & Rubber Co., Cavura Falls. O.

Vanderhoof Condict & Comrie, of Chicaro, handle the accounts of the Ke-Implement Co., the Kewanee Wance Public Utilities Co., Kewanee, Ill., and the Commercial Truckmobile Co., 1608 Michigan Avenue, Chicago, Ill.

The Thos. M. Bowers Advertising Agency, Rector Building, Chicago, place the advertising of "De Luxe Dye Tableta" of the De Luxe Sales Co., Chicago, 111

Lee-Jones, Inc., Republic Building, Chicago, Ill., handles the advertising of the Pathfinder Co., Indianapolis, Ind.; the Detroiter Motor Car Co., the A. B. C. Starter Co., of Detroit Mich.; the Hoover Steel Ball Co., Ann Arbor, Mich.; E. A. Ferron Co., Chicago, Ill.; King Trailer Co., Ann Arbor, Mich.: Bloch Brothers Tobacco Co., Wheeling, W. Va., and the Fromite Laboratory Co., Pittsburgh, Pa.

Ewing & Miles, Times Building, New York city, handle the account of the Hill Insulating & Manufacturing Co., 511 West 42d Street, New York; the Wilhelm Co., paint account of the Reading, Pa.; the men's garters advertising of the Griprite Garter Co., Providence, R. I., and the shoe-polish account of the Chieftain Manufacturing Co., Charlestown, W. Va.

Vangerhoof, Condict & Comrie, 140 So. Dearburn St., Chicago, Ill., are placing orders with some large city Sunday newspapers for the Collinghourne Mills, "Embroidering and Crochet Book," Elgin, Ill., and sending out 100 line, 2 column, 8 time orders to a selected list of Western nowspapers for the Bartholomew Co., Roadster Automobile, Peorla,

Moses Advertising Service, Munsey Building, Baltimore, Md., is placing 10 line, 30 time orders with newspapers, in selected sections, for the Rodman Hotel, Atlantic City, N. J.

J. P. Muller & Co., 220 W. 42nd St., New York city, are again sending out orders to Southern newspapers where the company have branches Times Square Auto Co., Broadway and s6th St., New York City.

Nichols-Finn Advertising Co., 222 South State Street, Chicago, Ill., is making 5,000-line one-year contracts with some Middle West newspapers for the Crow-Elkhart Motor Co., Elkhart, Ind.

Picard & Co., 50 East 42d Street, New York city, are again placing three-time orders with large city newspapers for the Underwood Typewriter Co., "Underwood Typewriter," 30 Vescy Street, New York city.

The Harry Porter Co., 18 East 41st Street. New York city, is again sending out orders to newspapers generally for the Nestle Food Co. "Nestle Baby Food," 233 Broadway, New York city.

The Russel M. Seeds Co., 330 University Square, Indianapolis, Ind., is placing orders in selected sections for the Figure Mold Garment Co., Mohl Garment," New York city, Philadelphia, Pa., and Columbia, O.

The Charles H. Tousalin Agency, Kesner Building, Chicago, Ill., is again placing orders with a selected list of farm papers for the Department of Interior, Dominion of Canada.

The Triangle Advertising Co., \$41 15fth Avenue, New York city, is placing

Wm. J. Wilson & Co., stock of "Ford Tractor Co.," New York city.

George W. Tryon, Times Building, New York city, is sending out orders to newapapers, on trade basis, for the Majestic Hotel, Central Park West and 72d Street, New York city.

Street & Finney, 171 Madison Avenue. New York city, handle the account of the Sterling Rubber Works, Rutherford,

The J. H. Crom Co., Buffalo, N. Y., handle the auto-top account of the One Hand Auto Top Co., Buffalo, N. Y. This company also handles the account of the American Engineering Co., Philadelphia. Pa., and the friction clutch account of the Moore & White Co., of Philadelphia, as well as the business of the Quaker Kola Co., soft drinks, 1315 Collowhill Street, Philadelphia, and that of the David Lupton Co., skylight adjusters, Allegheny and Tulip Streets. Philadelphia.

The Peach Growers, Inc., a new Callfornia organization, with headquarters in Fresno, decided at a recent meeting to expend \$30,000 in an advertising and selling campaign. The advertising matter to to be placed by the Berg Advertiming Agency, of Freamo.

Chas. D. Levin, Inc., 1269 Rmadway. New York city, is placing orders with a selected list of Western newspapers for the Holland Rusk Co., "Holland Rusk" cereal, Holland, Mich.

N. W. Ayer & Son, 300 Chestnut Street. Philadelphia, Pa., are making contracts with a selected list of newspapers for Funk & Wagnalla, Literary Digest, 354 Fourth Avenue, New York city, and making contracts with some New England newspapers for the Wadsworth, Howland & Co., "Bay State Paints," 129 Federal Street, Boston,

The W. M. Gates Co., Garfield Building, Cleveland, O., is sending out orders to some large city newspapers for Borton & Borton, brokers for Goodyear Tire & Rubber Co. stock, Cleveland, O.

Barrows & Richardson, Drezel Bullding, Philadelphia, Pa., are handling the advertising of the Empire Tire & Rubber Co., "Empire Tires," Trenton, N. J.

Louis E. Anfenger, Fullerton Building, St. Louis, Mo., is placing orders with newspapers in selected sections for the Grain Products Co., Bran-cata Biscuits, St. Louis, Mo. Edw. B. Muns, sales agent, 100 Hudson St., New York city.

The Geo. Batten Company, Fourth Avenue Building, New York city, is making up a new list of newspapers for Bayer & Co., "Bayer's Aspirin Tablets," 117 Hudson Street, New York city.

The Federal Advertising Agency, 6 East 39th Street, New York city, in sending out orders to a selected list of newspapers for the Oppenheim, Oherndorf & Co., "Seal Pax," underwear, 260 Church Street, New York city.

The Geo. L. Dyer Co., 42 Broadway, New York city, will handle the advertising of the United Fruit Co., 17 Bettery Place, New York city.

The Dorland Advertising Agency, Atlantic City, N. J., and New York city. is sending out orders to some New England newspapers for the Christian Feigenspan Brewing Beer," Newark, N. J. Co., "Meigenspan

The Blackman-Ross Co., 95 Madison Avenue, New York city, is again placing orders with newspapers on trade basis for Hotel Astor, Broadway and 45th Street, New York city.

W. Montague Pearsall, 203 Broadway. New York city, is sending out auto pipe copy to the newspapers and seythe copy

to farm papers for the Josef Lancesbeig Importing Co.

The Botsford Advertising Co., Portland, Ore., has the account of the Yakima Valley Fruit Growers' Association, North Yakima, Wash.

New Members for A. N. P. A.

The Port Huron (Mich.) Times-Herald, the Wilkes-Barre (Pa.) Times-Leader, the Chicago Abendpost, and the Peoria (III.) Evening Star have all been elected to active membership in the American Newspaper Publishers Association, while the Meridian (Miss.) Star, Spartanburg (S. C.) Herald, and the Xenia (O.) Gazette have been elected to associate membership in the same body.

Ridder Deficit \$334.997

Total same of \$81 726 left by Herman Rudder place his estate facing a deficit on account of debts and expenses amounting to \$334,997. An official appraisal was announced on March 21 at the State Controller's office. Mr. Ridder, who was editor and publisher of the New Yorker Staats-Zeitung, died November 1, 1915. An accounting of his estate, recently filed in the Surrogates' Court, indicated there was a deficit.

The fellow who save he will call a spade a spade, usually tries to convince you that it is something cise.

A laugh gets you somewhere. A growl rivets you to a spot.

New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white home dalivated evening circulation in the trade territory of New Orleans. territory of New Orleans.

To reach a large majority of the trade prespects in the local territory the flintes to the local and concent medium. Circulation data seet on request.

The S. C. BECKWITH SPECIAL AGENCY

Sole Fertige Represe statives St. Louis New York

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO., 1223 Marquette Bidg., Chicago, Ill.; 200 Fifth Ave., New York; 8 Winter St., Boston, Masa.; Kresge Bidg., Detroit, Mich.

Digitized by Google

The following publishers guarantee circulation

ant willingly great any advertiser the privilege of a careful and estimustive investigation.

ILLINOIS

AD FIELD PERSONALS

Robert J. Imphy has resigned as advertising manager of Puck to become special representative of Judge, effective March 26.

John A. Kingman, advertising manager of the Locomobile Company of America, who recently made the long overland trip from Hridgeport, Conn., to San Francisco, has gone to Los Angeles. via Santa Barbara, to obtain first-hand information on Pacific Coast conditions. While in Los Angelea, Mr. Kingman will be the guest of T. E. Swayne, manager of the local branch of his com-

William A. Thomson, director of the Newspaper Publishers Association, left the advertising bureau of the American for the East on March 14, after a tour of the State of California covering San Francisco, Fresno, and Los Angeles territory. He was one of the speakers at last week's luncheon meeting of the San Francisco Advertising Club,

Eli Daiches, of the Thomas M. Bowers Advertising Agency, in Chicago, has been elected vice-president and a director of the company.

Frank J. Mooney, who was with the Taylor - Critchfield - Clague Advertising Agency, in Detroit, is now with the Theodore F. McManus, Inc., Advertising Agency, for whom he will handle the Scripps-Booth account.

George P. Haywood, jr., for the past five years advertising manager of the Lafayette (Ind.) Journal, has joined the advertising staff of the Buffalo (N. Y.) Times. Henry W. Marshall, jr., succeeds Mr. Haywood on the Sentinel, and will be assisted by Walter Cunny.

Alfred H. Bartsch, formerly advertising manager of Bosch Magneto Co., resigned on March 5 to become a member of the firm of McLain-Hadden-Simpers Co., advertising agents, of Philadelphia and New York. Robert H. Westcott, formerly assistant advertising manager has been made advertising manager.

William T. Hamilton has been appointed Eastern advertising manager of Cosmopolitan. He is at present Eastern advertising manager of the Metropolitan, and was for five years Western advertising manager of the Housewife. now To-day's Magazine.

D. H. Newell, jr., who was formerly advertising manager of the Pacific Drug Review, has resigned to go with the C. J. Oliphant Agency, of New York.

Henry A. Bruno, of the Richmond County Advance, has resigned and will hereafter be associated with the adverlising department of the American Press Association.

E. Lyell Gunts, who was the advertising manager of the Crown Cork and Seal Company, is now with the Green-Lucas Company Advertising Agency, at

Will C. Pelot, who has been with several agencies in this country and in England, has joined the copy staff of the Chappelow Advertising Company, of St. Louis.

Allen Montague, who was formerly with the Thomas Cusack Company, is one of the recent acquisitions in the Chicago office of O'Mara and Ormsbee.

Arthur Rosenberg, for sixteen years with the New York American, and of recent years manager of the real estate department, has resigned from the advertising department of that paper.

Frank Presbrey is now a director in five financial institutions in New York city, including two national hanks, the New York Life Insurance Company, the North River Savings Bank, and the National Surety Company.

Paul Lewis has resumed his former

connection with N. W. Ayer & Son after several years in Hoston.

Earl Pearson has been chosen to fill the place made vacent, as secretary of the Advertising Club of New York, by the resignation of Herman C. Daveh. He has been the secretary of the New York division of Chautauqua, and has been a resident of New York about a year.

Gayle Aiken, jr., for the past three years advertising manager of the Maison Blanche department store, New Orleans, has resigned his position with that house to become associated with the Chambers Advertising Agency, New Orleans

George W. Conover has resigned from the copy staff of the Western Electric Company, effective April 7. He will join the staff of the Frank Seaman Company.

William E. Kreidler advertising manager of the John Shillito Company, Cincinnati, has been elected secretary of the company. He will continue to act as advertising manager.

T. A. Butler, formerly advertising manager of the Butler Manufacturing Company, is now with the Baxter Advertising Company, of Kansas City, Me.

L. R. W. Allison, Newark, N. J., for the past five years connected with the Rice Electric Display Company, New York, operating the Rice Leaders of the World Association, and identified with that organization in advertising, sales, promotion, and managerial capacities, has resigned, with the intention of engaging independently in journalistic work. He has been a frequent contributor to many well-known husiness, technical, and trade publications.

TIPPER'S NEW CONNECTION

Poplar Advertising Man to be General Manager of The Automobile.

Harry Tipper, the energetic president of the Advertising Club of New York, and recently advertising manager of the Texas Company, has resigned from that Company and on May 1st will take over his new duties as general manager of The Automobile, one of the publications put out by the Class Publishing Company. He will continue in his present position with the Texas Company until the end of April.

Mr. Tipper started work for the Texas Company nine years ago as sales engineer and was advanced to advertising manager. His work in that posttion is well known to advertising and newspaper men. As president of the Advertising Club be has built the Club up from practically nothing to its present standing as one of the largest and best in the country.

FITZGERALD LEAVES WORLD

Resigns to Become Sporting Editor of Washington (D. C.) Post.

J. V. FitzGerald, who has been on the staff of the New York World nearly ten years, has resigned to become sporting editor of the Washington (D. C.) Post. With the exception of two years as a copy reader on the night city desk and the past year on general reporting, his work was in the sporting department of the world. He received his early newspaper training on up-State papers and is a graduate of New York University.

Young Mr. FitzGerald is widely known among newspaper men and the sporting fraternity of New York and vicinity. He is splendidly equipped for his new While his co-workers on the World regret his departure, they rejoice in his promotion. He left on Thursday morning for Washington.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

MONTANA

Average daily 12,470. Sunday, 20,371, for 6

NEW JERSEY

NEBRASKA

PREIR PRESSE (Cir. 125,884) Lancolo

NEW YORK

onthe ending September 30, 1916.

ALABAMA

Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more

advertising than its nearest competitor in 1916.

CALIFORNIA

......Birmingham

EXAMINERLon Angeles	JOURNAL
A. B. C. Audit reports show largest Merning	
and Sunday circulation. Greatnet Home Deliv-	PRESS-CHRONICLEPaterso
	COURIER-NEWS
MERCURY-HIGHAID Sen Jose Post Office Statement	
Member of A. R. C.	NEW YORK
	NEW TORE
GEORGIA	COURIER & BNQUIRMS
JOURNAL (Cir. 87,881)Atlanta	IL PROGRESSO ITALO-AMERICAN New York
CHRONICLEAugusts	DAY
ILLINOIB	advertiser abould everleek.
HERALD-NEWS (Circulation 15,190) Joliet	NEBRASKA
IOWA	TRIBUNE
REGISTER (M. & R.)Des Moines	Circulation A. B. C. report, 7,100. Full lensed wire report United Press.
EVENING TRIBUNE (except Sun.) Des Moines Covers Des Moises in a complete manter.	OHIC
SUCCESSFUL FARMING Dec Moines	Onic
More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of	VINDIGATOR Yeungstown
Circulations.	PENNSYLVANIA
KENTUCKY	FEMASIEVANIA
	Timbe
MASSINIC HOME JOURNAL Louisville, Ky.	DARLY DIMCOURATJehnstew
MASSINIC HOME JOURNALLouisville, Ky. (Semi-Mouthly, 32 to 04 pages.) Guaranteed largest circulation of any Massulc couldication in the world. In excess of 90,000 copies monthly.	TIMES-LEADERWilke-Serv
LOUISIANA	
LOUISIANA	TENNESSEE
TIMES-PICATURE	
MICHIGAN	BANNER
PATRIOT (No Mossiny Lesus)Jackson	TEXAS
Last Gov. Statement-Dally, 11,408; Sunday.	
12.568, Member A. B. C. and A. N. P. A. Fint Rates—One time ads. 50 cents inch; yearly	CHRONICLE
contracts, 25 cents inch; position 20% axtra.	The Chronicle genrances a circulation o
MINNESOTA	
TRIBUNE, Morning and Brening Minnespole	UTAH
	BHRALD-REPUBLICAN Sait Lake City
MISSOURI	
POST-DISPATCHSt. Louis	VIRGINIA
Dally Evening and Sunday Morning.	DAILY NEWS-RECORD Harrisonbury
Is the only newspaper in his territory with the beautiful Retogravure Picture Section.	In the famous Valley of Va. only paper to the richest Agricultural County in United States
The POST-DISPATON sells more papers in	the rechest Agricultural County in United States
homen in the city.	WASHINGTON
Circulation entire year, 1916; Sunday average	
Daily average	POST-INTELLIGENCES
ROLL OF	F HONOR
	METER A COLA

THE EDITOR & PUBLISHER FOR MARCH 24, 1917

FUND FOR NEEDY WRITERS

Authors' League Hopes to Raise Big Sum for Relief Purposes.

New York State now has an Authors' Relief Fund, and an effort is being made to raise \$500,000 as an endowment to provide an income for worthy writers and artists who are in need. The discovery that there are several authors, once prominent in the State, who are in distress, led to the incorporation of the Fund.

The charter granted to the incorporators at Albany sets forth the purpose of the Fund to be the relief of "authors, painters, sculptors, and newspaper men who have been producers of copyrightable matter, whether members of the Fund or not, who are descrying and need assistance."

Among the incorporators are Ellis Parker Butler, George Barr Baker, Irving Bacheller, Hamilin Garland, Itex resets, Irvin S. Cobb, Rupert Hughes, Jesse Lynch Williams, Roger B. Whitman, Mrs. Gertrude Atherion, Leroy Scott, Miss Emily Post, Harvey O'Hisgins, Will Irwin, and Charles Dana Gibson.

All of the incorporators are members of the Authors' League, and it was in the League that the idea for such a fund was conceived.

The incorporators will at once proceed to perfect an organization and devise up-thods of raising the necessary money to provide an endowment. It has been suggested that the first beneficiary of the Fund may be Mes. Ruth McEnery Smart, who has been in a sanitarium since her son met a tragle death.

LEASED WIRE SERVICE SOON

Government Aid Will Prove Boon to Canadian Newspapers.

Tenerro, March 20.—Speaking at the annual meeting of the British Columbia breision of the Canadian Press Association last week, John Nelson, publisher of the Vancouver World, stated that the new leased wire, towards the operation of which the Government had made a grant of \$50,000 a year, would be in operation this spring from St. John, N. B., to Victoria, B. C. A national news service is being arranged, with district headquarters in all the principal cities of the Dominion.

It is planned to furnish a first-class domestic news service, which will be available to all daily papers. Old country and European news, for the immediate future, will be taken direct from New York. Later on, Mr. Nelson said, there was a prospect that Australia would join with Canada and an all-red news service be formed, which would supply British and European news direct.

EFFICIENCY CLUB DINED

Fort Wayne Journal-Gazette Employees Guests of Publisher.

Lew II I liberbone, publisher of the Unit Wayne (In I) tournal-Gazette, the a fine device on March 13 to his ephayore, me notes of the Journal-Gatte Ellisone (Ind. englishment) for paper a bonded. The secakera to but demanded the paper a bonded. The secakera to but demanded to the paper a bonded. The secakera to but demanded to the paper a bonded. The secakera to be paper a bonded. The secakera to be paper a bonded. The secakera to be for the Blight, Harry P. Fletcher, Proceeding the Blight, Harry P. Fletcher, Proceding J. Benach, Harry Achenher the Brown Arthur Elson, and C. J. Secakera to be for the bonded to

John M. Bianham, a publisher's rep-

resentative, with offices in Chicago, New York, and other places, was one of the speakers, and made the statement that never during his long career of twenty-three years' activity in the newspaper field had he seen such a gathering.

The Journal-Gazette Efficiency Club, organized soon after the change of own-crahin took place, meets every week to discuss various matters pertaining to the paper and where suggestions are given as to the best means by which the Journal-Gazette can be improved.

EDITING PAPER FROM TRAIN

El Paso (Tex.) Herald Uses Novel Method to Boom Section.

More than one hundred business men of El Paso, Tex., accompanied by one of the best military bands of the United States Army, left El Paso on March 19, on a nine days' trip covering Arizona and New Mexico. The Southern Pacific Hallroad furnished the El Paso boosters with a solid train of steel Pullmans, also a dining car and observation car.

The El Paso Herald will have more men on the train than any other El Paso firm. H. D. Slater, president and editor-in-chief: G. A. Martin, newseditor, and H. H. Fris, circulation manaxer, are making the trip and have a staternom on the train, where a real editorial office is operated while the States of Arizona and New Mexico are visited.

While Mr. Slater and Mr. Martin are looking over the improvements and growth of that so that sheet their last visit, Mr. Fris will visit his dealers at the different stops and make inquiries regarding service to the subscribers of the paper.

The El Paso Herald is strictly a paper of the Southwest, and demonstrates this on every possible occasion. The Herald is a consistent booster of all the Southwest all the time.

THE "BIG BOOK OF BUNK"

Only One Copy Issued of Unique but Significant Volume.

Baker & Swisher, publishers of the Leaueur Center (Minn.) Leader-Democrat, h ve issued a unique book, the edition being confined to one copy. in entitled "The Big Book of Bunk," and illustrates what the country publisher has to contend with in the way of free publicity. It is a blank book over two feet square and two inches thick. In it are pasted the requests for free space received by the Leader-Democtat the past year, including nothing that should properly be free matter. It is political, exposition, school, railroad, professional, show, carnival, and personal advertising which should be paid

In their typewritten preface the compilers state that at their regular rates the requests represent considerably over \$1000. Paker & Swisher have presented the book to Prot. W. P. Kirkwood, head of the School of Journalism of the University of Minnesota, where it will remain on permanent exhibition.

Indiana City Editors

The third annual mid-summer meeting of the Indiana City Editors' Association will be held at Alexandria, Ind., Dity 14 and 15. There will be a banquet tendered to the members and visitors at the Anderson Country Club, Edward C. Toner, editor of the Anderson Herald; Inde J. Crittenberg, of the Anderson Buildin, and Will B. Baum, of the Alexandria Times Tribune, will speak at the banquet.

BUSINESS PUBLISHERS DINE

"Man Who Makes Payroll Possible" Honored at Advertising Club

The New York Business Publishers' Association held another of its monthly dinners and meetings Monday night last at the Advertising Club, 47 East 25th Street, which was designated as a "subsenan's night." It has been stated that "We've had the publishers, the editors, the subscription mun; now we'll have the fellow—Heaven bless him—who makes the payroll possible." Four subsects were discussed as follows:

"How I Size Up an Advertising Salesman—The Qualities I Demand," by W. H. Taylor, president David Williams Company.

"How I Answer the Advertiser Whose Product Is Sold Up Nine Months Ahead - My Best Argument." Three-minute talks by the following men: H. H. Roberts. The Iron Age; H. E. Taylor, Dry Goods Economist; Robert J. Patterson, American Hatter; Robert H. McCreedy, Playthings.

"Inside and Outside"—How the Saleaman Can Help the Office, A. E. Clifford, torsiness manager, Electrical World: "How the Office Can Help the Salesman." C. A. Babitiste, Eastern manager, Electric Ruitway, Jonana.

Demonstration—"Getting a Contract."
Time—The Present. Place—Most Anywhere. Scenery furnished through the courtesy of the Advertising Club. Characters: Space Buyer - William Beatty, Frank Scaman Coopeny, Salesman Louis Pelletier, Machinery.

START NEW ADVERTISING COURSE

St. Paul Y. M. C. A. Offers Ten Weeks' Course of Instruction.

Under the direction of C. E. Lawrence, former accretary of the St. Paul Town Criers' Club, and E. C. Hensel, another advertising man, the St. Paul Young ten's Christian Association has opened a ten weeks' course in the study of advertising. The first lesson was given by Mr. Lawrence, who shattered some illusions.

"There is no rosy path to success in this business," he told his students The average aspirant with a high-school education thinks he can step it immediately and begin receiving the high salary the profession is said to pay. Advertising offers splendid opportunitles to men who are willing to pay the The salary is determined by achievement, and you set your own limit. The price is many years of preparation, reading, working, and observ ing. At the end of four or five years you may have a good start in the profession, but you will not be it real advertising man. A smattering of knowledge won't do."

At the next meeting the class will take chippings of advertisements that have impressed them and have their first lesson in writing copy.

WANTS CLEANER ADVERTISING

Dr. Willard G. Bleyer Addresses Central Wisconsin Press Association.

"The country publisher's first task is to analyze his circulation to determine what proportion of his subscriters live in town and what proportion in the country," sold Dr. Willard G. Heyer, director of the course in journalism at the University of Wisconsin, in an address on "A Constructive Policy for a Weekly Newspaper," given at a recent meeting of the Central Wisconsin Press Association.

"The same standards must be applied chiry Committee,

to the advertising columns that are applied to the news and editorial columns, both by the daily and the weekly publisher. Advertisements must be interesting and attractive, but they must also be helpful in their effect on readers. The printing of untruthful. misicading, and harmful advertisements in an great an offence against readers as publication of faire news or misleading editorials. Unfortunately editors and publishers whose news and editorial columns are above reproach. still lend the influences of their advertising columns to advertisers of getrich-quick schemes, harmful nostrums. fake bargain sales, and medical quackery apparently unmindful of the injury that they are doing to their rendera-

SUCCESS WITH RECAST MATS

Two Savannah (Ga.) Papers Find Plan Practical and Profitable.

Both the Savannah, Ga., daily papers have met with considerable success with recart mats. The Evening Press first made the experiment and the the Morning News soon followed. The Press was induced to try the plan because of the success attending the method with papers elsewhere as shown in articles in The Editor and Publisher. The old mats are thoroughly wet down and all the impression of the former cast removed. The saving is said to be very pronounced.

The made-over mats are used for everything except the editorial and outside pages, but the experiment has proven so successful they may later be employed without distinction. Both papers have been giving their old mats away in the past but this practice will be abandoned.

Engineer for Advertising

In announcing the appointment of C. L. Nedoma as consulting engineer to the advertising department of the Chalmers Motor Company, W. L. Agnew. director of advertising, has taken an important step in the movement toward improved advertising methods in the industry. "So far as we know, this is the first time an engineer has been employed for the exclusive purpose of verifying mechanical statements made in advertising copy," said Mr. Agnew. Mr. Nedoma has enjoyed unusual opportunities for studying the development of the high-grade car, having spent the past seven years in automobile factories both in this country and abrond.

Leake to Write Political Story

W. S. Leake, a well-known newspaper man, author of "The Healing of Sam Leake," which ran in the San Francisco Bulletin a few years ago and attracted international attention, has consented to write for that paper the parantive of his political experiences, covering the exciting period 1884 and 1896. In the new world Lanke will disclose the inside history of the big deals put through in that period, with an intimate description of the men who owned and controlled the Legislatures, when the State of California was dominated by the big corporations with the assistance of corrupt politicians.

Anti-Stamp Bills Killed

The two bills recently introduced in the Connecticut House with the aim of suppressing the trading-stamp business in the State have been killed by an unlavorable report of the House Judichay Committee.

Digitized by Googl

THE EDITOR & PUBLISHER FOR MARCH 24, 1917

SHE IS BIG SISTER TO BALTIMORE NEWSIES

Miss Hulda Beurriere Is Respected,
Obeyed, and Loved by Eight Humbred
Urchins Who Are Taught by Her to
Be Honest, Clean, Ambitions, and
Polite.

An individual who wields remarkable influence over the \$60 or more newsboys of Baltimore, Md. for their welfare, is n young woman-Miss Hulda Lacl Heurriere. She is to them their Big Sister. They respect, obey, and love her. She is making them clean in body and spirit; she is making them honest: she is teaching them the folly of petty gambling; she is convincing them of the wisdom of going to night school; she has found office positions for upwards of one hundred of them; she is making them loyal and decent. She has an engaging smile and back of the smile is a cheerful, helpful spirit; besiden, she in a very sensible young person. And she has a genuine affection for the children who vend newspapers.

Miss Beurriere won the confidence of the urchins by being "a good fellow" with them, and smiling. She talks to them in their own street lingo, slaps them on the shoulder, pulls their ears, and gradually troils them away from the rowdiness of conduct that characterizes so many of the genus and makes them understand what being clean and gentlemanly mean.

She explains to the boys that it is good business to be clean; that people would rather buy papers from boys that are clean than from dirty ones, and that they will feel brighter and more fit for the energetic work that brings In returns if they wash their faces before starting out with their papers.

HEADQUARTERS IN SUN OFFICE.

The young lady has her headquarters in the mailing-room of the Bun. To device a way to wean the boys from gambling (in which the older and larger boys manage to get most of the winnings) she got a lot of checker-boards and initiated the boys in the mysteries of checkers. She also got a couple of handballs and taught the boys how to use them.

After she had been working with the boys long enough for them not to be frightened off by innovations, she started to teach them some manners, and after getting them trained to tipping their bats to her and taking off their hats and keeping them off while in the office, by appealing to their business sense, she persuaded them to tip their hats to customers whenever they sold a paper, whether the customer was a man or woman, and saying "Thank you" and not to run off with a customer's change. All this was not brought about by "preaching at" the hoys. That would have been fatal. She accomplished the result in a jocular way, keeping them in a good humor while teaching them lessons in cleanliness, honesty, or courtesy. She never says, "Don't do that" to a boy, but "I shouldn't do that if I were you"; or, with a hand on his shoulder and a smile on her face, "Now, do you think that is the right thing to do?" or "How do you expect to be a successful business man if you do that?"

Miss Beurriere believes that social service work by a newspaper among newsboys need not be altogether altrulatic, for good business for the newsboy means good business for the paper.

To stimulate their interest, she has been having pictures taken of the boys who sold the largest number of papers during each week and displayed them with a sign; "Louis Rosenbloom, this week's hustler for the Evening Sun," etc.

INAUGURATED PREB MOVIES.

It was Miss Beurriere who inaugurated the Saturday morning free movingpicture shows for newshoys. The boys go in a bunch to these shows, where, besides the regular films, are shown pictures of newsboys who have made good sales for the current week; and between films are run sildes bearing bits of advice and newsboy philosophy, such as: "Be clean, courteous, honest, and ambitious"; "There is a place higher up for any one who wants to climb"; "Don't crowd the street cars, and look out for automobiles-it doesn't pay to get killed": "Go to school-there is no value like an education"; "Get badges—the law is your friend"; "Be respectful to your cliders and those in authority." and "We want every newsboy to have a chance when he grows up, and that means we want him to go to school."

Miss Beurriere has obtained positions for upwards of a hundred of the boys; and by promising to help the young chaps to get work when they are fitted for it she gets many of them to go to night school. She has tried many experiments. Some worked; some didn't. Once she started a Newsboys' Relief Fund for emergency loans, and the first week a newsboy broke his arm and broke the fund at the same time. Then she started a savings bank for the boys, but it wasn't entirely a success. She has started a library by collecting about a hundred books from various people.

SMALL NEWS-DEALERS DEFENDED

License Commissioner Bell's Plan to Auction Stands Is Opposed.

Officials of the New York News-Deabers' and Stationers' Protective and Benevolent Association are up in arms mainst the proposal of License Commissioner Bell, of New York, that newsstand privileges be auctioned off by the city to obtain increased revenue. Such a proceeding, they say, would permit a syndicate or corporation to seize the newsstands, and would force the small independent dealers to the wall.

They brand as misleading to the public Commissioner Bell's declaration that the newsstand privileges are worth thousands of dollars, and insist that the news-dealer's main source of revenue is not from his newsstand, but from reute customers in the vicinity, and that few news-dealers could exist on profits from the stands alone.

While admitting that the city is not getting sufficient revenue from the

LOS ANGELES E X A M I N E R

Sunday Circulation 150,000

NEWSPAPER
prosperity is based on circulation.
FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you complet of one colored comics, daily and Sunday pages to black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
NEW YORK

newsstands, they declare that the blame is upon the Commissioner; that when he took office a delegation of newsdealers urged him to raise license fees, but he refused to comply.

WILLING TO BE FAIR

Greensboro (Ga.) Heruld-Journal Would Meet Subscribers Half Way.

The Greenshuro (Ga.) Herald-Journal says to certain objectors:

"When some of our subscribers came to ronew they asked why we raised the price to \$1.50 a year. To show them that we are not highway robbers we will make the following offer to any of our subscribers:

"If you bring us the same amount of potatoes that you would have brought a year ago for one dollar we will give you the Herald-Journal a year for one dollar.

"If you bring the same amount of eggs that you would have brought one year ago for one dollar, we will give you the Herald-Journal one year for one dollar.

"If you bring us the same number of chickens that you would have brought one year ago for one dollar we will give you the Herald-Journal for one dollar.

"The cheapest paper on the market that several years ago sold for four and tive cents a pound, and that any editor would not let come in his shop, is now selling for fifteen and sixteen cents a pound."

Wants Ideas for Talk Topics

J. M. Annenberg, chairman of the programme committee of the nineteenth annual Convention of the International Circulation Managers' Association, asks the members of that organization to submit suggestions for topics of discussion at the Atlanta meeting. He requests that members shall also indicate who, in

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

Sunday 68,942
Daily 55,365

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

5 Orders In 2 Days

WHY? Because we have a comic which fits in with present-day space conditions.

The International Syndicate
Features and Newspapers
Established 1889 Baltimore, Md.

their judgment, may be best qualified to discuss the topics suggested. Mr. Annemberg is circulation manager of the Schenectady (N. Y.) Union-Star.

Free Lots for Subscribers

The Pittsburgh Dispatch is offering its readers, old or new, with every six months' subscription, a premium in the form of a lot. 30x120 feet, in the Boblo Gardens Community, in the Straits of Mackinge. The prospect of fine fishing and a line summer holiday ground gained a generous response from the public.

For Carrier Boys

The Herald Hustler is the name of a new publication, just issued by the Sharon (Pa.) Herald, for the benefit of the newsboys who deliver the Herald.

The second cheapest thing on earth is something just as good. The cheapest is the fellow who tries to soil it.

The Boston Evening Record

and

The Boston Daily Advertiser

are now represented in the general advertising field by

I. A. Klein

Metropolitan Tower

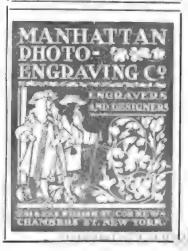
New York

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kanoas City, Chicago



DEFINES "PARTY PRESS"

Scott C. Bone Shows Distinction Between the "Organ" and the Party Newspaper.

Scott C. Bone, editor of the Seattle Post-Intelligencer, in a recent address on the "Party Press," said:

"One may abhor a party organ and still hold the party newspaper in respect. There is a vast difference betweent the two. They are antithetical, in fact. The organ does no thinking on its own account, sees only one side. and is chronically narrow and intolerant. The other, seeing both sides and printing both aides, fair in its judement, of men and measures, standing for clean and honest politics, and having the courage of its convictions, renders a real service to the community, and is a credit to journalism. The organ has long since passed or sunk to so low an estate as to be an inconsequential factor in affairs. The party paper endures strongly, and will endure as long as this is a Government of parties. That means it will endure for all time.

"It is a mistaken idea that a newspaper, in championing a party, sacrifices its independence. On the contrary, it frequently exemplifies the highest order of independence. It requires no skill, no moral stamina, no independence, no courage, to attune a newspaper's course to the passing political whim-to think as the masses may happen to be thinking-but it does require all these qualities and more to combat popular heresies and be ready to espouse a losing cause. Great newspapers of the land, in the rôle of party papers, to their insting credit, lead forlorn hopes in every campaign, and proudly."

SPAIN'S STRICT CENSORSHIP

Newspapers Must Submit Certain Articles to Minister of Interior.

The Madrid correspondent of the Paris Temps sends to that paper the following statement made to Madrid journalists by the Spanish Minister of the Interior:

"I recommend formally that the press abstain from every sort of campaign against such or such helligerent. I want all one-sided news submitted to me, so as to prevent the publication of Bows not confirmed by official information. This measure is dictated by the interests of the nation, which will have recourse to the previous censorship. The propagators of false news will be soverely punished,"

The correspondent adds that at Saragoesa an editor has been heavily fined for an article published attacking

Under the ruling of the Minister of the Interior the secret use of wireless will entail punishment.

DOUBLES TOWN'S POPULATION

Brings Big Tire Co. to Cumberland, Md., Adding 30,000 People to City.

Bert N. Garstin, publisher of the Cumberland (Md.) Times, is a townbooster out of the ordinary. He induced the Kelly-Springfield Tire Company to move its \$10,000,000 plant from Akron, O., to Cumberland. The moving of the factory will double the population of the Maryland town. The present population of Cumberland is 20,000. and when the Kelly-Springfield concern bringe over its entire force, it will oe 60,800. The tiore company employs between 5,000 and 7,000 people who are taking their families with them.

Mr. Garstin, after he had talked the

of Cumberland and raised \$750,000 to pay the expense of moving the plant. The Times, of which he is the publisher. like its editor, is not ordinary. It classes right up among the hest of them. and would do credit to a town several times the population of Cumberland. Mr. Garstin, who ranks as one of the big men of the State, has accomplished a task almost without a parallel.

Cartoonist in Flying Squad

Charles E. Hayes, of Pensacola, Fla., a cartoonist, reporter, and aviator, and owner of an aeroplane, has joined the fiving squad of the United States Marines at the aeronautic station at that place. The vouthful aviator, who rejected the temptation to go abroad, in belief that his country has the first demand for his services, is eager to demonstrate his skill as a flier, and expects to win rapid promotion in the "soldiers of the sea."

Dailies as School Text-Books

History in the making is occupying the attention of many St. Paul, Minn. school princiuals, to the extent that newspapers and other current periodicals threaten temporarily to displace test books in the teaching of history. One of the principals says: "At the rate history-making events are transpiring at the present time, I am afraid we would be hopelessly handicapped if we failed to keep informed on current events. Our history classes are devoting much of their time to the events of today. That which only a few months ago was regarded as modern history seems almost ancient to-day."

New Home for Deseret News

The drawing of plans of a new home for the Salt Lake City (Utah) Deseret News is in the hands of architects, and will shortly be submitted to church officials for approval. The plans indicate that the new structure will be one of the handsomest newspaper buildings in the West. According to an announcement made at the office of the presiding bishop a few days ago, several possible sates are now under consideration, no definite decision having been reached.

Big Editors to Speak

C. E. Chapin, city editor of the New York Evening World, and Fred. P. Forbes, managing editor of the Philadelphia North American, will be the principal speakers at the annual banquet of the Newswriters' Union of Scranton, Pa., which will be held March C. H. Derby, city editor of the Scranton Republican, has been selected as chairman of the evening, and J. D. Keator, managing editor of the Scranton Times, will act as tonstmaster.

For "Boys' Day"

In connection with the proclamation of the Governor of New Jersey, the Hon. Walter Edge, of Atlantic City, the Trenton Times has created considerable interest in the matter of the Boys' Day by offering prizes for the best essays on "What Should Be the Relationship Between Father and Son?" Cash prizes of \$10 for the best, \$5 for the next, and \$1 for each of the next ten will be given. The prizes will be deposited in savings lanks to the credit of the winners.

The fellow who tells you that the average man is dishonest, is suffering from an ingrowing grouch.

matter up, went out among the people LIVE TOPICS DISCUSSED BY OUR READERS

[Under this cophies we shall print, each week, letters from our readers on subjects of safety at the connected with secrespeper publishing and advertiging. Any publisher who desires also no the hospital and printensive with the printensive views or any subject commenced views or any subject commenced fine notions. We are confired that much so deliver a confirmation of the control of the contro

Implied Trust

WOODSLAYER, N. Y., March 12, 1917.

THE EDITOR AND PORTIONER:

It is a fact, as the editors of the New York Tribune have said in their address to the staff (quoted in Title ROLTUR AND PUBLISHER), that ich information is given to news gatherers in spirit of implied trust that it will not be used. This negative news often has the bearing of value, and the writer feels the urge to get It into print

To every reporter comes the time when he must learn what is good news to keep unwritten and what is good news to write. The manner of learning this distinction is not storeetyped, pur can it be taught. But a lesson can be taught that man who sixes his venders what has been given him in implied trust

Somer or later the reporter will learn in what spirit information is imported. And the sector he learns, the better.

A score of years ago-and now comes a con-casion of fallary of which I am not proud, but which, in the act, did more to teach me weigh words in an interview than did anything olse- a score of years ago I "broke" late an editorial room in a sensil city. A political campaiga was on. I worked on a Republican paper, was put on politics-local, State and national.

One day I saked the secretary of the Democratic committee what chames his candidate for agrees had against the Republican nomine

the then Congressman. Said the secretary: "He's a stick of wood. Stands no show, But me one has to run."

Nothing was said to me about confidence. my seal to make a good story I can our conrereation verbat!

The wander is that I live to relate it. Even my own managing addor dressed me down. My argument was; "How was I supposed to know?

It's a good story, isn't it?"

It was. But I was practically dead the rest of the campaign. On the day following publication of the "interview" I attended a meeting of the Democratic committee. Nervel No. I was inexperienced I was greeted so cordially I believed my man, ed. was mistaken, I was given plenty of news.

list-we went to press around three o'clock at the afternoon. When I tried to leave the in the afternoon. When I tried to leave the committee rooms, I was forbidden. The hands of the clock flew. Came closing-up time-and We went to press that day without a lunt. line of mine

I was taught my lesson, and the lesson has stock. It was crude work on my part, but artistic on the part of my chartisers. And I have felt grateful to them ever since

lind my editors addressed me with instruc-tions such as those put forward on the New York Tribune I should not now have this confeedin to make. I suppose many others have had a similar experience. But the chances are no one breaking in on the Tribune ever will

This weems to me an advance in lournality and more power to it! Let eiher editors follow this plan, and so spold the need of administering a lesmon later on

The Dewey Story

Unicesso laugh or 700 AMERICAN NEWSCAPER PUBLISHERS ASSOCIATION, ROOM 806, TRIBUNE BUILDING, MAR. 14, 1917. THE CHICK AND POSLIBHER:

Your story of the "liewey Bent," published March 10, is currect. I might add a little to the information:

I was serring as thief of staff for the New York World in Key West at the time. Mr. Harden's cable to the World was repeated to me at key West and I delivered it to Admiral remission on his flagship at son, just out of the bather. This was the first information concernng the tattle of Manila which the admiral My communication heat official information from the Navy Department by over twenty-four HENRY N. CANY.

Los Angeles Ad Masque

The recent Ad Club masque ball. which was held at the Shrine Club Auwhich was held at the Shrine 100 Sept. 9694,966.21, in 1916. tized by Google

derful success. The costuming was infinite in variety and marvellone in color offects. There were linele Same and Miss Columbias values while feathered Indian chiefs and Roman gladiators fratornized with East Indian Maharajaha. The Los Angeles Examiner contributed some of the most striking features of the pageant. The attendance ran into the thousands.

A. O. Bunnell is Eighty-One

A. O. Bunnell, veteran newspaper man, celebrated his eighty-first birthday quietly at his home in Dansville, N. Y., on March 10. Mr. Bunnell's activities would put to shame many a vounger man. Just now he to busy disposing of the stock and equipment that accumulated in the offices of the Dansville Advertiser during the many years of its publication. His recreation is to chop the wood for his open fires on the wooded hill on his estate. Mr. Bunnell is in excellent health and walks to town nearly every day.

Fund to Advertise Rockaway

The Property Owners' Protective Association of Far Rockaway has been organized, and a publicity committee appointed to take up the question of advertising the Rockaways. The plan as suggested contemplates extensive newspaper advertising in New York, New Jersey, Pennsylvania, and other near-by territory. Letters have been mailed to properly-owners in the Rockaways for contributions to a fund of \$5,000 which will be raised for the work.

Buffalo Press Club

The Buffalo Press Club has elected officers for 1917. William G. Hippler, city editor of the Commercial, is the new president. Samuel P. Head, city editor of the Enquirer, is vice president. Miles Goldberg of the Commercial is secretary, and William Brereton of the Times is treasurer. New directors are G. Stuart Berrill and Richard R. Coley of the News, A. J. Sharlek of the Enquirer and William Baldwin of the Times.

Women's Views Decide Ad.

Toeletermine the best possible kind of advertising for a new product of the United Drug Company, groups of girls and women in different walks of life in Boston were invited at different times to meet at the Copley Plaza, where they were shown the advertising ideas in the way of illustration and copy. From their composite judgment a design was selected, which is now being prominently displayed in the stores of the company and in other places.

Holding Paper Pulp for Speculation

It is said that 25,000 tons of wood pulp is stored in Baltimore. The amount is four or five times in excess of that held here during normal times. The pulp was shipped from Norway, the congestion being due, it is claimed, to freight congestion. It is claimed, however, that the pulp is being held for speculative purposes,

Howard Smith Paper Profits

The annual report of the Howard Smith Paper Mills, of Canada, for 1914, shows net profits after all deductions of \$109,778. The volume of sales in-

TIPS FOR DEALERS

New Concerns and Old That Are or Wil Be in the Market for Supplies.

New York-Scandinavian News Service Corporation; capital, \$1,000; general news service, printing, advertising; directors, Thorvald Languard and Arthur Bredenbek, of Hoboken, N. J., and H. A. McConkey, of New York city.

New York-Advertising News Company, Inc.; capital, \$10,000; advertising business; directors, L. L. Drake and Pauline Kunemund, of New York city, and F. E. Griswold, of Jersey City, N. J.

New York-The Aryans Publishing Corporation; capital, \$200,000; general publishing and commercial printing and advertising; directors, Thomas Glimartin, W. C. Lane, and John R. Beck, all of New York city.

New York-Interstate Publicity Corporation; capital, \$10,000; general advertising husiness; directors, Isaiah Frank, Frank C. Higgins, and A. R. Lesinsky, all of New York city.

New York-Foreign Financial Publishing Company, Inc.; capital, \$2,000; newspaper and magazine publication; business directors. Herman Klein. Maurice Klein, and Nathaniel Paeder, all of New York city.

NEW YORK-National Ray Company, Inc.; capital, \$10,000; general advertising business; directors, Anthony J Gulotta and Samuel Vogel, of New York city, and Alban T. Carson, of Brooklyn.

TYLER, TEXAS-Tribune Publishing Company; capital, \$2,500; incorporators, L. M. Green, E. P. Price, and T. C. Green, all of Tyler.

NORWALK, CONN.-Hour Publishing Company filed second increase of capital stock of 200 shares, making total capital \$40,000.

Doven, Det.-Latham Advertising Service Company, advertising and publicity agency: capital, \$150,060; directors not given.

WILMINGTON, DEL -- Millard Publishing Company, Inc.; publish newspapers etc.; capital, \$50,000; directors not given.

New YORK-International Commerce Association: to do a general advertising business; capital, \$1,000,000; filed articles of incorporation in Dover, Delaware; directors, Charles Pichner,* Henry L. Sperling, Samuel Sperling, all New York city.

SAN FRANCISCO, CAL-The Coast Publicity Service; promotion and advertising of commercial enterprises; capital, \$25,000; directors, Irvin C. Keeler, John D. Griffin, and Ralph P. Locey.

New York-The Federated Newspaper Syndicate, Inc.; maintain news bureau; capital, \$2,000; directors. P. H. W. Ross, Atherton Brownell, Frederick King.

New York-Art Print Service Corporation; general publishing; capital.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

\$50,000; directors, W. E. Gilmore, H. M. Friend, East Orange, N. J., and J. E. Solomon, 1900 Lexington Avenue, New York city.

RYE, NEW YORK-Sleight & Kennedy News Service; publishing and advertismg; capital, \$1,000; directors, Henry C. Sleight, of New York, R. J. Kennedy, of Plushing, and John J. McGarry of Brooklyn.

CHANGES IN INTEREST

HAYWARD, WIR-O. J. Numer, who for everal years has edited the Hayward Republican, has sold the paper to Louis Kammera of Hayward.

VERICE, Cal.-Raymond Wilson, former editor and publisher of the Venice Review, has taken charge of the De-

KREENETT, Cal.-Editor Dittmar, the former proprietor of the Copper Outlook published at Kennett, has been forced to retire from active work by ill-health. and Karl L. Rigor has taken charge of the paper, under a year's lease.

ANAHIOM, Cal.-The sale of the controlling interest in the Anaheim Daily Herald to W. G. Damon is reported. The new management is planning many improvements. Hohert Johnson, former proprietor, will remain with the paper and will have charge of the news end. A new press will soon be installed.

FIGURE FALLS, Minn.-George C. Mantor, who was in partnership with Harry M. Wheelock, former president of the Minnesota Editorial Association, and who is now postmaster of Fergus Falls, in the publication of Wheelock's Weekly, has withdrawn from the partnership. Mr. Wheelock will continue the paper alone.

ATOKA, Okla.-The Indian Citizen Democrat, published by D. O. Groff, said to be the oldest newspaper in Oklahoma, has been sold to B. R. Cook, editor and publisher of the Atoka County Jeffersonian. Mr. Cook will continue publication of the two papers for a time, after which the two will be consolidated.

ARDMURE, Okla.-The Ardmortte, published for the last twenty years by Sidney Suggs, has been sold to a company organized here. The new company is composed of P. C. Dings, B. A. Simpson, Roy M. Johnson, Edward Galt, Wirt Franklin, J. S. Mullen, and H. B. Spaulding. Edward Gult is president of the company, which is to be known as



Laugh Producers Make Circulation

OUR EVERETT TRUE. THE DUFFS, FRECKLES AND SOUTRREL FOOD are real laugh producers.

THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West 3rd St.

Cleveland, Ohio

We can increase your business-you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City Established a Quarter of a Century

the Ardmorite Publishing Company, and H. B. Spaulding is secretary and man-AFOT. The new company has begun making extensive improvements in the Ardmorite plant, and will greatly enlarge the news service. It is announced that a first-class morning newspaper will be published.

NEWSPAPER ACTIVITIES

The Baltimore News is conducting a campaign to beat down the high cost of living by encouraging the putting to use of every bit of vacant and unusued soil in the city for raising vegetables. The News has the collegration of the Women's Civic League.

The Fresno (Cal.) Herald has praccompleted arrangements building a new home, at a cost of \$25,-000 for that paper.

The Spokane Spokesman-Review has issued the fourth edition of a unique account book for breeders of poultry, entitled the "S.-R. Want Ad Poultry Record." This is issued in connection with the campaign for classified poultry advertising which has been built up to two solid columns of space on Sundays and one and a half columns on week days at the height of the hatching season. "The Poultry Record," which was devised by the paper's publicity department, has space for entering all reccipts and expenditures, all eggs laid daily, the record of chicks hatched and eggs which failed to hatch, orders received for fowls and hatching eggs, an inventory of the year's business, and similar information. Scores of poultry breeders have written that they make daily use of this system of accounts.

FLAGS-MAPS-ATLASES TIMELY SUGGESTIVE

REMIUMS

Patriotic, Educational, Historic Write today for Samples and Quantity Prices-ACT PROMPTLY DELIVERY GUARANTEED

BLAKE WILLSDEN Primium and Advertising Specialties. 1606 Heyworth Bidg., Chicago

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly. THIS MEANS:

THIS MEANS:
The greatest possible variety from which to chlore.
The submitting of each feature to your own editorial judgment.
The openuity to order a budget completing only of what you want, A material reduction from individual prices on budgets.

uniters. Write we for samples of our Sunday Colored counter, delly comice, semen's fou-tures, bedtime storice, flotion, etc.

The McClure Hewspaper Syndicate 120 West 32nd Street, New York City

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the strvice

The Dominion Press Clipping Agency

which gives the cisppings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of

of the newspapers and posterior CANADA.

We cover every fivet of Canada and Newfoundines at our head office.

TOROUTO, CAN.

Price of service, regular press elipidag ratus—special rates and discounts to Trade and Newspapers.

SENDS NEWS TO RUSSIA

A. J. Sacks, First Appointee in America of New Muscovite Government.

A. J. Sacks has been appointed correspondent for the Petrograd Telegraph Agency, the largest Russian news His appointment is the first agency. one made by the new Government in the United States. His duty will be to supply general news for distribution to the newspapers, of Russia, touching on the political and social life of this country. Mr. Sacks has been the correspondent for Reich, of Petrograd, the editor of which is the new Foreign Minister of Education, Mr. Sacks came to this country from Moscow three years ago to act as correspondent for these newspapers.

IN FAVOR OF INTERTYPE

Supreme Court Upholds Decisions of N. Y. Federal Courts in Patent Litigation.

Washington advices may that dismissal by New York Federal courts of linetype patent infringement sults brought by the Mergenthaler Company against the Intertype Corporation and International Typesetting Machine Company of New York has, in effect, been upheld by the Supreme Court.

That the linetype multiple magazine, slug, and mold patents of the Intertype and International Typesetting Companies do not infringe Mergenthaler patents was held by the lower courts. This decision now becomes affective.

Movie Strip

7-column or 8-column size. daily feature. More "meat" and more laughs in this strip than you will find in a whole page of socalled expensive New York Service.

Let us send you proofs

World Color Printing Company R. S. GRABLE, Mer.

Established 1900 ST. LOUIS, MO.

Successful

Man in every walk of life are all families with

Romeike's Press Clippings

Among our patrons are professional and asiness men and women, public person-ten and the leading Banks, Trust Com-inies and Corporations.

Romeike Clippings are an indiapensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIER, INC., 108-110 Seventh Ave. How York City



Of dry goods and woman's specialty shop advertisements in February, The New York Times published 201,000 lines - a greater volume by 42,730 lines than any other New York morning newspaper-32,032 more than in February last year.

Average circulation of The Times, daily and Sunday, exceeds 340,000 copies.

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffalo newspaper that our sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-MEMBER A. B. C.

Foreign Advertising Representatives KELLY-SMITH COMPANY Lytton Building NEW YORK

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KI.EIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bidg., Chicago Foraign Advartising Representatives

Paper of the People

The Northwestern at Oshkosh, Wis., Covers its Field. Circulation Exceeds 13,000.

G. LOGAN PAYNE COMPANY. New York and Chicago

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Building NEW YORK HARRY B. LASHER
Tribune Building CHICAGO

> Food Medium of

New Jersey Trenton Times

A. B. C. 2c-12c Per Week

KELLY-SMITH COMPANY

720 Pifth Avenue NEW YORK

Lytton Building CHICAGO

ATOP O'THEWORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

THE FIFTH ANNUAL DINNER AND DANCE OF THE LEAGUE OF ADVER-TISING WOMEN OF NEW YORK was held at Hotel Astor last Tuesday and Wednesday. Some dinner! Some dance!

Among the prominent advertising women present were Tom Moore, Billy Haskell, and Charlie Miller.

It was said that there were to be time-limits set on all speakers—ten minutes per each-and President Martin did pretty well in keeping the trained scale within bounds.

Borough President Marks started the schimoose, and was followed by Edward James Cattell, Statistician of Philadelphia, who was some card, and who didn't talk half long enough in the fifteen minutes of good stories be told.

Miss Helen Rowland, of the New York Evening World, was just ten minutes panning the men to a fare-you-well, which is her specialty. She was intensely interesting, and made a big hit-with the ladies. As a mere man, the writer would hate to be half as low-down and ornery as Miss Rowland seems to think all men

Ivy L. Lee was eighteen long, long minutes (out of ten) telling how the corporations are preparing to spend real money for advertising space, because newspaper publishers are cutting down on press agents' free publicity, and deploring the passing of the good old days.

Miss Anno Herendeen was too confounded brief in her six minutes of mighty

Rufus Steel, former editor of the San Francisco Call, was good for his ten minutes, but dragged a hit during the other eight minutes he consumed in reiteration. Harry B. Haines, of the Paterson (N. J.) Evening News, was a card, and made a mighty good talk, winding it up by presenting the Club with four lots up on Lake Hopatcong, where they can build a bungalow clubhouse during the summer vacation.

The dinner was scheduled to start at 7:30 P. M. and the dancing at 10 P. M. Dancing was started at 11:30, which is pretty close to schedule.

When did it stop? Well, that's telling- and it is not nice to tell-everything. But it was a nice dinner, a nice dance, and lots of nice girls. It's a pity they don't eat oftener than once a year.

Miss J. J. Martin is some presiding officer, and rules and governs her fellow members and guests with regularity equal to any.

There were over two hundred members and guests present, and if any one failed to have a mighty good time, it was his or her own fault, for the ladies made charming hostesses.

MATHEWS LEAVES SUN BUREAU

Veteran Correspondent Goes to New Syndicate in Washington.

Jerry A. Mathewa, after eleven years (nearly twelve) with the Washington bureau of the Sun, has resigned. During that time he was in charge of Senate work and Supreme Court for the Sun Press Association. During campaigns he wrote much political news. and attended every national convention for the Sun during that period. Mr. Matthews retires voluntarily to accept the service in Washington of Wright-Thalheimer-Block syndicate, which includes the Detroit Journal, Toledo Blade, and Newark Star-Engle.

Mr. Mathews began newspaper work at Olney, Ill., on leaving high school, as local editor of the Olney Times. He later purchased the Olney Advocate, and went as reporter to the Chicago Daily News in 1890. He was appointed Washington correspondent in 1891, and filled that place for nine years. During the last seven he was also correspondent of the Indianapolia News. He resigned to accept the assistant receivorship of the Globe National Bank from Controller Charles G. Dawes. While in Boston he was admitted to the Massachusetts State har. He was secretary to Senator Charles W Fairbanks from 1901 to 1905, and resigned to accept a place with the New York Sun. He resigned a year ago, but the resignation was are pled only recently. Mr. Mathews mestioned the effective date of his resignation at the request of the head of the Sun bureau in Washington.

Mr. Mathews married Miss Emma Watson, nices of Senator James E. Watson, of Indiana, in 1904

SCARCITY OF BOYS

Buffalo Newspapers Complain; Can' Get Delivery Boys.

Paper shortage, possibility of a rallroad strike, and other trade conditions have kept the publishers of Buffalo newspapers busy for several months past, trying to plan to meet all emergencies.

The morning papers have had a new difficulty to contend with, namely, the scarcity of carriers. The winter season here has been severe. Perhaps that had something to do with it, but W. M. Ramsdell, publisher of the Express, inclines to the opinion that the general prosperity also was responsible.

"The principals of the high schools have made appeals to boys in the classes," he declared, "but apparently no one beeded them. Time was when nearly every loy had more or less to do with carrying papers, but the coldweather this year and the fact possibly that fathers were making more money than ever before had something to do with the disinclination of boys to carry

Represent Havana Paper

Measrs. Cone, Lorenzen, and Woodman, newspaper representatives, with offices in New York, Chicago, and other cities, have been appointed general foreign representatives in the United States for Diario de la Marina, a dally newspaper published in Hayana, Cuba-In its announcement of the selection. the newspaper pays a very high tribute to the firm as one of the leaders among the newspaper representatives in this country.

The Evening Mail

Last year GAINED

178.965 lines

Ory Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

DETROIT

A tich, prosperous field that no advertises through the best medium - The Detroit Free

The Detroit Free Press

"Michigon's Greatest Newspaper."

VERREE & Forsign Concern Concern Representatives Detroit Largest tun-cent morning attentions in America.



"From Press to Home Within the Hour"

It a exclusive carrier service on-It a exclusive carrier service em-ables the Evening and Sunday Star-to be delivered on every city block in Washington, D. C., "from press to home within the hour," The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

The Pittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK, Real Estate Trust Building, Philadelphia



Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St. New York City



DOMINATES

its belt to purchasing ability per family and yet at lowest advertising cost per thousand

"TO-DAY'S HOUSEWIFE"

George A. McClellan New York

151-561

BUFFALO CHURCHES ADVERTISE

As Result of Series of Lectures Under Y. M. C. A. Auspices.

Church advertising has received more than passing attention in Buffalo during the past winter. The Y. M. C. A. Educational Department, of which Raiph R. Blackney is director, inaugurated a series of ten lectures on church advertising. Representatives of a score of churches attended, heard the talks, joined in the discussions, and now are working out plans to put into practical operation the things which they learned.

The lectures were delivered by Alfred H. Kirchhofer, of the Buffalo Evening News, who has had experience in church advertising and publicity. The first lecture dealt with the subject: "Why the Church Should Make Use of Practical Publicity Methods." Subsequent talks were devoted to various phases of publicity and advertising, from the standpoint of the church.

As a result of the interest aroused by the course, several congregations have commenced to use display advertising in Buffalo newspapers. Others are contemplating doing likewise. Carrying out of the entire programme was interfered with by the Sunday evangelistic campaign, but it is expected that after the evangelist closes his meetings churches will make more general use of display advertising.

MAINE PUBLISHERS PROTEST

Opposed to Proposed Law to Regulate Bond Advertising.

Publishers in Maine are up in arms in opposition to a bill introduced in the State Legislature by State Bank Examiner Irving E. Vernon, whereby publishers are forbidden to print advertisements for the sale of securities unless the same are offered by a dealer registered in Maine. The penalty for printing such an advertisement was made a fine of \$50 for each insertion.

Under the present laws of Maine, any firm outside of the State wishing to do business within the State, must be registered and comply with certain other provisions of the law. Under the proposed law, none but registered firms could advertise bonds for sale, and no individual could offer for sale his own property, unless through a registered dealer.

It was shown on a hearing on the bill that the publishers of Maine recently lost \$4,000 in advertising because the firm of J. P. Morgan & Co. could not advertise the Anglo-French loan in Maine, not being a registered firm. Mr. Vernon was the only one to appear in favor of the bill, while publishers from all over the State appeared in opposition.

Wood Pulp from Sweden

A cargo of 2,000 tons of wood pulp, the fifth for the month, arrived in Baltimore from Sweden February 24. The pulp has been stored for domestic use and foreign shipment.

E. M. Roberts Will Wed

Announcement of the engagement of Mr. Elzey M. Roberts, vice-president and associate editor of the St. Louis Star, to Miss Isabelle Wells, daughter of former Mayor Rolla Wells, of St. Louis, has just been made. The wedding of the young couple will be a fashionable event of the coming autumn.

PATRIOTIC CHICAGO AD MEN

They Will Uniform Cadet Corps of Technical High School.

The Advertising Association of Chicaro has stepped into the campaign to outfit the cadet corps of the Chicago schools, with an offer to provide uniforms for the students of the Lane Technical High School. The action of the Ad Club was taken at a luncheon last Friday, which was addressed by Capt. Edgar Z. Steever, U. S. A., who is in charge of military training in the Chicaro schools.

The military organization at the Lane to the largest in the city, comprising more than one-seventh of the high school cadet organizations. John R. Mc-Clure, Reuben H. Donnelley and Arnold Joerns were appointed a committee to act for the club

One More Sphinx Club Dinner

The closing dinner of the Sphinx Club season will take place on Wednesday, April 11, according to an announcement sent out by Secretary R. F. R. Huntsman. The announcement states: "There will be speakers of importance; the presidents of the leading advertising organizations will be our guests: our annual election will occur, and there will be a minstrel show with fifty blackfaced artists, including Ed. Glibbs and Jimmy Gillroy."

Intertype Staff Changes

H. Wisner Miller, formerly assistant to Charles D. Palmer, president of the Intertype Corporation, has resigned that position and accepted an excellent connection with the Finance & Trading Corporation, New York. M. A. Chambers, jr., who was formerly connected with the Savannah River Lumber Company, has been appointed manager of the credit and collections department of the Intertype Corporation.

World Men's Annual Supper

The annual supper of the editorial staff of the New York World will be held at Healey's at one o'clock on the morning of April 1. Robert H Lyman. assistant managing editor of the World. is chairman of the supper committee. Staff talent will, as usual, furnish a special and attractive entertainment.

MISCELLANEOUS

Advertisements under this classification Afternounts per line, each insertion. Count six words to the line

MH 12 PLISHER —I can sell your newspaper was in commission, no sale, no expense. Write-rif you have one for sale. Address P. 3242. re Editor and Publisher.

WANTED - Pull page flat casting box and w. Address Echo, Meandaville, W. Va.

Afternoon daily wanted in city of 15,000 up peofer Eastero State, but would consider clibes in Mibile West; no objection to tradown paper if field is good; have the cash sould to say down on right property. Write full details in first letter, theballing thee, sayd copies of paper. Latantic Parks, care of The Star, Poughherpole, N. Y.

HAVE MORNING PAPER, city of 38.000 with 20 0000 volumban population. Fast growing field, Will sell whole or part interest, Hare other business. Will start full investigation. Address Not 3252, care Falter and Pullisher

MANAGER

IVI A G E R

Townell conditation of job printing man
ager, advertising salesman, directation and
bushess manager. Over twelve years of
the such, all accord experience, have directive for a larger field, where knowledge of
present day conditions and results gre yequired. Unusually abbe enemplary habits,
and loyal to bis congaleyer. Knows how tomanage and pile me belonce on right aldo
of page Due employer vertice. "He is abuse
the average in encuries quantities." Another:
"He ability as houses manager would
agreedly be demonstrated to the satisfaction
of any few "L 28, unmarried, roady at
550 Mention No. 4966.
tome to use for conjectent and experienced
men to fill the position you have open.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg., Springfield, Mass.

SITUATIONS WANTED

Advertisements under this classification, tro-erate per line, cash insertion. Crust six words to the list, For those unexployed, not to accord 100 words, two insertions FIEE.

NEWSPAPERMAN. - Exercises the suppression and trained effortal criter, with 15 regreterier on both morning and creating public tions. Now employed, desirve to get into field where there will be conjugated to greater development. Address P. 3247, care Editor and possession.

IN) YOU NEED a comprehent, bright and in follacult some newspaperson, buying three powers New York extractions, to take charge as major or mail executing resembler pleas in growing, progressive cuts. Willing to invest small am so part interest leal wants charge to make party given. Now connected with New York necessing daily but destrea day hower and week entitled. New York. For particulars address P. 3241 care Editor and Publisher.

CIRCULATION MANAGER or ASSISTANT, once now, expedie, experienced husiness getter neverful with legs and premotion work, well sectionally in the present of personal encestration of ability; and leaking for a chance of for a leanful or operaturity. Address P. 244, care Editor and Publisher.

YOU'NG MAN (28), annuitst, data built convince faces, illustrations, inyouts, composition of circular cainism, besidets; desires position annuism's assistant. Address P. 3251, care filter and Publisher.

RESTUR.—Are sen looking for treined young nam (\$2) of ability and originality to edit near brane engine or as assistant editor on your trade operation in a new embryed but want a greater operationly to expend. Over three years as abstant to editor on a treinford paper and had other editorial experience. Fan write compelling corr. Have a background of a good literary education and extensive European travel. Bend French. Address P. 3236, care Editor and Publisher.

FOR SALE

Advertisements under this classification, fitteen evals per line, each insertion. Count ple secrets to the line

EINOTYPP Model Vo S. Rerigl No. 10100, respice. assertment of matrices. Fort Wayne Ind

LINOTTPE Model No 1. Serial No 8010, and Model No 1 Serial No 8011, with 1 magazine. Unres, effector bindes feat of matrices (for each markine). Tribune Printing Co., Charleston, W. Va.

LINITYPE- Model No. 4, Serial No. 11680, agazine, mairirea, squeebande, linera and lades, Winston Printing Co., Winston Salem,

LINOTYPE Three Model 1 machines with complete equipment of model, magnetices and materials New Hasen Union Co., New Hasen Conn.

AN EXCEPTIONAL OPPORTUNITY

AN EXCEPTIONAL OPPORTUNITY

Newspaper Hotison Valler, New York State

Established upward of one handred vores. Has
convollerable reputable, only Democratic Hase
in the Township, near County were, dreaw subservices from a number of neight vallages and
advectising from season cities, is financed with
state and county wilertising. Des covaliderable
job work excellent country for practical newspaper man. Plant could not be dashlocated for
\$2,000.00; will sell good will and equ graent for
upon thereal terms

That contains. Modern Limitye Markhire.

usen thereal terms. Plant contains Modern Limitype Machine. Metal Pot Mital. Newspaper Gillinder Press. Folder, there goal Johlees, Large and Small Pot per Uniter. Press Press, Chiteses Stoses Statishing Machine. Herta and West Tyte, and superies, All machines are operated by direct drive enters. Plant is now in operation. Can be seen by appendiment Cubicate Steams. I Word Type, and All machines are ire. Plant is now

Address CONNER FENDERS & CO. Phone Berkman 3970 96 Reckman Mt.

GOSS OCTUPLE STRAIGHTLINE PRESSES with Two or Four Folders

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New Yrko

\$100,000 Cash

We have available \$100,000 in cash as first payment on a desirable Evening newspaper property. Eastern or Middle Atlantic States preferred Customer may be met in our office by appointment.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

SPECIAL

I am representing owner of exclusive newspaper in growing Central West city of 18,000; nets annually about \$25,000 in return for time and investment. Price \$100,000; threefifths interest offered for \$70,000. Cash deal desired. Proposition 326x.

H. F. HENRICHS

Newspaper Properties LITCHFIELD, ILL.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient regus of paid currengendents at the following impositant trade centress Evaton, Pittishergh, Cincinnetti, St. Louis, Cittense, Arlanta New Orleans, Pallas, Indianapella, Wastington, Raiti Banders, San Francisco, Other curre-positions will be added from time to time. Advertiser and newspaper may will find a ready market for stockes, of advertising achievements, new least, etc. by addressing the main office, 1117 World Ruilding, New York City.

Branch office San Prancine, 742 Warket St.

Branch office San Francisco, 742 Market St., J. Bidwell, milinger, 'phone Kearney 2121. R. The Editor and Publisher page outsize 672 agate tipes 16% on four. Columns are 18 picas wide and twelve inches deep.

Advertising Rate is 25c, an agate Sao, \$100 a juare \$75 a half page and \$42 a quarter page Position extra Time, spare and cash discounts are allowed on contracts.

Rmail advectivements under proper classification will be charged as follows: For Sale and Rien Wanted fitten exects a line Russinssa Opportunity and Misrellaneous, fifteen cents a line, and Stiranton Wented, ten ceits a line, count six messie in the line. For those unemplaced as fifty word or eight line adsortisement will be published two times FRFF.

Residers are urged to have the paper mailed to the home address. This will insure prompt de-livery.

The Editor and Publisher sells regularly at the a cuty. \$2.50 per cerr in the United States and \$4.00 forders and \$3.50 in Conduct I have also \$3.50 in Conduct and the un sele each week at the following news stands;

at the following news stands;

New York World Ruilding, Tethnine Building,
Park How Building, 140 Nassan Street Man
nine's topposite the World Building, 13 Park
Rus: The Worlorth Building, Times Building,
Frirty second Street and Bradway, at learner
entrance to Subway: Brestands Book More,
Thenely oth Street and Fifth Arenne and
Mark's, Macy's corner, at Thirty-fourth St. enterance.

Ba'timore-B. E. Edwards, American Builting Philadelphia-L. G. Bay, 7th and Chestnut rects; Wm. Solet, Bulletin Building News

Baston Profeer House News Stand.
Pittaburgh—Pavis Stook Shop, 416 Wood
Street.

Washington, D. C. Bert R. Trents, 511 Four-teenth Street, N. W. Blage Hilgs, News Stands, Chicage Powner's Book Histor, 37 N. Clark Rivet, Post Office Nors Co., Monroe Street, Chas Levy Circ Co., 27 N. Fifth Assense.

Grainid-Reinweier's News Steer, Superior Street, opposite Post Office; Salamon News Co., 1111 Walnut Street

Detroit Solution News Co., 60 Larged St., W., Sen Francisco—E. J. Eldwell Co., 742 Market.

Digitized by GOOgle

THE EDITOR & PUBLISHER FOR MARCH 24, 1917

SMITH B. HALL DEAD

Was for Thirty Years a Leading Newspaper Man of Minneapolis.

Smith B. Hall, for more than thirty years a leading newspaper man of Minneapolis, and known the country over as a publicity agent, died on March 15, of pneumonia. He was born fity-eight years ago at Ravenna, O., where his father, the late H. R. W. Hall, published a newspaper. In 1882 Smith Hall became editor of the Fergus Falls (Minn.) Telegram, which was founded by his uncle, the late Harlan P. Hall, who also was the founder of the St. Paul Dispatch and Globe.

In 1884 Mr. Hall removed to Minneapolis, and at various times was Minneapolis representative of the St. Paul Globe, managing editor of that paper, and city editor of the Minneapolis Times. He likewise served on the Minneapolis Journal, and was city editor of the Kansas City Star, and for a time a star reporter in New York city.

HAGGERTY'S INJURIES FATAL

New York Evening World Reporter, Hurt on March 10, is Dead.

John A. Haggerly, thirty-nine, a reporter employed on the New York Evening World for twenty-four years, died March 22 in St. Laurence Hospital. Iteath was caused by injuries on the night of March 10, when he was run over by a street car. An arm was amputated and he suffered internal injuries.

Mr. Haggerty started as an office boy in the Evening World, and worked his way up to a reportorial position, and was later assigned to the Hartom district, which he covered for fifteen years. He is survived by his mother, a sister, and brother. The funeral will be held today. Mr. Haggerty was one of the widcest known and best loved men of his profession in New York.

Bradley B. Huff Doad

Bradley B. Huff, aged twenty-eight, political reporter on the staff of the St. Louis Globe-Democrat, died on March 15 in Jefferson City, where he was stationed to report the Missouri Legislature for his paper. His death was due to uraemic poisoning, after a very brief illness. Huff had been with the Globe-Democrat since 1912, and had "covered" several sessions of the Legislature. Both the House and Senate adjourned upon learning of his death, and resolutions of sympathy were adopted.

OBITUARY NOTES

J. B. Seal, editor and proprietor of the Millersburg (Pa.) Hernid, died at the Harrisburg Hospital, aged seventy years. In 1874 he established the Millersburg Herald. He was prominent in Republican circles, served in the Pennsylvania

We can help you make more secure your place on advertisers' lists. The National Editorial Service is a Quality Circulation Builder. The results it brings are the kind that can be vividly impressed upon the advertiser.

Write or Wire,

National Editorial Service, Inc., 225 Fifth Ave., New York.

Legislature, was postmaster of Millersburg, and also a prominent Mason.

Fust H. Matthews, founder of the Key West (Fig.) Morning Journal, died early last Saturday morning after a lengthy illness. Mr. Matthews was born in Key West December 13, 1886, and was educated in the schools there. When he grew up he entered the commissary business at Cape Sable. Later he went back to Key West and founded the Journal, first a weekly paper and then a daily. Mr. Matthews was editor and manager of the paper for a number of years, and as an editor he made a State-wide reputation

Mrs. Jesse Rimowalt, eighty-two years old, widow of John Luther Ringwalt, a former managing editor of the Philadelphia Press, died last Thursday at her home in that city. She translated French scientific works for the Press, in the days of James W. Forney, wrote many articles for the Encyclopædia of Printing, published by her husband, and for years contributed to the Printers' Circular.

MISS CARRIE DEALET, daughter of the late T. W. Dealey, who for thirty-six years was connected with the Galveston (Tex.) Daily News, for the last twentyfive years of that time as secretary and treasurer of A. H. Belo & Co., publishers of the newspaper, died at her home in Mineral Wells, Tex., on March 14. The late Mr. Dealey removed from Galveston to Mineral Wells in 1906, where he died the same year, and Mrs. Dealey a few years later. Miss Dealey at the time of her death was a stockholder in A. H. Belo & Co., publishers of the Guiveston-Dallas News and allied publications.

JOHN C. THOMP, Chicago publisher and father of King Thorn, who is in the advertising business, ded March 14. Mr. Thorn was born in Brockport, N. Y., in 1868 and entered the art publishing business in Chicago with Gebbie & Co. in 1894. Later he established his own business.

RALPH E. Fox, of Chicago, who was associated with his father, the late O. L. Fox, in the publication of the Music Trade Indicator, died March 16 at the age of thirty-eight. He is survived by a widow and two daughters.

Walter E. Rushforth, editor of the Lawrence (Mass.) Crilic, and one of Lawrence's best known men, died early Tuesday following an illness of several month. Mr. Rushforth was well known by all Essex County newspaper men.

DELL BUSSON, an employee of the Chicago Post since the newspaper was established twenty-seven years ago died on Tuesday at the age of fifty-eight years. An illness of a year, superin-

Colorado Springs and THE TELEGRAPH An A. B. C. Paper J. P. McKUNNEY A. SON

J. P. McKINNEY & SON
New York Detroit Chicago

The True News
—FIRST—

Always-Accurately

International News Service 38 William St., New York City duced by grief over the accidental death of his son, Clarence, who was killed in an automobile accident about three years ago, caused Mr. Burson's death.

EDWARD E. POWERS, aged fifty-one, former Columbus, Ohio advertising man, died at Marion, Ohio, after a nervous hreakdown, the result of the death of his wife last November.

LEO J. SOLOMON, publisher, died March 18, at the German Hospital, New York, of acute Bright's disease after a brief illness. He was thirty-seven years of age. Mr. Holomon was associated with his brother, Mr. William J. Solomon, in the publication of the Hebrew Standard.

Walter Blies, fifty-seven years old, head of the American Publishing Company, died Thursday at Hartford, Conn., following an operation. He is survived by a widow and son.

FRANK H. STEFFING, agod fifty-two, a member of the Cleveland (O.) Plain Dealer staff died at his home in East Cleveland after a four weeks' illneau. He was connected with the Plain Dealer for seven years. His wife and three sons survive.

SAMUEL S. SIMMONS, forty-seven years old, of the Kenosha Evening News, one of the best known newspaper men in Wisconsin, died in Chicago while visiting in that city. The body was shipped to Kenosha for burial.

EDWARD SIMMS, of the Barnes City (Iowa) News died at his home of pneumonia, after two weeks' sickness.

GRONGE HENRY FRONT, aged seventynine, president of the Courier News Publishing Company, of Plainfield, N. J., died at his home in Plainfield, March 16. He founded the Engineering News in 1874 and published it until 1911 when he sold it to the Hill Publishing Company.

JOHN L. DERRICH, aged fifty-one, well known newspaper man of Allegheny County, Pa., died at his home in Tarentum. For years he was connected with the Pittsburgh Post and later bought the Tarentum Telegram.

ISAAC O. NESSLE, publisher of the Mid-

Topeka | Baily Capital

Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report

34,238

And as confirmed by report of The Audit Bureau of Circulations

Publisher TOPEKA, KANS.

UNITED PRESS

Afternoon Papers

General Offices, World Bldg., New York

dietown (Pa.) Press, died suddenly at his home in Middletown, in his sixtyfourth year.

Paul R. Shipman, died at his home at Edgewater Park, N. J., on Tuesday night in his minety-first year. He was an associate of George D. Prentice on the Louisville Journal during the Civil War and the years immediately following. For many years he had been a frequent contributor to magazines and newspapers.

JACOS R. BLOOM, owner and editor of the Neenah (Wis.) Daily News, dropped dead at his home Sunday, March 4. He was a native of Scranton, Pa.

WEDDING BELLS

W. G. Salmon and Miss Deilah Parker, both connected with the advertising department of the El Paso (Tex.) Herald, were married on March 10 at Las Cruces, N. M., the Rev. L. L. Lallance performing the ceremony.

Invitations have been issued to the marriage of Charles Gordon Mullen, business manager of the Tampa (Fla.) Times, to Miss Virginia Louise Hopkins, at St. Luke's Church, Lincolnton, N. C., on Thursday evening, April 12.

Edmund H. Morse, of the advertising agency of Doremus & Morse, New York, and Mrs. March Carter Bristol, of New York, were married on March 2.

Robert B. Smith, of the International News, and Miss Louise Ballinger, of Alexandria, Va., will be married in Washington to-day.

It may be easier to get into trouble than to get out, but it is harder on the health.

I F you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

Chicago Evening Post Indianapolis Star Muncie Star Terre Haute Star Rocky Mountain News Denver Times Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street,

Chicago

R. J. BIDWELL CO.

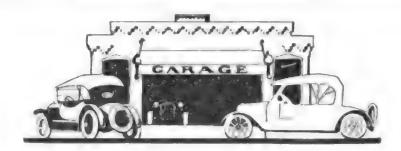
Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN PRANCISCO



Advertising of Automobiles and Accessories in New England

A big distributor of high-grade motor cars was asked the old question as to relative values of local newspaper and national periodical advertising. "I won't attempt to answer that" he "Our company uses both. But I can tell you which makes the sales jump. It is persistent, powerful advertising in the local daily newspapers which crowds our warerooms with people to inspect and buy cars."

Many motor cars have been widely distributed in New England with the aid of newspaper advertising alone. None has achieved conspicuous success without daily newspaper advertising.

New England is a particularly rich field for advertising automobile accessories. The number of cars owned and the average value of cars are far above the general averages for the country.

Then, besides the cars owned in New England. this is a Touring Mecca for tens of thousands of motorists from other States every Summer. The roads are the best in America. The number of good hotels is not equalled anywhere.

All these people patronize public garages and buy supplies and accessories, thus increasing the market far above its normal flood.

Using New England Daily Newspapers for automobile or accessory advertising permits concentration and try-out campaigns as not possible elsewhere.

Instead of scattering small appropriations over the entire country, many manufacturers have found it profitable to put their entire strength in this field and cultivate it thoroughly.

Advertise in New England Daily Newspapers

By Paul L. Lewis

For the Space Buyer

A gilt-edge list of New England newspapers with rates and circulations.

MASSACHUSETTS.

	Ci	Paid reulation	2,500 lines	10,000
Boston America	nm(FC)	3NO,2N1	:40	.40
	(5)	321,425	.35	.25
Boston Globe	(ME) (5)	242,457	.30	.30
Boston Herald-		100 704	.28	-
Traveler	(ME)			.23
Beaten Journal		BN,921	.16	.125
Boston Post		1483,573	.45	.45
Boston Record	(EG)	35 123	.13	.12
Beston Transer	ipt(E)	30,277	.18	.18
Fall River Herald	(E)	7,585	.02	.08
Fitchhurg				
Sentinel	(E)	5,085	.02	.0167
Lynn Item	(E)	13,227	.054	.0357
Lowell Courier Citizen	(ME)	17,048	.035	.033
New Bedford St				
& Mercury	(MEE)	20,774	.04	.04
Pittsfield Engle	(E2)	13,422	.0307	.0157
Salem News	(E)	18,732	.03	-04
Springfield Rep (16)	16,217		.00	.06
Springfield Nov (E) Springfield	19,417		5-0-49	,410
Republican	(8)	17,542	.065	.0.4
	MES)	30,444	.07	.06
Worcester				
Gazette	(E)	25,863	.06	-046
Mass. totals,	2	2,578,201	3.3542	3.2521
Population,				
10	HODE	ISLAND.		
Providence Bulletin	(E)	49,455	.00	.00
Providence Journal	(2015)	25,780	.07'06	.07*08
Providence	6800	91.054	0.5	O.E.

Rhode Island totals,	105,410	.252%	.2345
Woonnocket Call- Reporter (E	11,542	.0428	.0295
Providence Tribune (E	21,654	.03	.05
Providence Journal (M*5	25,780	.07*06	.07*08
Providence Bulletin (E)	49,455	.00	.00

Population, 501,215.

Portland Express(E) 21,247 .0838 .0375

VERMONT.

Burlington Free Population, 361,203.

CONNECTICUE.

001111	COTOCE		
Bridgeport Post-			
Telegram (ME)	32,019	.075	.055
Danbury News (E)	6,099	.0118	.0119
Hartford			
Courant (M5)	18,076	·06	.04
Hartford Times (E)	25,401	.06	.05
Meriden Journal (E)	4,HBT	.025	.0143
New Haven Times-			
Lender (E)	115,205	.04	.03
New London Day (E)	*9,140	.0386	.0171
New London			
Telegraph (M)	2,750	.0096	.0071
Norwich Bulletin(M)	9,265	.04	.018

Connecticut totals, 125,122 .3389 .2433 Population, 1,114,756, New England totals, 2,842,858 4.0706 3.8036

Statement to A. B. C.

Publishers statement. Rating Gov. statement, October 1, 1916.

The New York Globe

Offers the advertisers proved results for their advertising dollars

In almost all lines of business THE GLOBE can, by permission, refer the prospective advertiser to others in this line who have been put on the map, as it were, through Globe advertising.

The Globe's 200,000 daily circulation reaches probably 800,000 live, warm-blooded Americans, who have confidence in the newspaper which they know is reliable, independent and uncontaminated.

The Globe's editorials on the war situation are the broadest, fairest and soundest in their Americanism and are copied and quoted from coast to coast.

The Globe's unequalled War News Service, in connection with The Chicago Daily News, is an exclusive feature which simply discounts the attempt of all competitors and creates a demand for papers ahead of its ability to supply them, owing to the paper shortage.

THE GLOBE has nothing else to offer the advertiser except the right to address this wonderful audience and to give advice picked up in its experience with other successful exploitations.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

44 Pages Including Resort Supplement Containing a Survey of Newspaper Advertising in Resort and Travel Fields.

\$3.00 a Year Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, MARCH 31, 1917

10 Cents a Copy



For the maker of Food Products: During 1916 The Chicago Daily News printed more advertising of food products on its six publishing days a week than any other Chicago newspaper printed on the same days. The figures (in agate lines) are:

The Daily News (6 days) 256,158 lines
The Tribune (6 days) 254,168 lines
The Herald (6 days) 121,176 lines
The American (6 days) 103,700 lines
The Journal (6 days) 93,366 lines
The Examiner (6 days) 89,585 lines
The Post (6 days) 70,499 lines

The wise food manufacturer will consider these figures carefully in planning his campaign in Chicago.

THE CHICAGO DAILY NEWS

Over 425,000 daily "It Covers Chicago"

There's Money In Canada

Over five hundred American Manufacturers have established branch factories in Canada.

Some of them have invested millions in land, plant and equipment. The average is over \$300,000.

In a number of cases, the branch has outgrown the parent concern.

The majority of them started by spending a portion of their advertising appropriation in Canadian newspapers. They found the Canadian Market profitable and the future so promising that they decided to develop their business by manufacturing in Canada.

The branch factory, however, was evolved. The start was made by advertising in Canada and supplying the demand from the American factory.

Ex-Governor Eugene Foss, of Massachusetts, says:

"Undoubtedly the development of Canada in the next twenty-five years will be relatively greater than in the United States. This fact impels enterprising concerns to fortify themselves by locating within Canadian borders."

Advertise in Canada for immediate profit and future expansion.

PROVINCE OF ONTARIO Population 2,523,274, Circulation. Not Paid 2

	Circulati	on. Li	Signal,
		14 2,300	
Brantford Expositor (E)	7,500	.0175	013
Brentford Courber (E)	4,580	.0103	0093
Chathem News (16)	2,231	142, 4	.0071
Hamilton Speciator (E)	28,290	.0423	.04
Hamilton Herald (E)	14,000	\$49. 4	.033
hangston British Whig (E)	5,489	.015	.01
laudon Advertiser (M. N. & E.)	21,786	445	.035
London Free Press (M. N. & E.)	34,1431	70.0	.04
Ottawn t litten (M. & E. :	29.113	.u.	.05
Ottawn Jourunt-Press (M. & E.	31,14	dD, 4	.08
Ottawn Le Drett (K)	15,12	.0281	.0110
Petertorough Examiner (E)	4,900	0131	.01
5t. Thomas Times (E)	6,33	0 .0123	.01
St. (atheriusa Binadard (E)	7,100	0 .025	,0123
lerette Globe (M)	NS IN	0 .12	,409
Turonto News (E)	49,00	au. e	.03
Toronto Star (E)	97.04	5 .11	.655
Toronto World (M)	46,92	aru. B	.06
Turusta World (8)	92,90	10	,07
Windows Mccord (M)	9,65	0 .02	.015

PROVINCE OF QUEBEC.

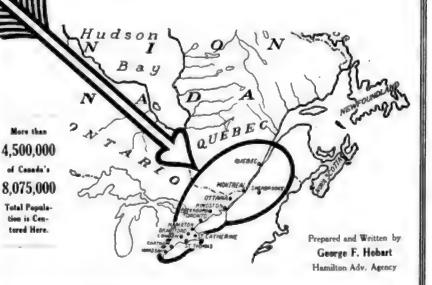
Population 2,002,731—English 397,395 French 1,005,339

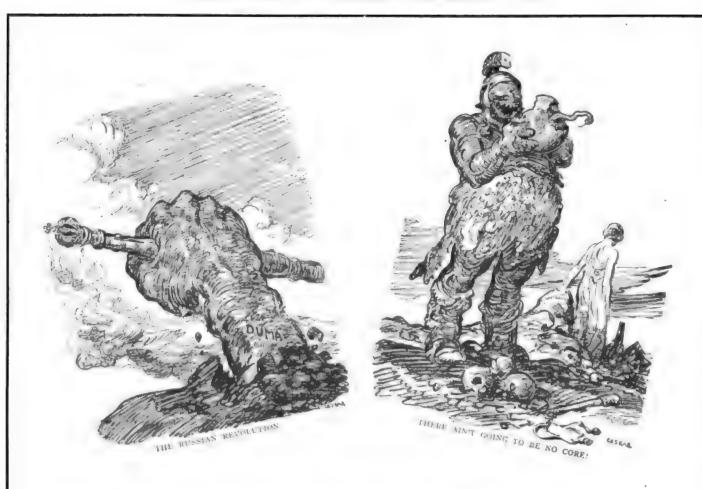
heatreal Dutty Mall (M)	22,925	. 05	.05	
Montreal Gasette (M. (20 \$6 jg.)	24,588	.08	au.	
Montreal La Patris (K)	33,527	.046	.045	
Montreal La Presso (E)	140,000	.10	.08	
Montreal Le Devoir (E) (2c \$5 ye	.113,959	.03 14	0.6	
Montreal Star (E)	100,000	.13	.495	
Queing Le notett (E)	315,000	.03	. 05	
Sherbrooke Record (E)	20 654	.03	.025	
	1010 A 1712	1 4192	1 1 4 (17)	

The hemophers listed on this page after 555'465 decrays Circulation at a full tambined cost of \$1,11 per time, or a fraction less than one said and-half tenths of a cent per time per thousand,

of a cent per lime per thousand, Make year own detection as to whether that is not least distribution as to whether that is not least distributes, is usually in mind that the tertiling is curred most informaticly, and that it covers four-tern of the principal vision of the most populates for the principal vision of the most populates protein of presperious chanics, and their substitute, and covers them said noth homospapers of High Standing and Reputation.

Suppose you had this tremendum Publicity Porce working for you, con't you think you would soon feel the hearts?





The New York Evening Post is Very Critical in Matters Artistic;

But Has Found a Cartoonist Who is Also an Artist

As its Managing Editor says over his own signature:

"Because, whether dealing with politics or war, social subjects, humorous situations, portraits or caricatures, Cesare is always an artist. His technique is in my judgment superior to that of any other newspaper cartoonist in America. He is good enough for The Evening Post."

Mats supplied daily by special-delivery mail. Syndicate rights for simultaneous publication in certain cities now open. Wire today for terms. Address: Syndicate Department, New York Evening Post.

No. 1

"Advertise It NOW" in the SOUTHERN STATES

The subscribers to this advertisement—publishers of newspapers in the Southern States know that they have a real business message to give national advertisers. They have started in this issue of THE EDITOR AND PUBLISHER, a year's advertising campaign to tell manufacturers and distributors the opportunities awaiting them in the South.

These announcements, reaching the big business men of the country, will cover the following points:

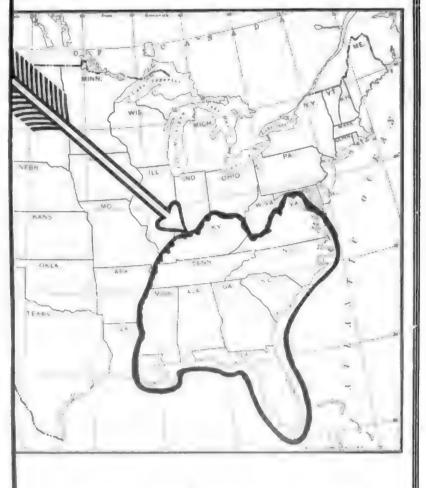
- ---Population of South
- ----Wealth of South
- -The Industries of the South
- -Distribution facilities
- The markets of the South
- -The Newspaper of the South
- --- The Progress of the South

No section of this country is growing and changing so much as the South. No business men know this better than newspaper men in touch with every activity and development. It is always time to advertise in the South. Manufacturers and advertising agents should watch these

pages which will unfold the business history of this new

South.

ALABAMA.	Ne	rt l'aid	2,500 lines	10,000 lines
Birmingham Ledger (E Birmingham Age-		83,259	.06	.06
Rerald (M Birmingham Age-	E)	17,000	.07	.05
Hernid (5	h.j	28,000	.08	.04
Birmingham News (B	6.3	40,000 42,500	-417	.07
Birningham Sews (!	N 1	42,500	.026	. 1125
Mobile Register ()	W (4	15,000	-01-4	.41 &
Mobile Register (% p	15,000	.05	.05
Mubile Yews-Item (1		11,000	.05	.03
Mortgomery Ad- (43 vertiner ()	16.9	10,003	.043	.05
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Louisville Hernid (3	45 2	42,103	.07	.07
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Lexington Herald (43	56,414341	.0179	.49 2 7 29
	INE	SAPEL	0.00	43.00
Chattanous Times (M.	E +		.03	.03
(hattanonga Times (%)	1	25,301	.04	.06
Memphia Commercial	12)	45,000	.11	.10
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de Americana 1	46 3	39,129	1941	\$941.
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Cartaik Circuit	9.1	.11 777	,4971	



Nearly one fifth of the entire population of the United States live within the influence of the daily newspapers published within the circle shown above.

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer.

Ratered at the New York Post Office as second-class matter.

Vol. 49

Coppright, 1917, by The Bellior and Publisher Co.

NEW YORK, SATURDAY, MARCH 31, 1917

No. 42

SEARCHLIGHT ON WALL STREET REPORTING

Situation Which Calls for the Attention of Newspaper Publishers If Interests of the Public Are to Be Protected—Managing Editors Allow Too Much Latitude to Financial Writers and Rely Too Blindly on Agencies to Furnish Important News—Time to Call a Halt on Some Methods.

By MERLEN PRW.

Direct stant on a Wall Street Teak" of considerably more intrinsic importance than the one bunged by Congress during the winter.

While the statements which appeared in newspapers concerning this "leak" have very inadequately represented it, they have been as balm to the strained eyes of the sophisticated public, and have given evidence that there are editors distincilined to swallow whole the financial balt, reliabing even the hook.

The particular "constientious objectors" to the vicarious rôle the newspapers of the country are playing in the present get-rich-and-poor orgy of the New York financial district, have based their objections mainly on the loose character of the New York curb market. As a matter of fact, they might carry it much further and include a variety of security markets in New York and other cities.

The New York Mail recently warned its readers that although the New York curb is the world's second largest stock exchange in volume of business, it has no official system of recording transactions, and that the quotation lists published in the columns of the newspapers are not dependable, evidenced by the fact that even the different newspapers disagree upon them daily. The independent agencies reporting these "prices" are frequently in disagreement.

Hence newspapers are in the anomalcus position of giving their readers misinformation on a highly speculative market, listing some of the soundest securities, among them the Standard Oil issues.

According to the Mail this state of affairs has caused many investors to hesitate to trade on the curb. The paper suggested that the curb association regulate its business by installing tickers and officially reporting quotations.

The Mail said: "Without any advice,

The Mail said: "Without any advice, the uninformed man with limited capital is very spt to be attracted by the glowing advertisements of promoters in the daily newspapers, who spend more money in advertising than they do in actual development of the property they are heralding. It is hardly necessary to say that the ultimate outcome is disestrous."

This plain statement to the readers of the Mail is to be commended, for it was published on a page which also contained the inaccurate quotations complained of, as well as promotion advertisements that were obviously extravagant and misleading, if not actually a swindler's batt.

The New York Tribune regularly publishes in the lead of its curb list a statement to readers that it does not assume responsibility for the accuracy or authenticity of the quotations and says that "anyone can make prices on the curb and get them printed." It also indicates with asterisks "unlisted" stocks, and calls attention to the fact that there is nothing to distinguish between "operating companies" and mere "prospecta." It does succeed in pointing out a few of the latter class.

The reason that the curb association does not organize and become responsible to the public for whom R buys and sells securities is that the New York Stock Exchange opposes this, as its business would be interfered with in various ways.

It is a situation which urgently calls for the attention of newspaper publishers. The curb is an object of great public interest, sometimes dealing in more shares in a single day than even the "big inside market," and it cannot well be ignored because of defects.

SOME PERFENENT QUESTIONS.

Consider critically the financial page, as a whole:

(1.) Why should financial writers have latitude that no other reporters are given, freely printing opinion, anonymous interviews, guesses, opinions, guesses, snap-judgment, press agent guff, and unqualified advice to the public to buy or sell securities?

(2.) Why do publishers blindly rely upon financial agencies to furnish this important news, without questioning their methods, when they are so careful of other sources of information?

(3.) Why do many newspapers print the advertisements of promoters when, on the face of the copy, there is "F-r-a-u-d" written so glaringly that the sanses of the average reader must be violated?

It is believed that a committee of managing editors examining the financial pages of the larger newspapers of the country would find that they contained more violations of the accepted rules of news writing and editing than all other pages combined.

It is but fair to say that there are a few metropolitan newspapers which appear conscientiously and intelligently to discriminate between the real and the artificial in financial news, and some that bar out fraudulent advertising. The lines are conspicuous enough to identify these newspapers and where criticism does not apply it is not intended.

The fact that a financial writer signs his name to a column does not exactly absolve the newspaper of responsibility, especially when the writer of opinlons and loose advice happens to go wrong and involves a reader in loss.

One who would charge that the responsible financial writers of New York are consciously false to their newspaper trust and are the deliberate agents of financial interests would be a scoundred or a fool. There are plenty of financial writers as conscious of press ethics as any other members of a news room. However, they are all more or less caught in a false system, as the writer views the situation.

They work on a system that does not check up to sound reporting principles. This is the effect of resistance. Wall Street is a tremendous assignment. No one man can comprehend it, from a reporter's point of view. It is not so much that it requires a technical knowledge, as that it is so big, so ramified, and that the human elements composing it are so exclusive.

It involves wast wealth and men who handle money are habitually reserved in their attitude toward the public.

Hence, it is difficult for Wall Street reporters to obtain first-hand oral or documentary evidence of facts and the temptation often yielded to is the acceptance of the condition and the covering of the natural gape by resort to anonymous interview, guesses, opinions, press agent "dope," and following the whisperings of the "back stairs crew," some of which, of course, is inspired in the front office.

Here is a case in point: During the autumn certain well known press agents, Ivy Lee, among others, began to plant some seed for the railroad corporations. The object was to create public interest in railroad securities. Despite the enormously increased earnings of the interstate railroads, the market position of the securities of most of them was bad, in that the public was not actively buying.

The press agent work was an echo of many speeches by railroad men and financiers indicating that the railroads needed to float their securities. The reason the public did not invest was that the staggering advances made by industrial corporations had attracted the average investor away from the

less productive railroad stocks and bonds. The business of the press agents was to revive interest, at the expense of the newspapers. This, it may be remarked, is a standard practice in Wall Street, a natural outgrowth of conditions which this article intends to criticise.

It is debatable whether the railroad securities were a good "buy." But who am I, or who are you, to rush into print as news writers, with unqualified advice to our readers that they should invest their deliars in any form of merchandise?

BOOMING THE RAILROADS.

In the latter part of November, 1916, the press agent guff began to catch impetus in the newspapers of the nation. Sprung in New York it quickly filtered over many lines of communication and easily found form in the printed word—as free as the breath of life.

The New York financial writers, with few exceptions, began openly to "tout" the game. It is important to note here that one of the exceptions was a New York writer whose financial column is often in error, he so frequently contradicting himself and bridging gape that it is wonderful that readers continue to place any confidence in his statements. However, for some reason, he took the opposite view and advised his readers not to buy railroad securities.

This amazing movement became very interesting around November 29. It is startling, looking backward, to recall with what unanimity the press of the nation insisted that the public buy rails Why, if an advertising manager with a million-dollar appropriation had cooperated with the best agency man in the country, he could not have approached the service that the NEWS COLUMNS gratuitously offered.

After the newspaper editors had hugled day after day, "buy rail stocka," "much neglected railroada," "standard securities," "old reliables," "going up," etc., the magic began to work as it always does and as it always will while men have faith in newspapers. The public was gathered in on rails; proof of this lies in the official records showing the volume of trading before and after this press agent assault. It was just like mother buying a cake of yeast for two cents and raising enough bread latter to sustain the family for a year.

(Concluded on page 22)

EDITORS, THOUGH IGNORED BY GOVERNMENT WILL OBSERVE CENSORSHIP REGULATIONS

Only One Rule, Known as Number Six and Proposed by Secretary Lansing, is Meeting with Severe Criticism-Representative Newspaper Men May Be Called Into Conference with Federal Authorities in April-EDITOR AND PUBLISHER'S Suggestion That Journalist be Chief Censor is Favorably Commented on in Washington.

Un March 24, without consultation with the newspapers of the country, or asking for suggestions, announcement was made at Washington of regulations "relative to censorship," which newspapers of the country were asked to accept and follow voluntarily, pending the enactment of a press censorable law by Congress after a conference between representatives of the State, War, and Navy Departments and of four press associations.

Those present at the conference, which was held in the Navy Department, were Secretaries Baker and Danicls, Counsellor Polk, Major MacArthur, of the army; Commander Belknap, of the navy, Mr. Harrison of the Department of State, and the representatives of the press assortations.

All the regulations had been drawn at the Navy Department with the exception of No. 6, but opportunity for their study was not given to most of those present who saw them for the first time when the conference was begun.

Officials of the three departments represented were made aware that afternoon that the newspapers of the country would find cause for objection to neveral of the regulations and particularly to No. 6. It was made plain that the press associations had no right to speak for the newspaper press of the country which reflect opinion and seek to give an idea of the impression made by governmental policies.

TEXT OF THE REQULATIONS.

This statement, embodying the text of the regulations, was given out after the conference:

"In view of the desire of the press of the country to refrain from the publication of information harmful to the public interest, and with the intention of securing the maximum publicity with the least injury thereto, the following regulations are hereby issued for its guidance, which it is carnestly requested be closely observed:

"Regulation 1 .- No information, reports, or rumors should be published which tend to disclose the military and naval policies of the Government of the United States. (This regulation is directed against the publication of any news or comment which might reveal the strategic disposition or operation of armies or their subdivisions or the fleet or its subdivision; any measures which might be adopted in consonance with the Department of State for the furtherance of American defence, and, in general, any plans for the use of the army and navy during the existence of a national emergency.)

"Regulation 2 .- No information, reports, or rumors should be published which tend to disciose:

"(n) Movements or employment of armies and their subdivisions, fleets, and their subdivisions.

"(b) Movements of vessels of the navy or their arrival at or departure from any port.

"(c) Departures of merchant vessels should not be mentioned, and it is destred that the name of the port of arrival be omitted.

"(d) Assignment or movement, whether as groups or individuals, of officers and men of the military and naval estuddishments.

"(e) Transportation of mails, supplies, or munitions.

"(f) Information of any designs, inventions, or test thereof; or of manufacture, transport, or distribution of implements of war.

"(g) Concentration of military or naval supplies; or location of such supplien.

"(h) Activities in or about arsenals, fortifications, army posts, naval magazines, navy yards, naval bases, and radio stations.

"Regulation 3.—Publication of any maps, diagrams, or photographs which in any way might seem of military or naval value.

"Regulation 4.—No moving pictures should be displayed which are of military or naval value.

"Regulation 5 .- Any doubtful matter should be submitted to the authorized representatives of the department concerned, who shall give an immediate decision thereon and keep the inquiry made strictly confidential.

"Regulation 6 .- It is requested that no information, reports or rumors attributing a policy to the Government in any international situation, not authorized by the President or a member of the Cabinet, be published without first consulting the Department of State.

"Note-The above regulations shall not be enforced in any matters officially given to the press by properly authorized officials."

APPEAL TO IGNORED EDITORS.

A few hours after the passing of the regulations, Secretary Daniels addressed to 2,600 editors whose opinions he had ignored the President's executive order increasing the authorized enlisted strength of the navy to \$7,000 men, a telegraphic appeal in which the Secretary said:

"Will you not emphasize this need by giving special prominence on Monday on the first page of your paper to the President's order, and also by making an editorial appeal for new recruits for the navy?"

In Washington, the matter of press censorship is regarded as important to the people of the country as well as to the press. A recent tendency in Washington to conduct public affairs with the utmost secrecy has emphasized the danger of the censorship question. Little guidance is afforded the press in telling of the international situation, and the old policy of informing the newspapers of what is being done as much to prevent as to further the publication of certain news is rapidly becoming a dead

WILL CALL A CONFERENCE.

In official circles in Washington it is stated that regulation six was placed in the list at the request of the State Department. Officials favorable to Regulation 6 discialm any desire to suppress any information which they think proper for the public to know. They say that there is no inten-

tion to place an embargo on the expression of editorial opinion. matter of press censorship is regarded here as of importance to the people of the country as well as to the press. The fact that the newspapers of the country generally other than through the representatives of the press associations had no opportunity to make suggestions, and were not consulted, has brought the question of general conference of representatives of news and editorial publications to the point where the conference seems imperative.

Commander Belknap, who has charge of the censorship of naval news, is most urgently working for this conference. and it is confidently expected that it will be called shortly after the convening of Congress. The suggestion of THE ENTOR AND PUBLISHER made in the Washington dispatches at the time of the establishing of a censor by the War Department, over a year ago, that newspaper men be employed by the Government to assist the army and navy officers in the practical consorship of news, both in the editing of the matter and in its selection, has met with universal approval. and it is believed that after Congress shall have enacted a law governing consorship relating to matter given out by the State, War, and Navy Departments that experienced, competent, and efficient newspaper men will employed by the Government to superintend and assist in this great work of censoring the news which is to be disseminated to the people of the United States and to the world at large.

ANOTHER A. A. C. W. PROGRAM

Financial Advertisers' association Will Hold Important Discussions.

The Financial Advertisers' Association, which is one of the leading departmentals of the Associated Advertising Clubs of the World, will hold a very important meeting at the convention of the main body in St. Louis, June 3-7. The former is devoted exclusively to the interest of banks, trust companjes, and investment concerns. It is a separate organization, to a certain extent, having its own constitution, bylaws, and officers. It conducts its affairs in an interim convention, which is held annually, jointly with the convention of the A. A. C. W. This department was organized two years ago at the Chicago convention, when John Ring, jr., publicity manager of the Mercantile Trust Co. of St. Louis, was elected president. At the Philadelphia convention last year, M. E. Holderness, manager of the savings department of the Third National Bank of St. Louis. was elected to succeed Ring. He, as present president, will direct the proceedings of the department at the coming convention.

B. W. Moser, of the St. Louis Union Trust Co., will have charge of the financial advertising exhibit at the convention, included in which will be animated pictures displaying bank advertising Among the prominent speakers before the departmental will be E. B. Wilson, New York, Bankers' Trust Co., who will speak on "Advertising a Bank Nationally"; H. D. Robbins, New York, prominent broker of Wall Street, whose aubject will be "Blue Sky Laws"; H. B Mulford, Chicago, Ames-Emerich Co., on "Bonds, Mortgages, and Other Investments, and Their Distribution. Mulford is financial editor of the Chicago Evening Post, and publicity manager of the Paris Trust & Savings Bank. of Chicago. C. W. Dailey, Clarkswille. Tenn., has been assigned the subject. "Organization Among Financial, Bust- meet to-day's demands.

ness Publicity Men." L. C. Critchell will speak on "How to Organize a Publicity Deapriment."

W. R. Morehead, of the German-American Trust Co., Los Angeles, Cal., one of the premier financial publicity men of the Coast, will talk on "Operations of a Business Department." Mesers. Ring and Moser will represent St. Louis banking institutions on the programme. Among the prominent New York financial men, who have given assistance in arranging the programme are Frank Vanderlip, Fred I, Kent, and Otto H. Kahn.

N. O. AMERICAN PLANT SOLD

Bought by Attorney for Principal Creditor of Defunct Paper.

The building and equipment of the New Orleans (La.) American were sold March 15 to Bernard McCloskey at public auction. Mr. McCloskey pakt \$49,000 for the building and \$22,960 for the equipment.

The sale was the culmination of a series of unfortunate circumstances that have enveloped the paper for some time. Mr. McCloskey is a lawyer and his firm represented the Hibernia Bank & Trust Company, the principal creditor of the now defunct paper. He refused to say just who was the real nurchaser or the purpose that the plant will be put to.

A large crowd of newspaper men. realty operators, and just curious folk were attracted by the sale, and the bidding was very spirited up to a certain point, Mr. McCloskey, however, led the bldding throughout. The electric fixtures brought \$225. Three type-casting machines, made by the Corporation, sold for \$2,600, while a lot of type made by the American Type Foundry Company brought \$700. linetype machine sold for \$700, 1 wes others for \$1,700, and three of a more modern type brought \$5,400. The fourdeck, three-color combination press and the stereotyping outfit sold for \$3,400.

BUFFALO NEWS IN MOVIES

Three-Reel Play Advertising Paper Is in Big Demand,

The management of the Buffalo (N. Y.) Evening News, has adopted a novel plan to advertise the paper through the movies. A three-reel play, entitled "The Press and the Spoilsman," has been produced and now is being presented in western New York picture theatres. Display of the film, on a national scale has been assured. William P. Goodspeed, business manager of the News. says there is a big demand for the privilege of showing the pictures

The pictures visualize the production of the News, and show scenes in the editorial and mechanical departments of the News. As part of the film remarkable pictures of Niagara Falls are shown, and a spectacular flight in a Curtiss accoplane is pictured. To be used in connection with the film, the News has issued a booklet in which the production of the paper is described

The scenario for the film was written by Arthur C. Willats, of the News's advertising department. He won the first prize offered by E. H. Butler, editor and publisher, and assisted in staring the play. With one or two exceptions, members of the News's staff and business office employees are seen in the play, filling the respective rôles

Yesterday's mental capacity will not

Digitized by Google

\$1,000,000 RESERVE FUND FOR ADVERTISING CREATED BY AMERICAN SUGAR REFINING CO.

Corporation Provides a Fund to Maintain Future Advertising, Indopendent of August Appropriations-Recent Newspaper Advertising Campaign Prevented an Artificial Sugar Famine-Spent \$25,000 to \$30,000 to Inform the Public-Larger Advertising for the Future Indicated.

Connected than 60 make a reserve The company new corrier advertising ing, or other reserve accounts. The

The idea of Earl D. Babet, president INO THE APPRICATION CAMPAREN. On Pobruary II, there was a signed statement from Mr. Dubys, as President company takes a step forward in adpermanent fund, available at all times without reference to this reserve fund. bad the railion deflure is availably a

The advertising of the American marar Strfomy Company, which has been almost wholly through the colcymful in every respect. The company

AMERICANA PROPERTY STURE PARTIES.

fearing fastoon rappled the company in sugar. That this was threatened was strike in the company's plant in Philadelphia, January 23. Petruary 5 the

Press Philodriphia the campaign to New Orleans by the middle of Febru-

HE American Supar Refining or Betting Company, of Philadelphia, own of the company's properties, advertised in that city on February 22, assuring the public that normal deliva chalement that the strike had followered labor of the Company, coupled with

> supply, which were calculated to advance the price unnecessarily to consurveys. He stated that the company has been selling large supplies of sount at the lac per pound below extense had been greater to date than for the This ederrisessent was printed in to an advertisement dealing with the increases of wages and the important free that the price of refrand sugar to This saver advertisement an

> Newark. On March I there was a threeallaying the fear of housewive on to the actual condition of the segne son-

These advertisements had the effect the artificial furnise which the officers convenien, which cant the correspy bethe frank and open statement of the public and the manner to watch it onneward consumers of wager as to the actual conditions and prevented what would otherwise have been a punic produced by the unnecessary hearding of a necessity of life.

MINISTER OF ADVISORS fort D. Balet, the president of the merican Sugar Hefning Company, was al Illustit Company. He is a believer is advertising. He has spent and diband so servicently, the Frankin was dellars in edwerlides in the coat fif-

teen years, and does not have to be told about the efficacy. When he had a statement to make for the American Sucur Steffning Company he went to ing columns of the newspapers. He entired on favore reconsted to free subtutty. He had a statement to make and

INCREMENT ASSESSMENT PROBABLY. in the past is known. That it will be created for that purpose. This is a point upon which Mr. Babet will not tolk. He is a man who is where to artion and not to words. He said what ndvortising during Pobruary and the encly part of March, and will cause you in response to questions that the

THREE LINEL BILLS PASSED Laws Pushed by Texas Press Association

Become Effective in May. Times likel bills introduced before the for of the Houston (Tax.) Post, were ing hours of the Thirty-fifth Legislature, and have been approved by Governer Perguson. The three bills owend the present statute regulating and deriving civil libel, and the procedure in Amortative, the Ameriation of Mannales Editors of the Associated Press Papers in Texas, and other newspaper

PUBLISHERS' CONFERENCE

Meeting of New York Newspaper Mea to There was a conference of New York publishers to the office of Ralph Publiwere present Ogden Read, of the Tributte; liredford Merrill, of the Amerivan, and East Schole, of the Eventer Post, and Raigh Politice. The receiling was for the purpose of discussing newspaper economics; and, it is under-

the price of the daily newspapers of Save Burer Is at Fault day Passesson, Merch 21.-Harry money tender false protences. The test lirch felt through when Police Judge

Manager Allison Spoke A 11 Alliana, general manager of the

Nashville (Tenn.) Tennesseean and American, talked lest Saturday night at a social supper to the Nashville Y. fall the making of a modern newspaper

FAITHFUL PRESTON TO BE PROPERLY REWARDED

Will be Presented With a Handsome Automobile in Recagnition of His Twenty Years' Efficient Service As Superintendent of the Senate Press Callery in Washington.

Westmoores, March 21th - Twenty to way of a modest token of extres



service, the present and past members and House, will present form with a hardway automobile. The presentaston of Congross legion April 2nd. "Jim" us everybody knows him brute the Iraka that have endeared He has been more than a more maperintendent of the gallery, important as are the derive of that office. He is considered a walking encyclopedia codesta whenever a knosty question arises in the mility. He is said to have, if not in his head, at least at est and by hands upon II, an in-

move forgots a name or face. At the

Mr. Personn's father was Hestert &

ACTIVE PREPARATIONS FOR BIG CONVENTIONS

FOR BIG CONVENTIONS
Week of April 23 Will Bring Genst Host
of Newspaper Men from All Parts of
the Continent to Metropolis for Anmual Meetings of Associated Press and

A. N. P. A.
Arrangements for the two king newapages a wants of the year, commencepages awards of the year, commencetor, and the property of the property and from person indications it will be the gradual week, from a mercangulpoint of view, than New York has seen. The occuration will be the annual meeting of the Americated Press and of the American Newspaper Publishers.

the distributes Novegages Publishers
The week states Mondey, April 1984,
with the meeting of the American
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from all, no announcement has been made in pict.

All of the morbidge with he held at the children and the control of the control of the control of the present change of the well from the present change of the well from the control of the control

ees from all over the country who we be present.
Establishes are also brany making preprections to daplay their wares at the Walbort for the edification of the pollitators and already reservations have been reads for questy-three, who have secured, space. These who have so far equitted that intention of displaying

their weeks are! Tere Borries and Depole Principle Principle Strategies, Depole Principle Strategies, Bernard Strategies, Bern

Costly Pulp Wood Fire The \$500-cord pulp of pulp wood at the

Northus, N. Y., works of the Humanove Paper and Power Company, valued at about \$125,000, has been consumed, seed the company's sewestift and the carterou of the Norwood & H. Lawrence Entheand are also in asker as a result of a fire.

Mord are like suntearms—the price they are consistent, the deeper they term pleisted

By the Side of the Road

"I began key map who in the color-less discharge of his daty durus in stand about the work, with ignormal, interiwies judgment, may condume; one contemposa of malatime may be swreate, and the learner of findings given only, is at the same of skip thall he served than the approxime of the world, the commissions of relations of the learner of finding.

IT IS AS IMPORTANT TO USE good judgment in the selection of our assumements as it is in the choosing of our work. Both work and play leads character—and the character they halfed in the character of the

MORE THAN ANY OTHER PERSON in the country, George W. Coleman. Of Bostlers, have territoped the open forms than.

The believes that most of our social and economic file are one to the failure of people to understand one air-

size of people to unforestant over any other. If the optimization and the sovialatio rost, offence, and discussed their differences in a spirit of friendiest would discrepen. COS KARA, the ligh New York kamkor, occurs to have the same token. In york the contract of the contract of the contract of the York Mick Environment between the York Mick Environment of the Personal talks in Worth many protected of oppositionally

worth saxty rounded or deportments on and problems processors. In the face," he said, "said talk to him and that he is described in an and realize in the real that he is described in and realize in the real that he is described in a face, and that he is described in a face, and that he is described in a face, and that he is described in an appear, and how anything here has a page, and how anything here has a page, and how anything here has a page, and how anything here has a page of the said and a pa

and the come may be."

Colorman argues that if men and
women of offering common matregularly to listen to edention talks,
and then have the privilege of adding
questions retervision, they necessineces tolerant, more just, and are enabled to appears, hearselever neces:

THE SOCIALMINDED MAN Is the religious man. He is interested in the welfare of others. He delegars in creating goodwill. He tries to for creating goodwill. He tries to for creating goodwills he tries to for triang or significant fewer. The question is a circu asked, "Was Lincoln in religious mem?" Edward Marchians manewer that he selected.

Markham answers that by saying "Yes" "Littlewin's test on Mr. Markhour, "lieflawed it love, it companies, in generoully, in justice. And the sean who believes in love has in his the case project of the Chiefmanreligien, for "Switze sold, "You stee will know that you one systemistics," "The intering sour compares all "Why is that man no overdist"." In soldton you consistent their should. And The man who rediates love is the man who rediates toppitess because he is a toppy man.

ACCORDING TO EDWIN MARKHAM
the restricts life vocatals of the posmention of them things—bread, Destry,
and hersherhood. "Bread," he may,
"in the radiorist over of man; beauty
is the subhetic, artistic need of man;
and bretherhood is the spiritual need
of man."

MOST OF US ARE BECOMING internationalists in the name that was acres with Liverin Bigarts whose alse mays, its "A circuit Hilder's without "A Hilling wood practices chaulity, becoming, searching, lave and nearey in me at Chemister than a Bestrading Hilling Workship Hann a Bestrading Hilling Workship Hann and a challenges of or religious besider. Allenge It is the man who events, and the latest he writers.

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THE THE MUST COME when retrained in prevents all telephication. In New Starts Wales, in the price of the Country treatiles accounted for 41 per cent, at the distinct account of instructions of instruction, 22 per cent, at the accompanion, and 62 per cent, at the accounting days those a new, Paties of accountry to the country of the co

WILLIAM HAZEN PROMOTED

Elected Tonourer of New York Evening, Post After Feety-Pive Years Service. William Hanes, who fer feetyrice years had been with the New York Devening Pust and for trustryour years has been calcider. Inter years has been calcider. Inter years has been realisted in Fast Company and a remitter of the Search of Service Service.

managing editor, who has been secretary and treasurer, will continue as secretary.

A tilly fortune in salaries has been distributed by Mr. Hanns during his connection with the Evening Fost. Illifirst position, that of clerk, was ob-



William Haney.

hay years he held positions by a nurse has provided for the eff departments. Bits applicable for his work and his applicable to his side has work and his applicable to his side has work and the applicable to his side has been as the side of the history and had had positions until 1959 when he was mode cantiler. Whilese Chiler Bryant was editors and the side of the Eventuer has when his contributions, and there had been a side of the Eventuer has when his contributions, and there had been a side of the Eventuer has when his contributions, and the history and the side of the form of the history had been and then of the forms. He is a set and the side of the forms.

reflections of the other artise reaching successors that there are no matter new properties. Mr. Hann was now to the carried and upon the law to the carried and the carried and the carried are a post reflection. The new basic width has come to the lowest and effectively. We make the lowest and effectively. We make a law to the carried and the carri

OHIO SELECT LIST MEETING Semi-Annual Senior of Buckeye Publishers to Be Held in Curinnati, April 12. The Ohio Stotet List, composed of fettylibre, responses, will observe the composed of

The tolks fielest Lie, composes of theyt-three merapage pathickers, will had its anti-sortial galactery at the had its anti-sortial galactery at the Three will extract the activities are of Cincinnali. Use mosting to be about the lines of that had in the vertical jan November. The speakers at the insertion will be Plott William Hammed Parker, of the University of Unexassi. I have been also been also also the line Co., and L. R. Oppenhinner, yeardens of the Advertisers' Ciths of Cincinnali, plus a number of the continnal, plus a number of the continPowerly sight handred for common entiretionizes of the United States reviews and the Common of the Common of the Common milities of deliber to them. It enabled prices. Billaries in termin-the of the leavest of the control protect of the power of the control protect of the power of the control protect of the position of the manufacturer, as of tasking times for them to take the power of the protect of the power of the position of the control protect of the terms proposed the control protect of the control protect of the control protect of the control protect of the terms proposed the control protect of the terms proposed the control protect of the control protect of the control protect of the control protect of the terms proposed the control protect of the control

"lis it the intention of the National Association to conduct's campaign in the fewnpapers" Mr. Thayer was asked. "No." he ruples.

"How was your publicity campaign conducted" "Why, I already wrote publicity matter abovelug that everything that entere into the cost of making inc cream has there and the control of making increased in price, and rended it to the fully newspapers in about twenty, they leading cities. The information was priced by the large normappers, and

"Did R help the manufacturers"
"We warm MILLEONS.
"It was worth millions of deligrs to

them. Not only those in the Association, but those who are not necessary then, but those who are not necessary profited by 15."
"Was any of the publicity padd for?"
"Way, not of course not. I sent it est as publicity matter—as news, and for was positively matter—as news, and for was positional Condectioner, in its March issue, sells the story of the manare in which the newspapers gave the manufacturers free advertising, substantially as follows:

The street of the Parison Annual Street of the Street Annual Street Annual Street of the Street Annual Street of the Street Annual Annual Street Annual Stre



MARKET PUBLISHED

R ALPH PI'LITERS, was is at the head of the New York World, was raised in the atmosphere of a zewspaper. As for back as he can remember, he ALPH PULITERS; who is at the head of the New York World, was redeed has known the World. From the time be was sixteen years of age he presides. He was present, as a boy, at the daily conferences between his further the late based Builton and his associates when the affairs of the -paper were discussed. He heard discussions about the officered policy of the World and later on he participated in the conduct of that newspaper. He learned from the lander, and from the master mind of the organization, the ideals for which the paper stands. He was brought up to regard journalism as a great profession, and to resilve the responsibility of the publisher to his readers. Always his father impressed upon him the thought that the World should be independent, free, unhampered, and unsharkled, the organ of no man, clique or combination, a public institution conducted in the interest and for the benefit of the people. The World office was as a playground to him. He knew by contact every department and every hig proper in the bearment to the offices of the editors in the tower. his father he travelled over Europe. On three trips Joseph Pulliser took Halph Pulitzer gained his knowledge of the newspaper business by dally con-During all these years his education continued. He was fitted for his life's work as few men have been and that he is measuring up to the standard

Builds Deliver, matter acception in its half the World condition is in the following property of the property and the property of the property

Bitable Prifiter has visite, as wear of proposities, news value, and indiament Bit interests in the ward with anomalies in kern. Bit there are pasted a present of authorities were a best as of the mean who trings in the rows. Be for interestent in the solution of his conjugates, and liberarily means the objective control of the solution of his conjugates, and the solution of the solution of his conjugates and the solution of the solution is the solution of the solution in the solution of the solution is the solution of the solution in the solution of the solution is the solution of the solution in the solution of the solution is the solution of the solution in the solution is the solution of the solution in the solution is the solution of the solution in the solution is solven in the solution of the solution in the solution is solven in the solution of the solution in the solution is solven in the solution of the solution in the solution is solven in the solution of the solution in the solution is solven in the solution of the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in the solution in the solution is solven in the solution in

A tall char-dard young mun, who looks you straight in the ope when he take he I convin ing, and improves one with the fact that he is a thinker

ASSOCIATED PRESS WINS FIRST ROUND OF RATTLE

Federal Justice A. N. Hard Grants Temporary Injunction Against International al News Service, Which is Restrained from Selling A. P. News in Advance of

Its Publication by Member Papers, Justice Augustics N. Hand, of the United States District Court, on Thurscay handed down a deciding in the case levelyth by the Associated Press against the international News Europe, in which the A. P. saled for a sweeping physicitics against the 1. N. S. The

Justice grants a temperary injunction. pending trial of the action, restraining the L. N. S. from using and easiling out any A. P. news at any time prior to publication in member newspapers of the A. P. As to the right of the I. N. S. to use news after publication in A. F newspapers, the Justice says in his decision: "While I am personally satis fied, after giving most careful and deliberate consideration, that the right exists to prevent the sale by a commeting news agency of news that is taken members before a sufficient time has claused to afford generiusity for gening practice amounts to unfair trade. yet the matter is one of first impressions and my darking carnet be regarded sufficiently free from doubt to justify the granting of a preiminary

relative the States of the Content o

The decision also acquits the A. P. In deficit terms of appendix to the court with unclean hands," as charred by the I. N. R. The matter will now come before the court for trial of the issues on a date to be acreed upon by counsel and the

In a conference he televa to get the alther or man's strangalat. If it mass contract to lith he wants to know the conson. Not time to set at the fore? In order to time to set at the fore? In order to set the other man is wears, or whether and the other man is wears, or whether the other man is with said he is severa, we have as he picks the right from the work. It was not to the other to the work. It was to the total to the most the thine like its block. That is his constant effort.

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STAGE SET FOR ANNUAL JOURNALISM CONFERENCE

Despite News of Special Session of Congress, Newspaper Men Say They Will Leave Their Work Long Enough to Address Meeting of American Association of Teachers of Journalism.

Despite the news of a special session of the Congress, most of the editors of Chicago newspapers who have been invited to address the seventh annual conference of the American Association of Teachers of Journalism, which will be held in Chicago Thursday, Friday, and Saturday of this coming week, have said they would not be so busy that they could not get away to talk to the feachers.

The list of speakers as completed to date includes: James Keeley, editor of the Herald; Tiffany Blake, editorial writer on the Tribune; C. L. Speed, city editor of the Evening Post; Paul T. Gilbert, managing editor of the Cartoons Magazine; B. H. Beitler, city editor of the News; Ray Long, editor of the Red, Green, and Blue Books; Wilbur D. Nesbit, vice-president of the Rankin Advertising Agency of Chicago; A. L. Clarke, city editor of the Herald; Russell Whitman, managing director of the Audit Bureau of Circulations.

James Melvin Lee, director of the department of journalism and president of the American Association of Teachers of Journalism, will go to Chicage the first of next week, and, together with N. W. Barnes, of the University of Chicago Press, will complete the details of the programme. Additional speakers will be added to the list of those who have already consented to talk.

Included among those who will attend the conference are: Dr. Talcott Williams and Dr. J. W. Cunliffe, of Columbia University; James Melvin Lee. of New York University; Robert W Neal, of Massachusetts Agricultural College; Willard G. Bleyer, A. W. Hopkins, Grant Hyde, all of the University of Wisconsin; Walter Williams, of the University of Missouri; A. L. Stone and Ralph Casey, of the State University of Montana; J. S. Myera, Carl H. Getz, and Clarence M. Baker, of the Ohio State University; Dr. Fred Newton Scott and Lyman Bryson, of the University of Michigan: L. N. Flint, of the University of Kanasa: H. M. Blain, of the Louisiana State University: Conger Reynolds, of the University of lowa; N. A. Crawford, of Kansas State College; Jno. M. Cooney, of the Univermty of Notre Dame; H. P. Harrington. of the University of Illinois; M. L. Spencer, of Lawrence College, and the entire journalism faculty of Marquette I'niversity.

WILL INSPECT UNIVERSITY

Oklahoma Editors to Visit School of Journalism at Norman.

Two to three hundred editors will be brought by special train from Shawnee, Oklahoma, to Norman, the seat of the Oklahoma, to Norman, the seat of the State University, to inspect the institution and especially its School of Journalism, and thus close the four-day session of the Oklahoma Press Association convention on May 10 to 18. This trip to the University will be the customary excursion which winds up the press convention each year. Elaborate preparations are being made by the University to receive the visitors.

Confidence is the basis of permanent business.

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

AN EXPERIENCE EXCHANGE

Federated Printers and Publishers Will Meet in Madison, Wis,

The third State conference on printing and newspaper publishing will be held in Madison, Wis. May 17, 18, and 19.

"That's My Experience; What's Yours?" will be the slogan of the convention which will be held under the auspices of the Wisconsin Federated Printing and Press Associations. Nearly 100 printers and jublishers will attend.

The programme includes discussion on cost systems, economy on print paper and other supplies, rural correspondence, subscription rates, flat rate on advertising, operating a linetype in a country shop and other topics of interest. Those in charge of plans for the conference are Prof. W. G. Bleyer, University of Wisconsin, college of journalism, chairman; H. L. Hoard, Fort Atkinson, and F. W. Coon, Edgerton, representing the Wisconsin Press Association; F. C. Blied, and F. W. Cantwell, both of Madison, representing the Wisconsin Franklin Club; W. T. Evjue, Madison, and E. C. Jones, Portage, representing the Wisconsin Daily League.

TO CELEBRATE 25TH BIRTHDAY

Student Newspaper at University of Wisconsin Plans Big Jubilee.

The twenty-fifth anniversary of the founding of the Daily Cardinal, a newspaper published by the students at the University of Wisconsin, will be celebrated by a Cardinal Jubilee during the first week in April.

An all-university convocation, addressed by Henry J. Allen, editor of the Wichita (Kan.) Beacon, a banquet, an all-university social mixer. a special exhibit in the historical museum, a reunion of former editors of the Cardinal, and a meeting of editors of college dallies in the Middle West will be features of the celebration.

Among the former editors are: W. W. Young, the first editor, who has since been Sunday editor of the New York World, editor of Hampton's Magazine, and is now head of a motion-picture company; W. T. Arndt, for many years political writer of the New York Evening Post; F. H. Hatton, playwright; W. S. Skies, vice-president of a New York city bank; T. W. Hrazeau, former State Senator, and Prof. C. E. Allen and Prof. W. G. Illeyer, of the university faculty.

Byron W. Orr Will Speak

Byron W. Orr, secretary and publicity director of the Manufacturers' Association, of St. Louis, will be on the programme for journalism week at the University of Missourt, Columbia, May 6 to 11. He will address the meeting Thursday on "Writing Advertising Copy." Mr. Orr will also do some boosting for the St. Louis Convention of the A. A. C. W. in Columbia.

BUILDING FOR AD FRATERNITY

Publicity Men and Publishers Will Occupy Big St. Louis Structure.

A large nine-story commercial and office building to be tenanted principally by the advertising fraternity, publishers, and kindred lines of business, is being erected in St. Louis at 17th and Locust Streets by a private company as a rental investment.

The Garrison-Wagner Printing Company has leased the three upper floors and the following concerns will occupy space in the premises: Fisher-Stein-bruegge Advertising Company, Tradesmen's Publishing Company, The Drygoodsman, Root Newspaper Association, Missouri Women Publishing Company, Rapid Engraving Company, Rapid Engraving Company.

The Gardner Advertising Company has leased the entire fifth floor. All leases are for a term of fifteen years.

The building will be one of the finest in the wholesale district.

Dr. F. W. Scott III

Dr. Franklin William Scott, assistant professor of English and director of the courses in journalism at the University of Illinois, has been ill with cerebral meningitis for several weeks, but is now on the road to recovery. Pr. Scott has been acting head of the department of English during the sabbatical leave of Dr. S. P. Sherman. Overwork caused a complete breakdown Dr. Scott's courses have been distributed among the members of the English faculty.

Urges Teaching of Journalism

In the January number of the Golden Belt Teacher, official publication of the Golden Belt Educational Association. P. Caspar Harvey, head of the department of English and instructor in journalism at the Fort Hays Kansas Normal School, Hays, Kan, urges the smaller high schools of the State to teach journalism. Mr. Harvey says that journalism is the means of applying rhetorical principles and of vitalizing the teaching of English.

Students Edit Real Newspaper

Thursday's edition of the Macon (Ga.) Telegraph was edited by the Wesleyan class in journalism, and so well was the work done that the readers of that paper, which is ably edited every day in the week, lost nothing. A leading editorial, "Young Man—To Arms," was a strong plea for compulsory military training.

Ballinger Ledger Election

Stockholders of the Bailinger (Texas) Printing Company, publishers of the Bailinger (Texas) Daily Ledger, have have elected directors for the coming year as follows: C. P. Shephent, A. W. Rledge, H. M. Jones, T. P. Simpson, and Miss Evelyn Routh. Considerable new equipment was also authorized.

MADE-IN-JAPAN DINNER TO FEATURE CONFERENCE

Three Tons of Japanese Products Will Be Imported for Novel Banquet Which Is to Be Crowning Event of Ninth Annual Journalism Week at the University of Missouri.

The progressive idea of "Made-in" journalism banquets held at the l'iniversity of Missouri from year to year now stretches from Missouri and other American States to foreign countries, and the climax of the ninth Journalism week, May 7 to 13, will be a "Made-in-Japan" banquet on the night of May 11.

During the week a regular programme of information and instruction will be carried out, as in former years, and well known American advertising and news men will address the visitors and students. Advertising, general newspaper management, editorial writing on both country and city papers, circulation, and the mechanical side of publishing are some of the main phases of the work which will be discussed.

The hanquet-the crowning event of the week-is a distinctly propaganda Two years ago it was a "Madein-Missouri" affair; last year it was a "Made-in-America" celebration. the souvenir products and decorations coming from all parts of the Union instead of from Missouri alone, as they did the year previous. This year, however, the nouvenirs will come from far-away Japan, and the three tons of Japanese products sent out by manufacturers in the "land of gardens and cherry blossoms" will be distributed among the guests. Eminent American journalists and officials of the State will speak.

All of the decorations, which are to be put in place by a Japanese decorator, will come direct from Japan. They have been chosen by expert decorators with a view of transplanting a setting for a regular Nipponese dinner, excluding, of course, the gelshas,

The food will consist of Japanese delicacles. Each dish may have its individual flavor, but the flavor of it all will be Oriental.

The souvenirs, the sample products of Japan's industries, may make it necessary to enlarge to a considerable extent the size of the souvenir holders formerly used at the journalism banquets.

PATRIOTIC PARTY POSTPONED

Brooklyn Press Club's Thumb-Bit Put Off Until April 10.

The Brooklyn Press Club decided to postpone its patriotic thumb-bit, which was to have taken place Thursday night. This was done at the request of the troopers in whose honor the affair is to be given. On the night scheduled for the event there will be another dinner in Manhattan to the hoys who did service at the Mexican border.

The thumb-lit will be held on April 10 in headquarters, No. 5 Willoughby Street. The committee has reported to its chairman, Arthur G. Dore, that the requests for reservations were rapidly approaching the point where the books would have to be closed.

Major-den. Loonard A. Wood and the heads of local regiments have assured the committee that they will attend. The boys who have just returned from the border will be called upon to tell their experiences while in the South.

Organize yourself and systematize your efforts.

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NEWS PRINT SHORTAGE

UNLESS OWNERS AGREE Pech Sills, Lat...... Benard Creeping Up on Supply, with No Reserve Being Accussolated Against An Increased Demard Later On In the Year-New York Pal-

lishers Not Agreed On 2 Cout Price. Three is no improvement in the news the rapid increase in the circulations increased the economics of white paper to a point where the difference It close. White some auditabers have

variage over those fear furturately structed. Bevery storks are hower NEW YORK PURSONERS DESCRICT

etty, where 55 per cred, of all the print manufactured on the the publishers have not been able to get together. The attitude of sev-Trade Commission has reconserreded

WAT WILL DEED PAPER SHEETING. With war it is generally solution that it will not be reached to get not Each papers of the present star, in will advance to higher levels than period to had regulary one amother to set sufficient to result their require-

supervally admitted by publishers, radsenses themselve, either as to sole the amount of \$40 tons a day, will ever ably within two years, reliffices to SET MATERIAL STREET, DINNAGE

The increased tennage of news point

Sealer Poly & Paper Co. 100

Ace 1919 century Total american grap-

Burrational Paper Co., 200 There Stores, F. Q. In other words, the additional temporar

The prices pand by New York publishice possess, while for ten years the

small. It was enthroom, bewever, to

much higher The order of \$2.25 for To Divers Pener of Press

BOOK-PAPER MACHINES NOW MAKE NEWS PRINT

Over-Supply of Higher Priced Paper Grades, and Will Make Possible Greater Tonnage for Dailies for Publish-

The look-paper market is alasted to

eco tons daily more than was the case

demand for other grades of paper and news print. With panie conditions other, prices have been going to new

The result has been the turning of

ket, suction conditions existed, alsokraft, that is no longer necessary, and

Departmental Officers to Meet

New-paper Men en St. Louis

To Celebrate Disraced Jubilee part. The Galecuton News has been auditabed continuously since 1841.

SHEPHERD SAILS FOR RUSSIA

Will Represent United Press in New Buresu at Petrograd. William G. Shepherd, one of the heat

spondents miled on Tuesday aboard United Press as a staff correspondent Hitherto the United Press has cover-



WOLLAN G. SHIPTONO. necated by William Philip Shyum, new Petrograd provides to play in the worth's officer bereafter the United

of the Humian capital on the same leuis as Lerston, Paris, Derice, and "ON-TOST, LOUIS" IN JUNE New York Advertising Men Mabiliains

for the Hig Show, Annuencement has been made by the Advertising thus of New York of the orangeesents for the "Ou-to-fit, Louis" rooms here been engaged at the Hetel mornhors of the Association of Adver-League of Absertising Women, which

are consecuting with the Advertising 17sb. Heern are to be audgmed in the ceder of application, two persons to a The delegates and others who will attend the convention will leave New York on a special train over the New York Central Lines at 5 P. M., Priday,

expense to St. Louis and return, except meals while in St. Louis and on Poliman fore on the return tyle, is the geleg trip only, \$24.75 can be demiller, ot the Advertising Club, 47 Fast 25th Street.

ADVERTISING MEN PLEDGE MOBILIZATION OF FORCES TO AID THE GOVERNMENT IN CRISES

Committee of Experts Who Visited Washington to Discuss Problems with Officials of the Government Welcomed by Cabinet Members -President Wilson Interested, and Studing Advertising Plans of England, Secretary Tumulty Says.

part in the plan of the Council of National Defence, at Washington. It is to be placed on the same status as the industries of the country, which will be mobilized by the Federal authorities. A committee will be appointed to decide on a definite plan for the organization of the forces of paid advertising, should it be required in the present international crists.

President Wilson, Secretary Tumulty told the committee, is interested, and has been studying the advertising plans utilized in England.

This is the assurance given to Herbert S. Houston, president of the Aspociated Advertising Clubs of the World: W. H. Rankin, president of the Advertising Agents' Association, of Chicago: Thomas A. Moore, associate director of the Bureau of Advertising of the American Newspaper Publishers Association; O. C. Harn, of the National Lead Co., and O. J. Gude, of New York, who visited Washington Wedneeday to confer with officials of the Government on the subject.

ADVERTERING MEN PLEDGE SUPPORT.

These men pledged to the Secretary to the President Tumuity and Secretaries Daniels, Baker, McAdoo, Lane. and Redfield the unqualified support of the best advertising experts in the United States, in any campaign the Government might wish to put into action.

Samples of all the advertising done in England are on the way to this country at the present time, and will be studied by the committee in the preparation of its campaign. It is possible that it will be necessary to obtain new legislation before a comprehensive advertising campaign can be successfully launched, because of an ancient Treasury ruling that prevents the purchase of anything through an agent. which caused the cancellation of advertising agency relations previously held with the Navy Department.

As a result of a discussion with a representative of the Bureau of Advertising last year with Secretary of War Baker, a clause was inserted in the Army Appropriation bill allowing the department to employ an advertising agent, but it falled of passage during the Senate filthuster. It is the oninion of some officials that the emergency war appropriation will allow the Government to go ahead, until such time as specific authorization of advertising plans can be obtained from Congress.

It was decided to coordinate under a committee of ten men every department of advertising, the committee to consist of men who are not interested in any profit that would accrue from advertising. The committee, which will be appointed by Mr Houston, will confirst of five well known national adverand five general advertising

MEN WHO WILL CO-OPERATE.

While the committee has not been definitely decided upon, among the names auggested are O. C. Harn. National Lead Co. New York city; Geo. H. Hopkins, American Chicle Co. New York: Wm H Munn Marshall Field & Co. Chicago; Harry W Ford, Saxon Mctor Co. Detroit, and L. B Jones,

Advertising is to play an important Eastman Kodak Co., Rochester, N. Y., for the national advertisers. The advertising agents suggested are William H. Rankin, chairman of the Advertising Agents' Association of Chicago: Collin Armstrong, chairman of the Advertising Agents' Association of New York: William H. Johns of the George H. Batten Co.: W. C. D'Arcy, of the D'Arcy Advertising Co., St. Louis, and one other to be named. It is the belief that Mr. Harn will be named chairman of the committee.

> With this body there is a subordinate committee representing the different mediums which will solicit for them, and advise with the officials of the Government as to their proper use. This committee will probably consist of Willlam A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, for the newspapers: Herbert S. Houston. president of the Associated Advertising Clubs of the World, for the magazines; O. J. Gude, of the O. J. Gude Co., of New York, for outdoor signs: M. Briggs, for poster advertising: Barren Collier, of New York, for street-car advertising; E. T. Meredith, of Des Moines, for the farm papers: Louis Hammerling, of New York, for the foreign-language newspapers; John H. McGraw, of New York, for the Technical Press, and John Irving Romer, of Printers' Ink, for the Advertising Trade Press.

MET WITH SECRETARY BAKKS.

The committee's first conference was beld with Secretary of War Baker, who announced that he would be glad to have outlined to him a definite plan that would assist him in picking the proper mediums, and that would aid him in knowing the various advertising interests. The tender of the committee was well received by him. He assured the committee that he would instruct the Adjutant-General of the Army to hereafter refer all advertising, other than that for routine supplies, to the committee. He suggested a conference with the Council for National Defence

DISCUSSED FREE PURLICITY.

A conference was then held with Secretary of the Navy Daniels Assistant Secretary Roosevelt, and Admiral Palmer, Chief of the Rureau of Naviention. Advertising problems were discussed at length, the Secretary stating that he would confer with Secretary Baker to ascertain whether or not it would be possible to put all problems under one head. Secretary Daniels spoke of the splendid response of the newspapers to his telegrams asking for

Thomas H. Moore, associate director of the Ilureau of Advertising of the A. N. P. A., had a lengthy discussion with Secretary Daniels as to the value of free publicity. He explained that while the newspapers were intensely patriotic, the news value of an annonnement of that character censed in a dis. He stated that if the Secretary wished to raise an army quickly, paid advertising should be utilized. He should use it Mr. Moore sold, because advertising it. Mr. Moore said, because it is the most officient thing to consider.

While going over the matter, Secretary Daniels was shown an extract from a letter received not long ago by the Bureau, from a publisher, which stated:

A PUBLISHER'S VIEWPOINT.

"We have just received this morning a telegram from the Secretary of the Navy urging us to give prominence to his need for men and editorial support.

"This is all very well as a starter, and we are willing to do it, but he paid cash for the telegram and asks us to give the only thing we have to sell-space for nothing.

"In England they bought space and paid the newspapers the same as they did everybody else. It seems as though your Bureau should get this viewpoint to the Honorable Secretary at once."

This meeting was followed by a conference with Secretary of the Treasury McAdoo. The committee explained to him how advertising could be utilized for the recruiting of an army. The matter of free publicity came up again. and the questions were replied to in the same manner in which Secretary of the Navy Daniels had been answered.

PRESIDENT WILLOW INTERMETED

The committee then called on Mr Tumulty, secretary to President Wilson, who said that the President had been studying the advertising campaign conducted in Great Britain. The President, he said, would welcome the advice of experienced advertising men who would be able to save the Government from mistakes and foolish expenditures.

There was a conference with Mr. Gifford of the National Defence Commission later in the day, at which the offer of Mr. Houston was accepted, which is to be made in a letter naming the memhers of the committee to pass on all Government advertising.

Interviews were given by Secretary Lane, of the Department of the Interior. and Secretary Redfield, of the Department of Commerce.

The conference of the advertising men with the officials of the Government followed a meeting held at the home of President Houston, at Plandome, L. I. There were present at the meeting, besides Mr. Houston, O. C. Harn, John Clyde Oswald, William Woodhead, William H. Johns, and A. E. Chamberlain, O. J. Gude, Thomas H. Moore, Collin Armstrong, William H. George Rankin, A. W. Erickson, Hopkins, Harry Tipper, Robert E. Rinehart, and O. J. Gude, jr., of the Flying Corps of the United States army.

APPOCATES PAID ADVERTISING

"The Bureau of Advertising." mald Thomas H. Moore, associate director of the Bureau of Advertising, "has heard from Mr. Thomson, who has accepted a place on the committee. I have also heard from nearly all members of our committee by telegraphic vote, and belleve our committee will be unanimous in endorsing the work done by the Bureau in this matter.

"I want to say that, from the beginning, the Bureau, speaking for the newspapers, has opposed all plans tendering free advertising space to the Government.

"We have advocated paid advertising, not from our own selfish point of view, but because we believe it will pay the Movernment

"While many publishers are intensely rutriotte, we have opposed all suggested tenders of free space, because we behave, with the publishers of Cannia and England, that advertising is a comreadity, and should be said as such."

The fellow who does only what he is told will never be told to do big things, crowd to hear him.

DUBIOUS COMPLIMENTS BY WALDO IN BOSTON

Retail Board of Trade of Chamber of Commerce Greeted with Cold Silence His Slurring of Hebraic Element in New York Business Circles-Gimbel Case Discussed.

(Special to Tree Engree Awn Pressureme.) Boston, March 26.-Richard H. Waldo, of the New York Tribune, paid us a visit and a few dublous compliments last week. He was the speaker at the opening dinner of the Retail Trade Board of the Roston Chamber of Commerce held at the City Club, Thursday, the 22d.

Mr. Waldo's theme was the relation of the newspapers to business men, and he laid down the law about honest advertising, using the Tribune as model for all papers to follow.

His opening was facetious and pleasant, and it looked as though he would trot without a break when he slipped one over that put a damper on things. In commenting on the New York situation, he said: "New York business men will never cooperate with each other the way they should because there is a large Hebraic element in the community. and they are afruid to trust each other."

As there were several prominent business men of Boston of the Jewish faith attending the dinner, this remark was greeted in cold silence.

He gave the Boston papers a few well chosen knocks for carrying so many patent-medicine ada but mid that, on the whole, the altustion here was much better than in Pittsburgh.

TALKED ABOUT GIMBEL SUIT.

In showing how a newspaper could clean up a city if it wished, he cited the case of the Gimbel Brothers' copy being thrown out of the Tribune in New York and gave the history of that matter from the Tribune's standpoint. He stated that the Gimbel people had no intention of going to court in their libel suit against the Tribune, and that the Tribune people would use every effort to compel a trial of the case.

At the close of his remarks the chairman invited questions from the diners. One question put to Mr. Waldo was: "whether there was any foundation in fact to substantiate Gimbel Brothers' claim that the Tribune abrogated the Cimbel contract because it was costing the Tribune more than it was worth to handle it ***

He answered that such a claim on Gimbel's part was false. He said: while the Tribune lost money on the account, they also lost money on other accounts. As a matter of fact, the Gimbel contract had already expired three days when the copy was thrown out by the Tribune."

Explaining the Gimbel rate of 5 cents or less per line, Mr. Waldo said there were several matters of circulation and special assistance from Gimbel Brothers that entered into it. This was a general and not a specific explanation.

Asked by the writer if Gimbel was the only big store in New York city restrained from using the Tribune, he said that Gimbel was the only "big" one.

Mr. Waldo added that Macy didn't advertise in the Tribune, but it was not because of unwillingness to accept the account "Macy thinks our rates are too high," was the way he put it. and he got a good laugh on the fearless honesty of his remark.

The general impression was that Mr. Waldo hit straight from the shoulder. and hit to make the hit count. If he shows up again he will have a bigger

• TRADE LINOTYPE MARK •

THE MACHINE THAT LASTS

THE MILWAUKEE JOURNAL

A Statement from the Milwaukee Journal

MERGENTHALER LINOTYPE COMPANY, 1100 So. WARSH AVENUE,

CHICAGO, ILLINOIS.

GENTLEMEN:

Our ad alley is equipped with four Model Eight Linetype grathines, a battery of two Ludlew Typographs and a Lead and Rule

All composition up to and including 14-point is set on Linetype machines including some 18-point in the lighter faces. Sizes other than those noted up to and including 42-point are set by the Ludlow

The addition of the two Ludlow Typographs to our typesetting equipment automatically established the so-called "Nes-Distribution System," for all of our add are changed at the close of the day.

The Ludlow and Marke by increasing the efficiency of our ad-

The Ludlow installation has increased the efficiency of our ad recen, economized floor space and saved the purchase of several thouseed dollars' worth of new type.

The system deserves the consideration of anyone interested in the ron-distribution plan.

Yours very truly, P. C. TREVIRANUS, Publisher

Let us prove to you the savings the Linotype All-Slug system of composition will effect in your composing room. Write our nearest agency to-day for the facts.

MERGENTHALER Linotype Company

SAN FRANCISCO: NEW ORLEANS: TORONTO: 1100 South Wabash Avenue 647 Sacramento Street 549 Baronne Street Canadian Linotype, Limited Outlines the

Savings Effected

by its

LUDLOW

All-Slug System

of Ad Composition



NEWS PRINT SITUATION SHOWS HOPEFUL SIGNS

Federal Trade Commission's Effects Have Resulted in Same Rollef, Especially to Users of Sheet Poner Important Conference Will Be Held in New York

Wassesser, March 28-Watte the afforts to being relief to publishers andhave brought results, more particularly short paper rather than to the users

The desired relief, while it has been breaght to some publishers, has not enaturies that have befallen the plane of the Commission. The Commission has depended more upon the 5 per centsurposs tonnage for immediate relief their way clear to make this rrienw. that their own supply to secure this 5 per crat, surplus will not be available. The Consessation has been able to lishers in Prencyltasia, while not at the Commission's stated price, at a fu-Of the effect paper sisteen putdishers. need within the last two week. One

enr went to Miswert, for to Hitroin, disclore who there additional ton we to Ohio, one to Maryland, late to facturers may be. Pennsylvania, one to Massachusetts, rate by the Berlin Mills Company, Recusers of sheet paper right along.

The committee representing all in-

terrata that we involved in the paper York in the near future. The commitfrom the Jobbers, Mr. Ridgeway; and stating of the 5 per cent released by to the most organt need. Those under custruct with manufacturers for The arren original manufac-

have not been joined by any other is in daily currespondence with others will the small buy be pleased, but the newspaper postdister, will be equally this time the Correctation cannot

PERSON PARTIES IN APPEL The seven original manufactu are: Informational, P. T. Dodge; (Millia-Northwest, C & McNate: Tag-

nest two weeks. Also a statement of the Perional Trade Communica and

CIRCUS ADVERTISING GROWS Marc Maney to the Sorne This Year for Paid Space in Newspapers.

haps \$500,000. The average appropria ready by the owners of Barnons ficand that this greens will be exteens, Harristorg, Easten, Albentown

leave in the cuffers of various news

William Sarro and Scranton, Pa., Settl Hapids and Kalamoreo, Mich., Fort Dodge, Stena spolis and St. Paul, Minn. Milwaukee Porch, Springfield, and Carro, H. Numbrille, Louisville, Lexington, Knoxville, Tenn., Atlanta and Maron, Ga When the circus strikes a town, not

in Will L. Wilkins. Our week in ad-Harry States, who have taken the place They will see to it that the newspo-The circus has started its smaned ners are furnished with alreaty of news reignation, and us a rough, not only

Exceptions on my the way "Non-For in a thirty-three-week trip Wanted"-an indication of industrial send the country, the circus will condition in this country tacksy,

PHILADELPHIA BULLETIN

has the largest 2c circulation in America

Net Paid Average for February

349,479 Copies a Day

"In Philadelphia nearly everybody reads the Bulletin"

MONEY TALKS!

Cleveland is unusually responsive to financial advertising---business is booming; wages are high and everyone's busy!

During the Last Four Months

October 16-February 17, inclusive

The Plain Dealer Printed 371,420 Lines of

Financial Advertising, a gain of 235,046 lines over the same period a year ago.

This is 6,062 lines more financial advertising than appeared during the time named in any two other Cleveland papers, combined.

To all general advertisers who wish to keep "in the money" the moral is plain.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative:

JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

CARRYING TO OVER TWO MILLION READERS THE QUALITY STORY OF A GREAT MUSICAL INSTRUMENT HOUSE

An advertisement written by H. Chamberlain, formerly Advertising Manager of the Acolian Company, for

THE NEW YORK EVENING JOURNAL

with scutiment, charged with a literary imagery reflecting the rich emotional appeal of music. It is a story of prestige and power, the dignified attended of a great business house that has achieved international organitation and scope of operation. It is the voice of a house, many of whose customers come and go in limousines, and yet one whose service is for mankind or masse—whose greatest products are designed to bring the beautiful art of music to every home.

Some students of advertising may have considered that the Aeolian story was one of restricted class appeal and unadapted to popular media of such huge circulation as the New York Evening Journal.

But the truth of the student's logic is not always positive. The appreciative and respective capacity of the larger public are often paradoxical.

Even years ago when space in the Evening Journal was used by The Aeolian Company in a very small and experimental way, the sales results were invariably immediate and surprising in volume. To insert an advertisement in the Journal was like closing the circuit of a great electric generator—the presence of a tremendous motive force was at once evidenced.

This valuable merchandising power was not long ignored by Aeolian executives. The Evening Journal was put to work upon one sales department and given a careful, conservative try-out over a period of one year. Without other advertising or special sales assistance the growth of that department assumed proportions quite startling to those accustomed to normal activities of retail selling.

Of course the use of the Evening Journal by the Aeolian Company was never in doubt after that test. New York's dominant medium was given a job as solicitor extraordinary for the entire Aeolian line.

To-day the Journal carris at

Reolian THAN Headquarters of the international organization of The Aeolian Company — centre for the immense volume of Aeolian retail business in the Metropolitan district,

CARLE APPRESS" PLANCLAS MEW YERS - CREEK USES WILLISSERS, AS C. BRODINKLIS.

tents as much Acolian adver-daing as any other evening paper in the Metropolitan dis-

And in many months its Acolian lineage fairly distances During the year of

evening. 1916

all competitors, morning

the Acolian Company used 196,000 lines in the Even-

THE AEOLIAN COMPANY AEOLIAN HALL

PORTY SECOND STREET BETWEEN FIFTHA SIXTH AVENUES

Journal made good on

Acolian?

answer to the question -- has

ing Journal. That is the best

NEWYORK, March 8, 1917.

The New York Evening Journal. 59th Street & Broadway, New York, N.Y.

Guntlemen:-

only asy that our copy was placed with your medium absolutely on the basis of results- highly satisfactory and justifying creased lineage in the Evening Journal during 1916 -we can Answering your recent inquiry regarding our inresults.

merchandising and the superlative quality of Aeolian instruments. are people who appreciate the high ideals maintained in Acolian ago- we know today that a large proportion of Journal readers Whatever may have been our opinion a few years

Journal public. It is well able to buy Asslian instruments-We mave proven also the purchasing power of the does buy them in generous quantities.

Journal space is, we believe, one of the important factors in Consistent and carefully considered use of Evening the reduction we have secured in the advertising cost of our

Very truly yours,

THE ABOLIAN COMPANY

Mos Holereda

Manager Advertising & Rotail Sales.

Acolian experience with the York Evening Journal To every advertiser operating It is a vital document, written from facts and figures, and conin the Metropolitan market the not from prejudices or opinions. effectively carrying to over two mullion readers the quality story of this great musical instrument house. It will earry YOUR sales story the greatest concentrated purchasing unit in the world. must be convincing Journal 18 clusive,

EDITORIAL

UNCLE SAM AS AN ADVERTISER

THE (lovernment should be the largest user of newspaper advertising space during the months to come. The national need should control the national policy.

There are a few misguided people who thing that the newspapers should contribute advertising space in unlimited quantities to the flovernment. These same people would not argue that flour should be so contributed—or that any other commodity needed by the flovernment in connection with military operations should be offered as a patriotic gift.

In their editorial and news columns the patriotic editors of American newspapers will allot great space to matter calculated to stimulate recruiting. But this will not be enough. Great Britain and Cunsda have demonstrated that great advertising campaigns have been necessary in order to raise voluntary armies and to sell war loans to the people. THEY HAVE DEMONSTRATED THAT SUCH ADVERTISING CAMPAIGNS REDUCE TO THE LOWERT POSSIBLE POINT THE COST OF SELLING WAR BONDS.

Advertising space in a newspaper has a definite producing cost, so must have a definite selling price. Gifts of such space to the Government, or cut rateity publishers patriotically inclined, ere just as permissible as gifts of yachts, of guns, or of supplies. Hut the Government must not be misled into expecting that the needs of the two branches of the
military service for ad-ertising may be met through
such contributions. This would be quite as great
a folly us to depend upon contributions of food for
the armed forces of the nation.

The tentative plans for a great comparing of advertising to stimulate recruitive should be promptly pushed to completion, and the work gotten underway. Uncle Sam should have the lowest card rate—a rate as low as could be quoted to any other large buyer of space. One successful campaign, on right lines, will convince him that "advertising pays."

THE MYSTERY OF AMBROSE BIERCE

CORRESPONDENT of the New York Times. A inquiring whether it is certain that Ambrone Hierce is dead, is informed that: "Nothing defihete is known. He has not been heard from since he went to Mexico." Ambrone Bierce has long held high rank among the really great writers of America. His short stories are classics, yet have had, thus far, no wide vogue. For many years he wrote a column for the Hearst papers, "A Transient Recerd of Individual Opinion," which ranked with Eugene Fleid's "Sharps and Flats" for delightful or ginality, although permeated with a bitter cyniclam never found in the writings of Field. It has been stated that hardly another publisher would have had the courage to employ a writer on the terms under which Bierce worked for Mr. Hearst. His copy could not be altered or edited. He was to be permitted to wholly disregard the policies of the paper-to even combat the ideas and ideals of Mr. Hearst himself whenever his own ideas conflicted with those of his employer.

Previous to the assessmention of President Me-Einley, decidedly the most cutting criticisms of the President which had appeared in the Hearst news-11 14 Is were there written by Mr. Blerce, in his own community in the man man and for which he made it plain that he was personally responsible. In the compaign of abuse undertaken agreems Mr. Hourst by rome of his contemporary publishers after the death of the President, one of Mr. Bierce's couplets, so written that it was susceptible of a sinister interpretation, was resurrected and blazoned forth as evidence that the Journal had, editorially, fostered histiaty to the President, and should, therefore, be held to accountability for the crime of the crasel atom hist who shot him a man, by the way, who , old not read English, and who had never seen nor board of the Hearst newspapers.

Mr. Hearst, in his answer to his critics—a memorable spinsele in the history of New York journalism did not take the trouble to explain that the offending verse, turned to wholly unfair interpretation

"No man can produce great things who is not thoroughly sincere in dealing with himself."
—Lowell.

ARE YOU COMING TO NEW YORK?

Within a few weeks a great regiment of newspaper makers will invade New York. The annual conventions of the Associated Press and of the American Newspaper Publishers Association, to be held during the week of April 28, will bring to the big city more than a thousand newspaper men from all parts of the country.

The New York hotels are unusually crowded. In many of them reservations must be made far in advance. In about all of them the trade contracts with publishers have been eliminated. The problem of finding suitable hotel accommodations will be a more serious one than for many years.

In view of these conditions, The Editor and Publisher, in the desire to serve its friends, will be glad to reserve hotel accommodations, so far as may be possible, for any of its readers who plan to attend either or both of the big conventions. In instructing us to act for you in this matter, will you be good enough to specify as nearly as possible the time of arrival and length of stay; preferences as to hotels, naming these in the order of your preferences, and such other particulars as may enable us to serve you? Prompt action is urged. There will, of course, le no charge attached to this service.

Indicited as the editorial opinion of Mr. Hearst himself, was the work of a writer whose gentus was so undoubted that he had been given full liberty to express himself untrammelled in the columns of the Journal.

In spite of his cynicism, and of his passion for unhampered expression of his views, Ambrose Bierce will occupy a high place among the writers of his time. And all newspaper men who have known him and have recognized the essential kindliness of the man, in spite of his manque of brusqueness, will continue to hope that the reports of his death in a Mexican desert may prove to be untrue.

CHAILES W MEARS, advertising manager of the Winton Motor Company, mays that men who buy advertising space have far greater faith in its value than have the men who sell it. The comment has often been made that publishers of newspapers have little faith in the value of advertising—so little that they use it but sparingly for promoting the sale of their own space. The charge, of course, does not hold against the considerable number of progressive publishers who use space in their that to use space in their own newspapers—and who find that the policy pays the publisher just as well as it pays the necessary.

THEIRE is a growing tendency to use daily newspapers as text-books for the study of current history in the schools of the country. In a period when history is being made day by day, when the maps of the world are undergoing almost hourly revision, when great nations are swinzing toward democracy, when economic as well as political revolutions are shaking the citadels of the old order, the daily newspaper is the only available text-book. The editor is at once the annalist and the analyst of the day's events.

THE editor of the Ohio State Journal says: "We have been in the newspaper business for fifty years, and we never knew of an editor getting a dollar for the expression of an opinion. Newspaper standards are the highest of any business." The man who assures you that editorial opinion can be houself in the type of man who probably would sell it if he were in a position to do so.

PAPER FOR SMALL PUBLISHERS

THAT many small publishers are having a hard time of it to secure news print at the prices fixed by the Federal Trade Commission is evidenced by the letters which come to The Europe and Pregisher. As a matter of fact, the plan of distribution devised by the Commission is not yet in working order. The supply, at the prices fixed for publishers of small dailies and weeklies, must come from the tonnage released for that purpose by the publishers of the large dailies. As a majority of these publishers do not have, under their existing contract arrangements, sufficient paper for their own needs, there has been a good deal of reluctance on their part to relinquish any of it for the benefit of others even less able to weather the storm.

That the plan of the Commission will eventually succeed seems to be the general helter. That enough tonnage will be released with which to supply the actual needs of the small publishers seems assured. The members of the Commission and the larger publishers have been in almost continuous conference, and the new committee on distribution, which will operate in New York, is getting ready for business. The situation should improve rapidly from this time on. Meantime, publishers of small newspapers who expect to share in this distribution should see to it that they have complied fully with the requirements of the Commission.

AGENCY RESPONSIBILITY

As related in the news columns of THE EDITOR AND PUBLISHER recently. City Court Justice Ransom, of New York, has decided that the disclosed principals, and not the advertising agents acting for them, are responsible for the payment of advertising bills.

The decision, however, an action brought by the publisher of a New York weekly paper against the advertising firm of Albert Frank & Co., to enforce payment for advertising under an agency contract in which the cancellation clause had been eliminated, sustained the contention of the defendant company that the publisher must look to their principal, the Mason-Seaman Transportation Co., for the amount claimed to be due.

The decision will be appealed to a higher court. If affirmed there, a revolutionary precedent will have been established. To absolve placing agencies from responsibility to publishers for payment for advertising contracted by them would be to alter the whole process of business in this field. It would place all agents upon a common footing. Heretofore advertising agents have been compelled to establish unquestionable financial responsibility before receiving recognition from publishers. This new legal principle would render this unnecessary. Publishers would have to amend all contracts so that the accountability of the advertiser for the payment of the bill would be clearly established.

It has often happened that advertising agents have sustained serious losses through placing business for concerns which have failed, and through the fixed policy of agents of standing to protect the newspapers from loss. The ruling of Judge Ransom, if upheld, will serve to revolutionize relations between agents and publishers.

M. c. MEIGS, the new assistant publisher of the Chicago American, was a famous football star, and played first base on the University of Chicago baseball team. In the larger game of life he has found a place which will call for all of the alertness in fielding, the quick thinking, instant action, and the hard hitting which served him so well at first base in the old days.

DR. TALCOTT WHALAMS says: "From the year one all cities have had some form of publicity. To-day they have the newspapers. The newspaper is the common consciousness of city, State, and nation." Will advancing civilization evolve something better than the newspaper or simply a better news, paper?

To be able to combine clarity with brevity is the mark of the real "star reporter." The news writer who uses uscless phrases consumes useful—and marketable space.

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PERSONALS

NEW YORK-Donald H. Clarke, of the World's reportorial staff, has joined the American's staff as a rewrite man.

Vincent B. Kelly, of the Evening World, is confined to his home in Palisade, N. J. by a severe attack of grip. Mr. Kelly devotes his "off" hours to his duties as secretary of the "Poshling Mayors" of eastern Bergen County, and contracted a heavy cold while on a trip to Teantly

Frank C. Drake, art manager of the World, who has been confined to his home three months because of a broken hip, returned to his duties on Monday.

Alden March, Sunday editor of the New York Times, goes to the Philadelphia Press on April 7. Mr. March, who has been with the Times for seven years, was connected with the Press for nineteen years before coming to New York.

Oswald Garrison Villard, of the New York Evening Post, is scheduled to deliver an address on peace to-morrow afternoon (April 1) in the Majestic Theatre, Buffalo, under the auspices of an organization known as the Amalgamated Peace Society.

Manton Marble, at one time editor of the New York World, is still alive and well, living in London. He is now eighty-three years of age. When the late Dr. St. Clair McKelway was a young mus on the World, Mr. Marble was his chief.

Grantland Ities, the sports specialist of the New York Tribune, paid a flying visit to Americus, Ga., this week to visit relatives.

F. M. Ball, the circulation counsellor and efficiency expert, takes up special work on the Los Angeles Express-Tribune April 1. Mr. Ball has been connected with the Minneapolis Tribune, the Capper Publications, Des Moines Register and Leader, Crowell Publishing Company, and New York Tribune, Recently he was called into consultation by the Argus Syndicate of Newspapers and Magazines of South Africa.

OTHER CITIES.—Grafton Nutter, former editor of the Republic City News, is temporarily acting as managing editor of the Scandia (Kan.) Journal, which newspaper was lately purchased from William H. Hill, by J. W. Plotner and Parice Plotner.

Rev. M. J. Hibbs, of Smith Centre, has accepted the position of editor of the Cedar (Kan.) Enterprise, H. G. Vines, the present editor, will move his plant to another location. Rev. Hibbs will install an entire new outfit.

D. H. (Ted) Lawson, newspaper man, formerly of Hutchinson. Kan., who for a number of years has been connected with the advertising department of the Kansas City Star, has accepted a position with the Curtis Publishing Co., Philadelphia, Pa.

Matthew G. Peirce, of the Chicago Daly News, has accepted the position of advertising manager of the Harris Trust & Bavings Hank.

John F. Carroll, publisher of the Portland (Orc.) Evening Telegram, is recovering from a serious operation performed recently.

Following the recent resignation of John L. Travis, news editor of the Portland (Ore.) Journal, to become managing editor of the Scattle Times, Jennings Sutor, city editor, has been named news editor of the Journal, Charles T. Hogo, railroad reporter, is the new

"If there be no nobility of descent, all the more indispensable is it that there should be nobility of ascent—a character in them that will rule so fine and high and pure, that as men come within the circle of its influence, they involuntarily pay homage to that which is the one pre-eminent distinction, the royalty of virtue."—Bishop Henry C. Potter.

city editor. He has been with the Journal for the past four years, going to Portland from the United Press in New York after service with Omaha, Lincoln, Council Bluffs, and Indianapolis papers.

F. W. McKechnic has been agmed bureau manager of the United Press at Portland, Ore., succeeding Hugh L. Baillie, transferred to the Chicago office of the United Press. McKechnic has been night editor of the Oregon City (Ore.) Enterprise.

Henry Moe, until recently a reporter on the St. Paul Dispatch, has been appointed private secretary to Congressman Ernest Lundeen, of Minneapolis, and has gone to Washington to take up his new work.

Dan Hart, a billiard expert, has accepted the position of sporting editor of the Vallejo (Cal.) Times, recently filled by Edward Longan, who is now editor of that newspaper.

John C. Blackall, assistant city editor of the Hartford (Conn.) Times, has been appointed private secretary to Congressman Augustine Lonergan, of the First Connecticut Congressional District

A. J. Smith, business manager of the Newtown (Conn.) Bee, has been critically III with threatened lockjaw, resulting from compulsory vaccination during a smallpox scare. Charles Smith, of the Bee staff, has also been in a serious condition from the same cause.

Johnstone Vance, managing editor, and Harold R. Jones, reporter, of the New Britain (Conn.) Evening Herald, have been prominent in the organizing and recruiting of two companies of city guards at New Britain, to take the place of militia in case of trouble following declaration of war.

Howard H. Fitzgetald, of the Flint (Mich.) Journal, accompanied by Mrs. Fitzgerald, is enjoying a two-months' vacation at Los Angeles.

John D. Wells, managing editor of the Buffelo Evening News, spake Thursday, March 22, before the Chamher of Commerce of Corning, N. Y. Mr. Wells, who is being hailed as a worthy successor of the late James Whiteomb Riley, is in much demand as a public speaker.

Edward Scanlon, well known in newspaper circles throughout western New York, has been acting as the publicity director for the Red Cross Membership Campaign in Buffalo, which ends with the month.

James J. Smith, publisher of the Birmingham (Ala.) Ledger, has returned to his desk after a vacation spent in travelling, reexperating from a season of hard work.

Silliman Evans, staff correspondent of the Fort Worth (Tex.) Record, who has been in Austin during the session of the Texas Lexislature, has returned to Fort Worth and has resumed his work.

A. B. MacDonald, of the Kansas City Star, was in Buffalo last week to observe the wind-up of the Billy Sunday evanselistic campaign. Colonel E. C. Benton, of the Boston Transcript, also visited Buffalo during the past week to meet Sunday and to sound the restruc-

the negation (1ex.) Enterprise, at 1901 Arthur, 1ex., has severed connection with that paper to become news editor of the Port Arthur Record. Mr. watson is staff correspondent at Port Arthur for the mouston Chronicle, New tersions (Lin.) Times-Pacas une, and the Associated Press.

Walter W. Hubbard, Jr., has resigned from the Binghamton (S. 1.) Press and Leader to become cartoonist of tac manchester (N. 11.) Union and Leader

Wattam J. McCormack, for some time city editor of the Columbia (S. C.) Record, has been made managing editor, and Marion A. Wright becomes city editor.

J. Frank Wilson, editor of the Woodbury (N. J.) Daily Times, has rounded out thirty-six consecutive years of service as a trustee of the local Methodist Church. He has decided a renomination.

Copeland C. Herg, former Secretary of the State of Montana, has accepted a position as one of the editors on the staff of the Livingston (Mon.) Enterprise. He was formerly city editor of the Post, of the same city, and is an experienced newspaper man.

Governor W. D. Stephens, of California, has appointed Martin Madsen, a former Fresno and San Francisco newspaper man as his private secretary. Madsen has been acting as executive secretary for the Governor.

Marcellus F. Foster, editor and publisher of the Houston (Tex.) Chronicle, addressed the free hight school of Houston, discussing "Advertising as Viewed by the Editor." Mr. Foster's address was a continuation of a series of

addresses by men of broad advertising experience.

Allen Gates, editor of the Fayetteville (Ark.) Democrat, has made formal announcement of his candidacy as delegate to the Constitutional Convention from the Third Arkansas District.

W. A. Randolph, who has been a member of the editorial staff of the Henryetta (Okla.) Free-Lance, has resigned to accept a position in the legal dejartment of an oil company at Tulsa.

W. T. Pugh, a former member of the editorial staff of the Henryetta (Okla.) Dutly Free-Lance, but who was called to the Mexican torder as a member of the Oklahoma National Guard, has returned to his old position on the Free-Lance.

Clarence Dubose and Clyde V. Wallis, who have been in Austin, Tex., reporting the proceedings of the Texas Legislature for the Dallas News, Dallas Evening Journal, and Galveston News, the Belo publications, have returned to Dallas and taken up their former work with the adjournment of the Legislature.

Charles J. Bayne has joined the editorial staff of the Macon (Ga.) News. For the past five years he has been one of the editorial writers on the Washington Post. Previous to going to Washington he was on the editorial staff of the Atlanta Journal. He has also served with the Savannah Press. the Augusta Chronicle, and the Atlanta Georgian.

PROVIDENCE. R. I.—Charles B. Cappen, sporting editor of the Providence Journal, is with the Greys, at Frederick, Md. during the spring training. Martin J. Flaherty is on the job for the Tribune.

Arthur Holland has returned to the Providence, R. L. Tribune after n severe illness of several weeks.

Visitors to New York

Mayor H. B. Burgoyne, publisher of the St. Catherine (Ont.) Standard.

Frank T. Knox, Manchester (N. H.) Union and Leader.

Viewed by the Editor." Mr. Foster's address was a continuation of a series of manager. Armour & Co., Chicago

The Omaha Bee has signed an agreement for the Haskin Letter for one year.

Miss Gertrude Stevenson, who was a "sub slater" reporter for the Journal for a long time, is now trying her fortunes in New York.

O. G. Draper, formerly of the Boston

Journal and now of the Post.

George B. C. Rugg, assistant city editor of the Post and instructor in journalism in Northeastern College, will march in the inaugural parado with other members of the faculty.

Joseph Calahan, assistant city editor of the Traveler, is ill.

Mulligan Correspondent for Boston College, of the Boston Journal, is the only newspaper man candidate in the coming Constitutional Convention. He is a candidate from Ward Sixteen.

Joseph D. Hurley has joined the copy deak staff of the Post.

Frank Kinsella is now waterfront correspondent of the Post, succeeding Joseph Brooks, who has become a member of the city staff.

Harold Benison, a reporter on the staff of the Journal, has a new automobile.

Fred Spayde, city editor of the American, is spending his vacation in South America.

Edgar Markham, for the past year news editor of the St. Paul Pioneer Press has arrived in Washington where he will represent that newspaper and the afternoon edition of the Dispatch. Originally from Kansas, Mr. Markham started on the Kansas City Star in 1910. He has since worked on the Sloux City (Iowa) Journal, and Des Moines (Iowa) Register and Leader.

CHICAGO.—Burton Rascoe has been cappointed editor of the "bull pup" edition of the Chicago Tribune. He succeeds Guy Lee, who figured in an unfortunate automobile accident a few days ago.

Frank Gardiner, city hall man for the Chicago Herald, was sick for several days with ptomaine poisoning. He is now back at work.

Grover Sexton, formerly automobile editor for the Chicago Herald, has shifted to the advertising department. Mr. Sexton is a captain in the National Guard and is anticipating being called out with the rest of the militia.

J. C. Bennett, reporter for the Chicago Examiner, who was attacked by a man named Arthur Little, caused the latter's arrest with the result that Little was fined \$5.

Richard Henry Little, dramatic editer of the Chicago Herald, was toestmaster at the annual dinner of the Phi Delta Theta Alumni Club at which it was decided to contribute an ambulance for the American Red Cross service in France.

Victor Higgins, who was recently awarded the William Randolph Hearst prize for paintings exhibited at the Art Institute, is being given a special exhibition of his work at a Chicago department store.

Joseph G. Davis, golf editor of the Chicago Tribune and dean of American newspaper golf editors, has been eleced president of the Press Golf Club, of

HOPING FOR THE BEST WHILE FEARING THE WORST

President E. H. Tomlinson, of the National Editorial Association, Discusses News Print Bilaction—Thinks Manufacturers and Jobbers Who Do Not Aid Publishers Are Short-Sighted.

The news print situation at present is such that we can only hope for the best while fearing for the worst. The legislative committee of the National Editorial Association is constantly on the watch for any help it can give the cause of the smaller publishers whom it particularly represents, and it is determined to continue exerting its influence on their behalf until they have definitely secured full justice.

Whether the present plans whicher raised such hopes with all of us will work out as desired I suppose only time will tell. If it does not we will be up and at them again.

It is too early to refer to the past except to gain strength and courage for the future and for that purpose alone I mention it. Big as the news print prices are now that the small publishers are paying. I am satisfied that they are in all cases 25 per cent. less (and in some 50 per cent. less) than they would have been had there been no organized effort in their behalf.

This being the case, we certainly should be able to count on more general and hearty moral and financial support for the continuation of the struggle and protection in the future as is necessary to make our efforts effective.

My great concern has been to bring about conditions so that all publishers can get paper (and I believe all have so far) and that no one has to pay (no matter how small the quantity used) more than a reasonable extra price for the extra of supplying him because cost of his limited needs, over what The the biggest users Day. prices fixed by the Federal Trade Commission certainly provide liberally for this, and yet assure the small publishers a saving from what they have been paying that affords a decided relief.

I cannot see why it is not to the interest of the manufacturers and jobbers, in the long run, at any rate, to make every effort to supply all such publishers under the terms provided. Anything else I look on as short-sighted. The amount of paper which it takes to supply their needs is small; but the number of enterprises affected reaches up into the thousands -many more thousands than there are hundreds who use roll paper, and they are those who are so situated that they can do nothing for then selves individually. They, nevertheless, have been hit much the hardest, and I hope that things will come out better for them in the future.

E. H. TOMLINSON.

Chicago. Bazil G. Wyrick, of the Associated Prem was elected secretary-treasurer, and Richard Lee, of the Chicago Examiner vice-president. Directors are: Paul R. Leach, Daily News: H. Eiliott Stuckel. Journal: Clarence L. Speed, Post: Paul B. Warden, Herald: Paul D. Hammett, Drovers' Journal, and J. H. Delaney, Evening American.

Under the auspices of the Chicago Daily News, Edmund Vance Cooke, writer of poems for children, will give a series of readings in Chicago schools, beginning April 2.

MILWAUKEE, Wia.—Daniel Coleman, assistant city editor of the Evening Wisconsin, and an ensign in the naval reserve, has reported for duty to Commandant Moffat at Great Lakes, III. Coleman was married two weeks ago.

D. D. Meredith, of the Chicago office of the United Press, is now in charge of the Milwaukes bureau. Fred Clapper, here for the past two months, has been transferred to the St. Paul office.

Harry Parker, of the Chicago Tribune copy deak, spent a three-day vacation with Milwaukee friends this week.

Fred Luther has joined the staff of the Free Press, and is now doing police. Gerald McDonough, who has been in the police run, is now covering the commercial run.

E. D. Harris, managing editor of the Milwaukee Leader, has returned from a business trip to Marshfield, Wis.

William C. Ahlbauser, chairman of the entertainment committee of the Milwaukee Press Club, will lead a delegation of members to Chicago to-night when the Milwaukee scriles will be the guests of the Chicago Press Club.

Jud Wright has returned to the Leader and is again drawing a daily cartoon for that paper.

Walter J. Abel, instructor of first-

year journalism at the Marquette University, is ill with scarlet fever.

Herbert Houston, president of the Associated Advertising Clubs of the World, will address the Milwaukee Advertisers' Club on April 10.

P ITTSBURGH-T. Hart Given, president of the Pittsburgh Post and Sun, has been elected a director of the Crucible Steel Company of America to fill the vacancy caused by the recent death of C. C. Ramsey.

J. Lambert Smith is now connected with the advertising department of the National Tube Company, Pittsburgh. He was formerly engaged in newspaper work in Washington Pa.

Theodore G. Huntley, assistant city editor of the Pitisburgh Post, has resigned to accept the post of private secretary to Congressman Guy E. Campbell, of Pitisburgh, and has entered upon his new duties. Mr. Huntley, who was connected with the Pitisburgh Leader as political editor, was engaged in newspaper work in Montana, Wyoming, and Chicago before taking up the work in Pitisburgh.

Axel Palmgren, a newspaper man of Stockholm. Sweden, is in Pittsburgh. Pa., for the purpose of showing moving-pleture scenes in Sweden during the preparedness campaign at an American Red Cross benefit. "Sweden, so far as the war is concerned, is neutral," he said. "The idea that Germany is at the end of her string, which seems to prevail here, is not so. But the war must end soon, as both sides are being pushed to the limit."

SAN FHANCISCO—Arthur MacLennan, special writer on the San Francisco Examiner, has been placed in charge of the Oakland bureau of the Examiner. MacLennan, who formerly was managing editor of the Denver Times, returned last fall from Shanghai, where he was news editor of the China Press.

Robert E. Smith, formerly of the Call copy deak, has taken the Oakland City Hall run for the Examiner.

George Hull, magazine writer and former Denver newspaper man, is now on the Examiner staff in Oakland.

D. A. Piatt, lately of the Chronicle, is now copy reader on the Fremo Republican.

M. B. Levick, rewrite man on the Call, has been made publicity director of the Mt. Diablo Real Estate Company.

William Coilier, special feature writer on the San Francisco Chronicle, covered the annual convention of the State Building Trades Council at Marysville.

Arthur Lloyd, writer and former newspaper man, has been in the city several days on business in connection with his ranch in the Mendocino County mountains. He has made his headquarters at the Newspaper Men's Club.

Alan McEwen, special writer on the Call, has joined the Call's staff covering the Legislature at Sacramento.

S POKANE, Wash.—James A. Ford, formerly political editor of the Spokesman-Review and for a year assistant manager of the Chamber of Commerce, has been elected manager of that body, at a salary of \$3,500 per year.

Gordon C. Corbaley, who for a number of years was connected with the Spokesman-Iteview in editorial and business departments, has been appointed secretary of the Scattle, Wash, Chamber of Commerce at a salary of \$8,000 per year.

Frederic P. Noble, chief editorial writer of the Spokesnan-Review, and Ralph E. Dyar, publicity man for that paper and for the Pacific-Northwest Farm Trio, have collaborated in the writing of a novelette called "Therese," which is running serially in the Sunday Spokesman-Review.

Mrs. Mark Hawkins, society editor of the Spokesman-Review, has an article on "Feature Writing" in the March issue of the Washington Newspaper, published by the department of journalism at the University of Washington. It is signed with her pen name, Hannah Hingdale.

Ashley Holden, formerly one of the owners of the Brewster (Wash.) Review, has accepted a position with the Wengtchee (Wash.) World.

M. V. Rowe, publisher of the Winona (Wash.) News, is arranging to start the publication of a paper in Hay. Wash, early in April.

CANADA—Hex Smith has resigned as financial editor of the Toronto News and has joined a mining brokerage firm as editor of a weekly news letter.

Leo Devaney has been appointed assistant aporting editor of the Toronto Globe. He was formerly with the Toronto Star.

V. E. Brien has resigned as manager of Le Droit, Ottawa, and has been succeeded by H. E. Lemieux.

Norman Lambert, editor of the Toronto Globe's industrial department, leaves to-morrow on a trip through western Canada.

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., was in Toronto on Tuesday and Wednesday of this week.

Sued by Correspondent

Warren B. Bullock, Milwaukee newspaper correspondent, is suing the Escanaba Press for \$287 which Bullock claims is due him for query news service. The case will be tried in Escanaba, Mich., in April.

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EDITS A DAILY PAPER IN DAKOTA COURT ROOM

E. L. Senn, of the Deadwood Telegram, Reduced to Sore Straits Through His Persistent Efforts to Clean Up Town. Gets Out His One Remaining Newspoper Under Difficulties. A special correspondent of the New

York World, writing under date of March 24 freen Deadwood, if. Il. save has been converted into a busy news fener news room. At intervals a veus-'copy.' best back with him.

among the lawyers, feverishly working with the last bunch brought to him by that is going on around him. But when

'Probably never before was a news paper written, edited and proof-read is a courtroom. That is what the nexyour little man does every day in the court hopse. He is the editor, maragbag editor, belegraph editor, city editor, Mar reporter, and sometimes carr positor and pressman, of a delis publisher. The young man who brings

LONG PRINT FOR SHIRT. "The nervous little man in E. L. riven, of the Deadwood Telegram. Unco. swall presumpers in the finck Hills distance. But he undertoon to steen up the immurality and lawlessment of livadwood, and some of the hospers. men did not want it cleaned up. they organised a boycott against Hone. chanically by their own efforts twos aret on fighting for a decent

ene broke into his little office in the duct of made and when firm carry down the next morning he found his platning witness against George F Brettel, who is accused of weeking "Syncia paper has never misers on

edition, as the nervous little editor gets H out while attending the trial." Great Gets the Grocers.

H. J. Grant, pitchesing rearager of the Milwardore Januario, par one over on reduced price on Thursday, Friday and ber of the league. The sale are written

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



Plain Dealer, Has Spreaded.

THE RUFY OF CURTOONISTS

Why J. H. Denahey, of the Cleveland



J. M. DONAMER to the last of height young contounds

by called title Jan 1981s of the deaving-The February issue of Carleons Mag-

ple, resided 'busselid' life they ence-

Earle to Print For Cartness. The Streeklyn Kople is to publish the

ADVERTISING DAY PLANS

AROUSE SAN FRANCISCO Ad Clab of Thus City Has Fixed April 36 as Date for Purpose of Stimulating Polylicity in State - Endarted by President Wilson and Governor of California-Once St. Louis In the Steam.

The Han Promittee Advertising Clark for the celebration of Advertising Day, The theorytes, who an former save-

Advertising they is intended to allege The State, which produces an around

"Distribution," which is to be the certic deal with this show of Call-

The Advertising (2000) accorporate

KNIGHNE AV WILKUN. in endorsing Advertising Day on ex-

a lasty of men who think it is worth the crath. The only thing that ever between that if you will just lot the of a whole nation came surging back The day's programme will include a con at noon, and an 'On-to-se Local

21

In the exening the Ad Pleats will be Afreen's Frelic, which has been some potrepress some of San Propotacle

The Club's work is sanctioned by the Convention League, the Chumber of Consessor, and other leading civic Mayor Helph has expressed his appreciation of the Ad Cital's effects to first advertising conclave west Ounha held in San Francisco in 1918.

San Francisco Seeks Covenniano M. H. de Young, of the San Francisco Surrevylaces of the City and County of San Francisco, at their fast meeting, at the request of the local civic bedies, in favor of a two-rent addition to the tax rate for the purpose of providing a

Teach year deliars to have more cents.



OUR PRICE POLICY Many syndicates charge "what they can get" for features. So, many newspapers have

put up to shoot at. Our husiness is so large that we have found it percents to standardize our prices Our scale of prices is based equitable on the circulation of the papers to open the cost of our features relation to possible sales. business long enough to know

how to make a fair, correct When The George Matthew Adams Service quotes a price all other newspapers of your circulation, and that the own In the long run, this is evonomical for exershody concerned. In the end it saves

you money, THE GEORGE MATTHEW ADAMS SERVICE

0 W. 600 ST. DEW 1085. ____

SEARCHLIGHT ON WALL STREET REPORTS

(Continued from page 5)

STOR CAMPAGENA URE CUMMON ENOUGH. It is believed that a good share of the Intelligent public does actually believe that the newspapers are somehow paid for such service. I will venture that not one per cept of the numaging editons of the newspapers that tout the rationals know until they read this article that the stuff appeared.

You do not find the financial writers often preparing copy thus: "J. Pierpont Morgan, interviewed by a reporter for the Blank, yesterday, said, colon quote."

Not that-it is a sort of whispering performance. The stuff comes from on high and therefore must be treated with It is accepted in confi-The reporter, having, accorddense Ing to the system, to not only inform but to ADVISE his readers, considers that he has done a good day's work when he has induced an insider to tell him a line of "dope" that he may put out to the public in that mystical financtal-column-way, where so much appears between the lines and so much appears in the lines that is not paid for at card rates. Don't blame the individual reporter-but consider a system so out of tune with every other department of the newspapers with the possible exception of the real estate Diamen

So far as quotations are concerned those of the Stock Exchange and the Consolidated Exchange are faithfully

Recently some of the financial editors of New York newspapers met at the office of the New York Globe and discussed plans to obtain reliable quotations from the curb by instituting a nesespaper cosperative agency, and this certainly should be done

Home of the flotations put over by promoters dealing on the curb are wicked to the point of super-criminality. As the Mail truthfully states, the main investment is on the newspaper advertising account. Often new-quipers accept copy from promoters of most unsavory reputation, and run it in close proximity to the announcements of the most reputable banking and brokerage bouses of Wall Street. If any conscientions publisher will go into Wall Street for an hour and ask the larger bankees what they think of this practice, he will return to his office with burning ears. What intelligent readers think of newspapers which practice this may only be mairmised.

Not long ago some a hemera put out copy for a copper prospect. By force of hot-nir blowing through perfecting present they beasted the price from 25 cents a share to \$2.50 in a few days The copy read like the statement of a substantial, established mining con-cern it was it to fool the "sucker hat, ' and it got the money for the promoters

As a matter of fact, the stock was not listed on the curb. It was traded in on the "unlisted" plan. No one was remonsible for it.

Evenups there is a mine worth mil-Hope back of the paper sold and perhaps it is only a hole in the ground. It in a prospect, pure and simple-and therefore a gamble. But the brokerpromoters took no chances. They wrote a burdle of tangle-fred words and spread them in new spapers, and down at the bottom, in six-point, to save their own holes they said. The plane stufe ments are made upon information and belief," which phrase might not have

been very significant to the class of investors appealed to.

This stock was listed in the news columns of the papers carrying cure stocks. It showed great activity, for several days. An investigation will show that the activity was created in the office of the promotors, and not on the curb market. Also that the prices were artificially created.

OF RIS QUOTATIONS PALBIPHER.

The New York Curb, a weekly publication, of 25 Broad Street, in an editotal recently published, alleged that curb quotations were sometimes deliberately falsatisd, both as regards the successful of the transactions and the prices paid. It referred to "ferened transactions and bogus prices for numerous stocks having no real value, together with matched orders, popularly described as "waish inden."

What could be more nest in criminality than this procedure, assuming that the New York Curb statements are correct" A cotorie of wolfish parasites cent offices in the financial district and start to promote a mining prospect, an oil well, a fake automobile assembling outill, or comething of the nort.

They have nothing but gail, paper certificates, and a semblance of a business enterprise somewhere on the map. They induce a curb broker or a number of them to underwrite a portion of the stock issue at a low figure. They agree to furnish the advertising appropriation. The copy is started in newspapers that will accept it, and many will. "Sticker names" are obtained. Audacious literature is forthcoming. Out of this thin air a market is made for the But the promoters are impatient. The newspapers must show that there is feverish activity and that the prices are advancing. And the newspopers, through a hidden system, of which publishers are not conscious, are feeded into printing that thousands of shares of this fake were traded in on a given day at advancing prices, whereas, there may have been few sales, or only fiked "market orders," the prices being

WHAT LAWFON CHANGER.

Thomas W. Lawson, in discussing this matter with the writer at Wash. ington recently, said that he had been informed that there was a schedule of prices charged to minions of the reporting agencies for the listing of certain curb stocks in the newspapers. He said that promoters expected to pay fixed amounts for such listings. It was his opinion that the proceeds went to unfaithful employees, rather than to the heads of the agencies, and this is inquestionably the fact in one instance at any rate.

There are a few instances of grafting attachés of New York newspapers assigned to Wall Street. They are staff men, in minor positions. One man charges regular rates for the insertion of cheap little boosts for promoters in

The Best Known Slogan

in St. Louis

don't say Paper

Reg T', C Par tiffice

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

an evening paper gossip column. It is interesting to note that the newspaper employing him gets a small volume of poid financial business. Probably the promoters consider that they would be duplicating if they were to run bordered advertising when they can buy news

The reputable advertising agencies reject large amounts of advertising because it is unsound

The New York Curb, in its issue, Pebruary 17, under the caption "Prostituting the Press," said: "Some conception of the magnitude of the temptation prescoted to Wall Street's newspaper men on this score is obtainable from the fact that the prosident of a well-known financial institution recently offered and paid to a group of reporters representing several metropolitan dailies no less than \$3,500 each, for the 'boosting' in the news columns of their journals of a certain sugar retining enterprise, in which this 'gentleman' was interested. In this instance, moreover, the service expected was merely hinted at, rather than demanded."

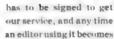
Whether this statement is justified or not, there is enough smoke in the flauncial wood pile at the present time to create the impression that fire exists somewhere.

The writer does not believe that a considerable number of reporters could be bribed with \$3.500 to "brost" a sugar roffnery or anything else, though, unfortunately it is also of the writer's k mosy bedsee that certain whitner snapper attachés of newspaper offices have sold out their papers within two months. One of them actually solicited the business. How he "gets away with it," so far as the financial editor is concerned, is the pazzle,

There is one established instance of a grafter who goes through Wall Street with a card bearing the names of some of the most influential dailies of the United States, claiming that he writes a syndicate financial, letter and offering to "write up" promotions for either stock or cash consideration.

It may be respectfully suggested that turbitalisms consider standardizing financal pages by the well-known rules of reporting and conting, and scrutinize certain types of financial advertising, thus minimizing the danger of corrup-

No Contract



dis atisfied he can have it discontinued by merely notifying us.

THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West 3rd St.

Cleveland, Ohio.

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly. THIS MRANS.

The execution possible variety from which chisens.

The exhabiting of each fundaments exhabiting of each feature to your

own editorial judgment. The appartunity to order a budget consisting only of what you want.

A material reduction from individual prices

Diligens Witte me for eamples of our Sunday Colored coesics, delly comics, women's fru-fures, bestime storice, fiction, etc.

The McClure Newspaper Syndicate 120 West 32nd Street, New York City

TO ADVERTISE FOR PEACE

Large Newspaper Space to be Used to Influence Public Opinion and Congress.

The Emergency Peace Federation, with headquarters at 70 Fifth Avenue. New York, has started on a newspaper advertising campaign to further the objects of a peace propagands, and expects to raise a fund of about \$200,000 for the some. The woman's branch of the committee is headed by Mrs. Henry Villard, mother of Oswald Garrison Villard of the New York Evening Post, whose home the first meeting was held and at which the first money was contributed. The names of the denors have not been made public. The largest individual donation was for \$1,000. Rabbi J. L. Magnes turned over \$2,000 to the fund which he had collected for Altogether \$10,000 was neace work. raised at this meeting. Appeals have teen sent brondcast for contributions in an effort to raise the sum of \$200,000 to be used in advertising.

The first advertisements were sent out by the committee direct, but Thursday's ads in the New York newspapers were placed by the Joseph Ellner Agency, of 35 West 39th Street, New York, and it is understood that this agency will continue to handle the account. Practically all of the New York papers carried full page ads on Thursday.

Capper Conference at Topeka

Representatives of the advertising dejurtments of the Cupper publications met at the home office in Topeka, Kan., recently and discussed the various problems that confront their particular part of the business. All the outaide othees except New York were rap-At noon a luncheon was resented. erved at the Chamber of Commerce. The complete list of men called in for the conference follows: Chicago, J. C. Feely, C. C Clark, and J. P. Fletcher; Kansus City, R. W. Mitchell and A. W. Pinnell, St. Louis-C. H. Eldridge; Omaha, W. M. Temple and A. G. Kittell, Oklahoma City, John Fields and M. L. Crowther.

Letters to Successful **Publishers**

Mr. Frank P. MacLennan. The State Journal, Topeka, Kan.

Dear Mr. MacLennan:

We presume that you have had your troubles on account of the rising cost of materials during the past two or three

Even though yours is a firmly entrenched and suc-cessful newspaper, you have looked about for ways to practice economy, without cutting quality.
You have been invited by

others to leave us and take on cut-price feature proposi-

And yet you have "stood by" through it all, and never once given a sign of desire to quit us.

Men like you make busi-

ness existence and success possible for men like us.

possible for men like us.

We would like you to know that we appreciate all this. Sincerely yours,

THE CENTRAL PRESS ASS'N New York and Cleveland.

THE EDITOR & PUBLISHER FOR MARCH 31, 1917

CORRESPONDENTS MUST CERTIFY INDEPENDENCE

Lawson "Leak" Investigation and Federal Influence Charges Are Echoed in New Regulations Regarding Admission to the Press Calleries in Washington -Echoes of Recent Inquiry.

WASHINGTON, March 25 .- Owing to the great demand for tickets to the Capitol on Monday and Tuesday, at the opening of Congress, and when the President reads his message, newspaper men will be admitted to the building only upon the presentation of a special card, which will be issued by the Standing Committee of Washington correspondents.

As this is the beginning of a new Congress, each correspondent whose name will appear in the Congressional Directory, shortly to be issued, is required to make out a new application for admission to the press galleries, and as a reminder of the international situation and an echo of the Lawson leak investigation, new paragraphs are found in the application blank, which newspaper correspondents, desiring admission to the press galleries of the Capitol, are required to alga-

OLD SCANDALS BURGOD.

In one place in the application the newspaper men are required to certify, "I am not employed in any legislative or executive department of the Government, or by any foreign Government, or by any representative there-

In another place, the correspondents must use the following language to disclaim any connection with stock brokerage houses:

"I am not employed, directly or indirectly, by any Stock Exchange, Board of Trade, or other organizations, or member thereof, or brokerage house. or broker engaged in the buying or selling of any security or commodity."

WHEN IN DOUBT ASK KARDER.

Gus J. Karger, Washington correspondent of the Cincinnati Times-Star, has just recently been elected chairman of the Standing Committee of Washington Correspondents, and inquiries relating to matters of interest to newspaper men here should be directed to him.

PLENTY OF NEWS PRINT

No Danger of Shortage in Spokune Country, Says Manufacturer.

SPOKANE, Wash., March 24 -That there is no danger of a print paper shortage in the Spokane country is the assuring statement of L. M. Alexander. vice-president of the Inland Empire Paper Company, located at Millwood, near Spokane.

"There is a print paper shortage in the country generally," said Mr. Alexan-"We have been fortunate enough to have been able to supply our trade,



DOMINATES

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Hanager
New York

however, and prospects are that we will of the International Circulation Mancontinue to do so.

"The cold weather has enabled us to get in a good supply of wood, and if we can have some sun to loosen up the power in the river so that we can get some pulp worked up, we will be extremely lucky.

"We grind pulp when there is plenty of power in the river, and we still have an ample supply of this to run us until the water rises. Last year we bought some of our pulp, and ground only 10,-000 cords of wood. This year we are cutting our own supply of wood, and will use about 25,000 cords.

"Because we have been sold out to the limit of our capacity, we could not extend our territory, but were forced to use all the paper we could make to supply our own customers. We are employing on an average of 500 men, including camp workers. Of these, about 200 are in the mill and work the year

Galveston Wants I. C. M. A. Convention

The Texas Circulation Managers' Association is back of a movement to bring to Galveston the 1918 convention

agers' Association. Various local or- the success of any business are wrapganizations have joined with the State organization to bring about that result. Letters have been sent out to all the members of the International requesting their support of Galveston.

The fundamental laws which gos up in the principles of efficiency.

lafe insurance conserves life by in ing it fuller and giving it quality quantity.

NTERTY

Single Mayasina \$2100

\$2600

H'hen a machinery salesman talks to you about SIMPLICITY, ask him to be specific

INTERTYPE representatives point out very definite simplifications. For instance, 910 fewer Escapement Parts in our Model C machine as companed with other machines of its class; one-third as many parts in our Screw Bearing Knife Block as in other devices of the same kind.

INTERTYPE CORPORATION Terminal Bldg. BROOKLYN, N. Y

The **Ault & Wiborg Company** of NEW YORK

News Ink

57 Greene St. New York City Write Us-

THE EDITOR & PUBLISHER FOR MARCH 31, 1917

ARMOUR TO PUT OUT LARGE AD CONTRACTS

Ten Thousand Line Copy for "Vegetole," a Cooking Oil Product, in Addition to Regular Advertising Campaign -New Business Going Out to the News-

Ten-thousand-line contracts are to be made by Armour & Co., of Chicago, for "Vegetole," a new product in the form of a cooking oil. The space will be supplemental to the regular advertising campaigns conducted by the company. The account will be handled by Mallory. Mitchell & Faust, of Chicago.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, are making contracts with a few newspapers in selected sections for "Golden Sun Coffee" copy, for the Woolson Space Co., of Toledo, O.

The George Batten Co., 381 Fourth Avenue, New York city, handling the advertising of the Citequot Club Co., "C. C. C." Products, Mills, Mass., usually makes up the newspaper list about this time of the year.

The Boston Financial News Advertising Agency, of Boston, Mass., handles the advertising of the Commonwealth Hotel Construction Corporation, 18 East 41st Street, New York city, for which it is placing orders, with a number of large city newspapers.

The Skinner Manufacturing Co., Omaha. Neb., is placing 21-line 52-time orders for "Skinner's Macaroni," through the Darlow Advertising Agency, World-Herald Building, Omaha, Neb.

The Dorland Advertising Preston Building, Atlantic City, N. J. is placing orders with newspapers in selected sections for "Camphorole."

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, is again placing orders with newspa-, pers in selected sections for "Velvet" smoking tobacco, of the Liggett & Meyers Tobacco Co., of St. Louis, Mo.

The Greenleaf Co., 185 Devonshire Street, Boston, Mass., places "La France Shoe" copy, for Williams, Clark & Co., Lynn, Mass., in cities where they have agents.

The Martin V. Kelley Co., 171 Madison Avenue, New York city, handles the "Fisk Tire" copy for the Fisk Rubber Co., Chicopee Falls, Mass., and is renewing newspaper contracts at the present time.

The Wm. D. McJunkin Advertising Agency, 35 South Dearborn Street, Chicago, til., is making 5,000-line yearly contracts with some Middle West newspapers, for the Barley Motor Car.

The Morse Advertising Agency, 35 Milwaukee Avenue, West Detroit, Mich., is renewing contracts for "Newbro's Herpicide" of the Herpicide Co., Detroit,

The J. Walter Thompson Co., 242 Madison Avenue, New York city, places the "O'Sullivan Rubber Heels" copy for Lamont, Corliss & Co., 131 Hudson Street. New York city, and is at the present time making some new contracts with newspapers in selected sections

E. E. Vreeland 344 West 38th St., New York city, handles the "Mondo Honery" account of the Moorehead Knitting Co., Harrisburg, Pa

Power, Alexander & Jenkin, of Detroit, Mich , handle the account of the General Engineering Co., 120 Eighth Street, Detrutt, Mich.

Street & Finney, 171 Madison Ave-

orders to a list of more than 100 newspapers for the spring campaign for Educator shoes.

The Dudley Advertising Agency, 110 West 40th Street, New York, places the advertising for "Longtex" fabric copy, for the S. S. Long Textile Co., 44 East 25th Street, New York city, Newspapers will probably be used early in the summer.

Advertising Agency, 202 The Lees. East Ninth Street, Cleveland, O., handles the advertising for the Hollenden Hotel, and the K. D. Carburetor Company, both of Cleveland

The H. K. McCann Co.'s San Francisco office is sending out orders to newspapers in selected sections for the Savage Tire Co., of San Diego, Cal.

Vanderhoof, Condict & Comrie, 140 South Dearborn Street, Chicago, handies the account of the Bartholomew Co., roadsters, automobiles, of Peoria, Ill.

The Nicholis-Pinn Co., 222 South State Street, Chicago, is making contracts with some Middle West newspapers for the Crow-Elkhart Motor Co., of Elkhart, Ind

Pickurd & Co., 50 East 42d Street, New York city, handle the account of the I'nderwood Typewriter ('o., 30 Veney Street, New York.

The Russell M. Seeds Co., 330 University Square, Indianapolis, Ind., handles the account of the Figure Mould Garment Co., of New York, Philadelphia, and Columbus, O.

George W. Tryon, Times Building, New York, is sending out copy for the Majestic Hotel, of New York city, on a trade basis.

The J. H. Cross Co., 314 South 12th Street, Philadelphia, handles the advertising of Moore & White's friction clutch and the Quaker Kola Co., all of Philadelphia.

The Berg Advertising Co., of Fresno, Cal., has the advertising account of the Peach Growers, Inc., a new California association with headquarters in Fresno, that will spend \$20,000 in an advertising campaign.

Charles D. Levin, 1269 Broadway, New York, has the cereal advertising account of the Holland Rusk Co., Hol-

Barrows & Richardson, Drexel Building, Philadelphia, has the advertising account of the Empire Tire & Rubber Co., Trenton, N. J.

Louis E. Anfenger, Fullerton Building, St. Louis, Mo., places the advertising for the Grain Products Co., pure food, St. Louis, Mo.

The George L. Dyer Co., 42 Broadway. has the advertising account of the United Fruit Co., 17 Battery Place, New Vork

The Blackman-Rosa Co., 25 Madison Avenue, New York, is placing orders for, the Hotel Astor. New York, on a trade

Pearsull Agency, 203 Broadway, New York, is conducting a campaign for Louise Brigham Hox Furniture, of 16 Horatto Street, New York city.

The J D Barnbill Agency, 110 West 34th Street, New York city, is about to start a campaign on "Gearcase," a new lubricant, manufactured by the Swan & Finch Co., 165 Broadway, New York city.

The Margon-Robinson Agency, Lincoin Building, Louisville, Ky., is making up a list for "Simplex Tollet Preparations," manufactured by Dr. William G. Korony, Louisville, Ky.

The Delmonico, Waliace & Cutler

nue. New York city, are sending out Agency, 299 Madison Avenue, New York city, will place the advertising of "Whygolf balls, made by Samuel Not" Buckley & Co., 16 East 33d Street, New York city.

> F. W. Frankel, 1457 Broadway, New York city, will place extensive advertising for the "X. L. Challenger" golf balls, of the J. B. Cochrane Co., of London, Eng.

> J. H. Knoll, of the Knoll Manufacturing Co., Reading, Pa., makers of washing machines, will begin an advertising campaign in May, the business to go direct.

> The Mumm-Romer Advertising Co., Columbus, O., is planning an advertising campaign, to start in two months, for the Munitor Stove and Range Co., Cincinnatt. O

> The Simplex Short-Turn Trailer Co., of Auburn, Ind., will begin a campaign in May. No agency has been selected as yet. E. A. Johnson, of the company, has the business in charge. Part of it will go direct,

> Lord & Thomas, Maller's Building, Chicago, Ill., handle the advertising for Lane Bryant, Inc., maternity apparel. New York city.

> The Chambers Agency, New Orleans, La., has the account of the Pelican Cracker Co.

> The Montgomery Advertising Agency, Jacksonville, Pla., is sending out orders to large city papers in the South for the Jacksonville Heights Improvement Co.

> The Chattanooga office of the Nelson heaman Co, will send out orders for Reif's Special and Loganberry Juice, a noft drink, being introduced by the Chattanooga Brewing Co. The list includes twelve Bouthern States, it is said.

FOUND PAPER SIDE-TRACKED

N. Y. Times Brought 500 Tons From Yonkers by Motor Trucks.

The city of Yonkers, adjoining New York on the north, became a clearing house for news print last week, because of the embargo on freight, due to the fear of a nation-wide strike of railroad As a result, the New York Times found 500 tons of good news print tied up in freight cars in the Yonkers freight yards, when it should have been in their cellar.

Efforts were made to secure a boat to bring the paper down the river, but this was found impossible. Then a number of large motor trucks were requisitioned and for three days a constant procession of motor trucks, loaded with rolls of news print, astonished the natives. The paper was thus brought to the Times building in time to save the Sunday edition of March 25.

MORE WORK FOR DREIER

Busiest American Writer Made Assistant to Railway President.

Thomas Dreier, not content with editing fourteen monthly house organs, one weekly, plus a department in THE EINTOR AND PUBLISHER, plus departments in three monthlies, plus weekly sales letters for a Boston business house, plus countiess special jobs, has added to all his other work the duties of assistant to the president of the Bay State Street Rallway Company. This ompany serves ninety-one cities and towns in three States, employs 6,000 men, and operates 944 miles of track. Mr Dreier is in charge of public relations and has a job that is big enough to command his respect and keep him out of deviltry for some time to come.

REFERENDUM VOTE CALLED

Printers Get Copies of Proposed International Arbitration Agreement.

The report of the Conference Committee representing the Closed Shop Division of the United Typothetse and Franklin Clubs of America and the International Typographical Union has been forwarded to members of the organizations represented in these conferences.

The report recommends the adoption of an international arbitration agreement between the organizations named.

Briefly summarized, the agreement is for a period of ten years; the laws of the International Union in effect January 1, 1916, are not to be submitted to arbitration, and it is optional with subordinate unions to issue this agreement to members of closed-shop divisions in their respective jurisdictions or to decline to issue the same.

The referendum vote will be taken on May 23 next. The purpose of the proposed agreement, as explained by the conferrees, is: "establishing industrial peace in the composing-rooms and departments of commercial printing and publishing establishments not classed as daily newspaper offices."

A Service Stunt

The Port Worth (Tex.) Star-Telegram has engaged Mrs. E. Q. Fothergill, scientific cooking expert, to give demonstrations and lectures on cookery under the auspices of the Star-Telegram.

New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for Heaths Ending Oct. 1, 1916

36,660 Daily

We gurantee the largest white home delivered evaning circulation in the trade territory of New Orionan.

To reach a large majority of the trade prospects in the local carrinory the States in the begins and economic medium. Circulation data sent on request.

The S. O. SECKWITH SPECIAL AGENCY Bate Protein. Representations.

Bole Foreign Representatives New York Chiengo St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg-Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

PAYNE, G. LOGAN, CO., 1223 Marquette Bldg., Chicago, Ill.; 200 Fifth Ave., New York; 8 Winter St., Boston, Mass.; Kreege Bldg., Detroit, Mich.

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AD FIELD PERSONALS

H. W. Bramley of Rochester, N. Y. an advertising man of national prominence addressed the Dollan (Texas) Advertising League at its last meeting. Mr. Bramley traced the growth of advertising, stressing its influence as a national business force.

M. T. Caine, cartoonist and former sports editor of the St. Paul (Minn.) Pioneer Press, will open an advertising and publicity bureau in that city next week. For thirteen years he has been connected with Twin City nowspapers.

Fenton Kelsey resigned as vice-president of the Shuman Advertising Company to engage in the advertising business under his own name, in Chicago. He will have associated with him Russel Spicer as agricultural advertising counsel, and Robert C. Fenner, formerly manager in turn of the Boston and Chicago offices of the Cutler Hammer Manufacturing Company, Milwaukee, as electrical counsel.

H. M. Applegate, advertising manager of the American Motors Corporation. New York, has been appointed assistant sales manager. He will remain in charge of the advertising.

Frank A. Arnold, for ten years general manager and advertising director of Suburban Life, is now associated with Frank Seaman, Inc., New York as assistant to the management.

William Rea has resigned as assistant secretary of the National Premium Advertising Association, New York, and on April 2 will become advertising manager of the Art Metal Works, Inc., Newark, N. J.

Russell T. Gray, advertising manager of the Haynes Automobile Company, has resigned to go with the Shuman Advertising Company, Chicago.

Louis A. Fehling, who for the past eighteen years has been connected with the advertising departments of the Philadelphia Record, and the Evening Telegraph, has joined George W. Edwards & Co., Philadelphia, advertising agency, where he will assume charge of the statistical department.

Gayle Aiken, jr., for the past three years advertising manager of the Maison Blanche department store, New Orleans, has resigned to become associated with the Chambers Advertising agency, of that city.

Hollis G. Gleason, who has been on the Western sales force of the Eaton. Crane & Pike Company, Pittsfield. Mass., has been appointed special representative for the Inland Printer, Chicago, succeeding James L. Crowder, who has resigned.

E. G. Hogarth, who has been connected with the copy department of McConnell & Ferguson, advertising agents, at their main office in London, Ont., has been placed in charge of their Windsor branch.

Walter U. Clark, who has been in charge of the lard and oil sales of Wilson & Co., Chicago, for the past year, has been placed at the head of the sales promotion department.

S. W. Foran has been appointed advertising manager of the Scripps-Booth Corporation of Detroit.

H. Chamberlain has resigned as advortising manager of the Acolian Company to enter the agency of Marx & Angus, Inc., New York. He has been associated with the Acolian Company for a period of five years.

Matthew G. Pierce, publicity manager of the Chicago Daily News for the past four years, has resigned to take charge of the publicity work of the Harris Trust and Savings Bank of that city. Before joining the News, he was on the New York staff of the Curtis Publishing Company, going to them

when that company purchased the Monthly Style Book from Condé Nast.

Kenyon W. Mix has been appointed advertising manager of the Dodge Manufacturing Company, Mishawaka, He retains his position as ad-Ind. vertising manager of the National Veneer Products Company. He succeeds C. R. Trowbridge, who has become interested in the purchase of the Daily Truth, of Elkhart, Ind.

G. Elisworth Harris, jr., formerly with the Outlook and Cosmopolitan, has become associated with the Dauchy Company, New York.

James L. Mogford, who for the last nine yours has been representative of the Progressive Farmer of Birmingham, Ala., at Raleigh, N. C., has joined the Cecil Advertising Co. of Richmond, Va., as manager of argicultural advertising.

Hugh M. Smith has resigned from the vice-presidency of J. D. Barnhill, Inc., New York, to become advertising manager of the Kaystone Varnish Company, Brooklyn.

B. R. Barr, for the past year assistant advertising manager of the Prints, Blederman Company, of Cleveland, has become manager of the leaders' service department of the Goodyear Tire & Rubber Company, Akron, O.

Jack Harding, of the Prest-O-Lite Company, Indianapolis, has resigned to return to the Russel M. Seeds advertising agency of that city as vice-president. He left the agency several years ago to join the sales promotion department of the automobile equipment company.

Herbert Shryer, for the past seven years reporter on the Detroit Evening News, has joined the advertising department of the Burroughs Adding Machine Company.

Edward Hungerford, of New York, advertising manager of Wells-Fargo & Co., has been in Pallas, Texas, as guest of W. J. Cotterell, general agent of the company at Dillas, Mr. Hungerford is gathering material for the forthcoming Texas edition of the Wells-Fargo Messenger, the Company's magazine for its employees, of which he is editor.

D. B. Williams, of the Mutual Motors Co., of Jackson, Mich., will devote his attention more to advertising and sales promotion in the future. In the past he has handled all matters pertaining to sales and advertising. He will maintain continuous contact with the sales department in an advisory capacity.

Fenton Kelsey, has resigned as vicepresident of the Shuman Advertising Company to engage in the advertising business under his own name, at 514-515 Westminster Building, Chicago, Mr. Relsey will have associated with him as advertising counsel Russell Spicer, president of a string of banks in Minnesota, secretary of the Spicer Land Company and the Anderson Land Company, who will serve as agricultural advertising counsel; and Robert C. Fenner, formerly manager in turn of the Boston and Chicago offices of the Cutier Hammer Manufacturing Company, makers of electrical specialties.

Walter M. Dotta, son of W. L. Dotts, space buyer of the George L. Dyer Advertising Agency, New York, has resigned from Leslie-Judge Company, and is now a member of the staff of the Kelly-Smith Company, newspaper representatives, New York and Chicago.

Major Mortimer D. Bryant, of the firm of Bryant, Griffiths & Fredricks, who is in command of the second squadrun of the First Cavalry, has been solected for the vacant office of colonel of the Forty-seventh Regiment of BrookThe Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA

Average circulation for December, Daily 41,678;

Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916

CALIFORNIA

Circulation entire year, 1916;

POST DISPATCH sells more papers in uls every day in the year than there are

in the city.

CALIFORNIA	NEW JERSEY						
EXAMINER A. B. C. Audit reports show targest Morning and Sunday circulation. Greatest Honor Deliv-	JOURNAL						
ery.	PRESS-CHERONICLEPaterses						
MERCURY-HERALD	COURIER-NEWSPisinfeld						
GEORGIA	NEW YORK						
JOURNAL (Cir. 87,681)Atlants	COURSER & BMQUIRER						
CHRONICLE	IL PROGRESSO ITALO-AMERICAN, . New York						
ILLINOIS	DAY The National Jewish Daily that no general advertiser should everious.						
HBRALD-NEWS (Circulation 15,190)Jelist							
IOWA	оню						
REGISTER (M. & E.)	VINDICATOR						
SUCCESSFUL FARMING Des aleines More then 700,000 circulation guaranteed and	PENNSYLVANIA						
proven or no pay. Member Audit Bureks of Circulations.	TIMES						
KENTUCKY	TIMES-LEADER						
MANONIC HOME JOURNAL,Louisville, Ky. (Semi-Monthly, 32 to 64 pages,) Guaranteed harpest circulation of any Manancie publication in the world. In access of 99,000 corden menthly,	TENNESSEE						
LOUISIANA	BARNER						
TIMES-FICATORERew Orleans							
MICHIGAN	TEXAS						
PATRIOT (No Monday Immo)	The Chronicte guaranees a circulation of 33,000 daily and 45,000 Sunday.						
First States—One time ads. 80 cents inch; yearly contracts, 85 cents inch; position 20% extra.	•						
MINNESOTA	UTAH						
TRIBUNE Morning and Evening Minnespolis	HERALD-REPUBLICAN Salt Lake City						
MISSOURI	VIRGINIA						
	VIRGINIA						
POST DISPATCHSt. Louis Dully Revealeg and Sunday Merning. Is the only newspaper in its territory with the beautiful Enterprayure Picture Section.	DAILY NEWS-RECORD Harrisonburg In the famous Vallay of Va. only paper in the richest Agricultural County in United States.						

MONTANA

Average dutly 12,470. Sunday, 20,371, for 6

months coding September 30, 1916.

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and cultivative investigation.

NEW YORK

SKANDINAVEN Chicago BOELLETTINO DELLA RERA..... Now Y :.

NEBRASKA

FREIE PRESSE (Cir. 129,384)Lincoln

WASHINGTON

LAW CLEARLY DEFINES FREEDOM OF THE PRESS

Governor Edge Signs Measure Which Conforms to Original Framing of Constitutional Statute Respecting Rights of Newspapers in New Jersey-Its Terms.

Governor Edge, of New Jersey, has just approved an act by which the freedom of the press throughout New Jersey was broadened and extended so that it conforms to the ideas of the original framers of the constitutional law reapecting the rights of an untrammelled press. This new law provides that no judge of any court in the State shall have power to commit for contempt, except contempts committed within the presence of the court or of any lawful order or process of the court.

In other words, newspaper criticism of judges, not obstructing the administration of justice, can no longer be construed as contempt of court. The judge has the same privilege as any private citizen, of proceeding against the writer civilly, or having him arrested, indicted and tried before a jury, but he no longer has the power to hale the newspaper man before him for con-tempt, adjudge the defendant guilty while acting as both judge and jury and sentencing him to a fine or imprisonment.

STATUTE ESTABLISHES PRINCIPLE.

The statute establishes a principle which was brought out in the contempt proceedings brought against the editor of the Daily Press of Atlantic City by common pleas Judge Shinn. The editor wrote an editorial which the Judge held to be a reflection upon the court and the editor was cited for contempt. Before any sentence had been passed the editor appealed to the higher courts of the State upon the ground that an inferior court had no right to commit for contempts outside of its presence, and that the common law and the people had never given it such rights by statute. The appeal was lost, although the facts that inferior courts had no such right at law nor had they acquired any by statute were not controverted. The new statute places the Legislature of New Jersey on record as opposed to lodging this power in the courts.

The new statute is modelled after the act of Congress of March 2, 1831, which has been in force with reference to the Federal courts for eightyfive years.

It is understood in Trenton that the bill was drawn by Lee F. Washington, of Atlantic City. The explanatory statement attached to the original bill which was introduced in the Senate by Senator MacKay, of Bergen, read in part as follows: "The judges of this State have power to summarlly summon before them persons criticising their official acts and to fine

> "From Press to Home Within the Hour"

It a exclusive carrier service en-It a exclusive carrier service was ables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the honr." The enormona exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

without a jury trial. The very judge criticised may exercise this power. Even the truth of the criticism is not a defence. Huch a power is truth-stiffing, despotle, and exceedingly dangerous to liberty. This bill still leaves to a slandered or libelled judge the remedies of the private citizen, to institute civil or criminal proceedings in the usual way for libel or a civil suit for slander. In such proceedings the defendant has the benefit of a jury trial before a disinterested judge and the truth of the

criticism may be proven in defence." There was only slight opposition to the MacKay bill in the Senate, but the measure passed in the House unanimously, both Republicans and Democrats voting in favor of the measure that for the first time in the history of New Jersey clearly defines the freedom of the press.

TO FIGHT FRAUDULENT ADS

Louisville Publicity Men Organize a Better Business Commission.

"Better Business Commission," A having as its object the suppression of fraudulent or misleading advertising, has been organized by the Advertising Club of Louisville, Ky. The organization is the first of the sort to be formed in this State, though similar organizations are in existence in other communities.

It will attempt to attain its object through persuasive methods, but if these fail it has a powerful weapon at its command in a law passed at the last session of the General Assembly of Kentucky, which provides a heavy penalty for circulating falso or misleading advertising matter.

This law was passed largely as a result of the effort of the Advertising Club of Louisville, and of similar organizations in other towns and cities of the State. Several of these organizations are expected to follow in the steps of the Louisville Club in providing the machinery to make the law effective.

Big Boston Papers Non-Returnable

Bosrox, March 28 -The Boston Post is now non-returnable to all newsdealers. The same applies to the Boston Herald and Traveler.

We can help you make more secure your place on advertisers' lists. The National Editorial Service is a Quality Circulation Builder. The results it brings are the kind that can be vividly impressed upon the advertiser.

Write or Wire,

National Editorial Service, Inc., 225 Fifth Ave., New York.

The

Vittsburg Dispatch

Possesses a clientele all its own,

representing incomes above the average. It reaches the actual

buying power, therefore best for

WALLACK G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK, Real Estate Trust Building, Philadelphia

and imprison such persons at will and LIVE TOPICS DISCUSSED BY OUR READERS

Under this applies we shall print, each week, latter from our readers on rehicels of inderest connected orth accessing probabilities and accessing probabilities. In the delivery who desire the production of the problems, or who have been with the business, or confident that obtainess, or confident that our the confident of the obtainess, or confident that such a online of the obtainess, or confident that such a online of the obtainess of confident that such a online of the obtainess of the obta

The White Paper Situation

RESTRUCION GAZETTE COMPANT. Lima, O., March 12, 1917.

THE EMPTOR AND PUBLISHER:

I would appreciate it if you would advise the

Republican appreciate it is no some opinion re-parding the white paper situation.

We have an agreement with the Petribone-Categoric people to supply us a minimum of some 200 tons during 1917 at the market price f o b, mile at time of shipment. In the event that the action by the Federal authorities results in a lowered price do you before that we are in a pusition to participate in the femelies? | DONALD D. CAMPBELL.

(As we see it, there should be no difficulty in your participation in the agreement made with Frakeral Trails Commission is manufactur the reaching and common by monament of monament of the see and jobbers. In order to do this, it will be necessary for you to sign the agreement with the Federal Trade Commission and take up with that Federal body the question of your

future ness a print supply.
The institut of distribution is being worked out n' the present time and we would amprest that the matter up with the Commission at once, giving them all of the information as to your requirements and the people through whom you are purchasing.—Kp.]

Gillilan Seeks Information

Retain Pann, Md., March 26, 1917.

Term Roccess Auto Principalism -

I am interested in and sympathetic with the morement instignted by the Authors' League, for holping indigent authors. I am for this thing. therement instiguent authors. I am for this thing, with all my might. However, the thing gives me as uneasy feeding. I don't know what is the matter, but newsdays to many things make me meany. Maybe it is the result of the war scare, can see purticula of trouble in more clouds the size of a man's handout than I ever could hefore.

Now this little innocest and benevolent-sound just danguncement of the injent of the Authors' league to do needed things for needy writers makes me fear in the marrow of my bones that may be they intend making arrangements to

Colorado Springs and

THE TELEGRAPH

An A. B. C. Paper J. P. McKINNEY & SON

New York

Detroit

Chicago

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN

World Building D. LASHER Tribune Building CHICAGO CHICAGO

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVBD.

Let us send you samples of our col-eved comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager BT WEST SWIH ST., NEW YORK

give poor authors (wender what they mean by "poor") what they deserve.

I deject I am a poor author in one of the two ways, at least. And don't anylody be manly coroigh to say which way, either. And I don't wast want I deserve. I have been trying for sears to anoit just that. I have a family dependent upon me, and it would not be in the line of true conservation to do away with me. Let the Authors' League come clean with this stoff, and say just what they propose to supply, and to which kind of poor authors.

I han't been now in anaparase.

Yours unceasily, STRECKLAND GILLSLAND.

KNOCKING NEWSPAPER ADS

Outdoor Men Said to Be Busy Marking Up National Advertising in Dailies.

It is stated that of late a number of tell-board and sign-board men have employed some one to check up the newspapers, marking national advertising for poor positions and bad print, and sending them on to the head of the concerns. That such a thing is being done as the result of a systematic effort has not been stated, but that it has been done in numerous cases is asseried in more than one instance.

Madsen is Governor's Secretary

Martin Madsen, has been appointed private secretary to Governor Stephens of California. Madsen was executive secretary under Governor Johnson during the last four years. Prior to that be served on the staffs of the Fresno Republican, the San Francisco Call and Chronicle, the Washington Post and other dailies.

THE Indianapolis Star reaches more people on rural routes than any other Indianapolis paper.

The Shaffer Group: CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR **ROCKY MOUNTAIN NEWS** DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

Successful

Men in every walk of life are all

Romeike's Press Clippings

Among our patrons are professional and husiness men and women, public person-ages and the leading Banks, Trust Com-panies and Corporations.

Romeike Clippings

are an indiapensable adjunct to every busi-ness. If you have never used them, write fer information and terms to-day,

HENRY ROMEIKE, INC.,



TIPS FOR DEALERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

New York-The Directorate of Amerlean Fashions, publish fashion magazine: capital, \$100,000. Directors, B. L. Miller, H. M. K. Smith, B. A. Javitz; 87 Stanton Street, New York

New York-International Commerce Association; general advertising; capital, \$100,000; directors, Charles Pichner, Henry L. Sperling, Samuel Sperling, all of New York

NEW YORK-Heights Sentinel Publishing Company; publish newspaper; capital. \$10,000; directors, George Tiernan. Frank H. Parcelle, and John B. Purcell, all of New York.

New York--Audubon Printery; pub-Hahers; capital, \$10,000; George Tiernan, Frank H. Parcella, John B. Purcell, all of New York

New Yonk. National Ray Company. advertising; capital, \$10,000; directors, A. T. Carson, S. C. Vogel, A. J. Gulotta, all of New York.

NEW YORK-Sutphin Paper Company: manufacture paper; capital, \$50,000; directors, H. Sutphin, Hartford, Conn.; J. H. Sutphin, J. Y. Leal, Brooklyn.

NEW YORK-News Print Engraving Company; journalists; capital, \$25,000; directors, J. T. Stack, J. A. Corballa, D. C. Broderick, all of New York.

New York-The Aryana Publishing Company; general publishers and advertising; capital, \$300,000; directors, T. Gilmartin, W. C. Lane, and J. R. Beek, all of New York.

New York-Arthur Liebes, Inc.; gentors, Arthur Liebes, Menko H. and Arthur Wolfe, all of New York.

Company; publishers; capital, \$5,000; directors, K. Olsen, A. Goldberg, E. Anderson, all of New York.

New Youk-Interstate Publicity Corporation; general advertising; capital, \$10,000; directors, A. R. Lesinsky, F. C. Higgins, I. Frank, all of New York

STRACURE, N Y .- Universal Press. Inc.; publishing; capital, \$5,000; directors, Harry S. Kenyon, Harris H. Mestler, Edward D. Chapman, Syracuse.

Dovm., Del.-Northern Publicity & Printing Company; general advertising; capital, \$10,000; directors, James B. Lackey, C. M. Coller, W. M. Bruckner, all of New York.

Sr. Louis, Mo.-Checkerboard Stores Advertising Company; advertising; capital, \$2,000; directors, Abraham L. Meyer, Clyde Robertson, George E. Mix.

Tex.-Tribune Publishing Company; capital \$2,500; directors, L. M. Green, E. P. Price, and T. C. Green, all of Tyler.

Tepa, Okla. Tulsa Paper Company; capital, \$50,000; directors, Hen Hirschland, A. N. Jackson, of Oklahoma City. and Denny Martin, Tulsa.

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffalo newspaper that can sorn its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many reans orby. MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY Lytton Building CHICAGO NEW YORK

ing Company, publishers, No. 1 Exchange Place, Jersey City; capital, \$25,-000: directors not given.

MIDDLETOWN, N. Y .- E. L. Tichenor & Co. printers and advertising; capital, \$50,000; directors, W. Holden, D. Binnenkolb, and G. Van Buren.

DALLAS, Tex .- Farm Tractor Company; general publishing; capital, \$5,-000; directors, Arthur Stevenson, Walter A. Stevens, J. W. Ridgeway.

CHICAGO, Ill .- Porbrich-Burton Advertising Service; enpital, \$2,500; directors, Charles W. Forbich, Joseph H Burton, A. M. Burton.

NEW ENTERPRISES

KANSAS CITY, Mo.-William P. Harvey, for fifteen years connected with the Kansas ('ity newspapers, is the editor of the American Oil Journal, a new semimonthly publication, here. The publicaan is managed by Frederick Schwartz, who has been connected with the Kansas City Star for thirteen years.

MONTGOMERY CITY, Mo .- M. G. Laivender and Gall Johnson, of this city, have purchased a plant and will begin publication of a new paper here as soon as possible.

Withigh Tex.-J. E. Pate has moved his printing plant to this city from Huntsville. He will start a new paper

LIBERAL, Kan. -The Citizens Bank, of this city, will construct a new brick building, 25x50 feet, for the exclusive use of the Liberal Democrat.

RUSSICAL, Kan.- Arch L. Taylor, owner and editor of the Russell Reformer, is eral advertising; capital, \$5,000; direc. installing a modern typesetting machine for his paper.

Bixer, Okla.-The Bixby Bulletin is New York-Hernolden Publishing constructing a new building for its plant and office

> Language, Kan. The Liberal News will build a new office within the next few months

> Marianna, Ark .- The Press Publishing Company has been organized here and charter filed with the Secretary of State at Little Rock. The company will publish the Marlanna Courier-Index. It has a capital of \$4,000 and incorporators are: Griffin Smith, president; R. C. Wright, vice-president; H. M.

Gets Results

In Wisconsin The Northwestern at

Can Be Relied upon Because It Has the Circulation and Stands High with The Bender and the Public. Both News Associations Beslies Its Own Telegraph

THE HICKS PRINTING CO. Oshkosh, Wis.

The True News -FIRST-

Always-Accurately

International News Service 38 William St., New York City

JERSEY CITY, N. J.-Pierson Publish- Jackson, treasurer; Hugh Mixon and C. E. Daggett, directors.

> PURTLAND, Me .- The Italian-American Publishing Company has started the publication of an Italian newspaper here. S. Belli is president of the company and Louis Osta is the editor.

> SULPHUR SPRINGS, Ark .- A. C. Vench, of Joplin, Mo., has announced his intention of moving his plant to this place and starting publication of a daily. Since the removal of the Record last spring this place has been without a пемирарег.

CHANGES IN INTEREST

WALDRON, Kan .- Mr. H. M. Miller has transferred the Waldron State Line Democrat to Mr. J. H. Blagrave, who is now issuing the paper.

HOUSES, Kan.-F. F. Roddy has sold the Hooker Advance to his foreman, J. Fienry Shields.

DURHAM, Kan .- O. H. Smith, of Little Rock, Ark., has bought the Durham Tribune and has taken control.

MAYPEARL, Tex.-J. M. Usry has sold the Maypearl Herald to Harry B. Merritt and has gone to Midlothian, where he will enter the newspaper business.

Roscor, Tex .- I E. Hill has sold a half interest in the Roscoe Times to J. G Whitten, who has been connected with that paper for eight years.

RANDALL, Kan Francis V. Daily, formerly of the Culver Record, will assume control of the Randall News on April 1, having leased the same

WINT PALM BRACH, Fla.-The Palm Beach Tropical Sun has been sold by tlordon Nye and C. B. Cooke to H. H. Curtis, of Vermontville, Mich. Messrs. Nye and Cooke bought the Tropical Sun eight months ago and the paper

Spring Books

The New York Times Review of Books, Spring Number, Sunday, April 15, will publish a carefully au-notated classified list of the season's three hundred leading books with a view to giving a practical guide to representative publications in the various departments of contemporary literature. Book news, reviews, says on literary and art topics. Book news, reviews, es-

Circulation of Sunday's Times ex-

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN.

Special Representatives

New York, Detroit Kname City, Chicago

We can increase your businessyou want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELI

60-62 Warren St., New York Chy Established a Quarter of a Century under Mr. Nye's management has been brought to a high standard of efficiency showing a healthy increase in circulation and a 300 per cent, increase in advertising. Mr. Curtis was owner and editor of the Vermontville Echo, which paper he sold about one month ago.

SANTA MONICA, Cal.-L. T. Guild, formerly editor and publisher of the Pargo (N. D.) Courier-News, has taken over the editorial and hustness management of the Santa Monica Bay Outlook, a daily published at Santa Montea, Cal. With Mr. Guild will be associated his sons, B. P. Guild and L. T. Guild, jr.

MARSHYIELD, Wis.-Michael and William Herg have purchased the Marshfield Times from E. B. Barr.

CARTHAGE, Tex .- Walter B. Whitman, of Dallas, has purchased the Register from J. M. Carnes and Son, and will reenter the newspaper work. He was formerly president of the Texas Press Association and of the Associated Ad Clubs of Texas.

BIHMARCK, N. D .- The Tribune, an afternoon daily, has been sold in a receiver's sale to E. A. Hughes for \$13,-500. The paper has been in the receiver's hands for the past two years.

The Boston **Evening Record**

Independent, optimistic, published in the interest of its 35,000 readers, and growing every week because people believe in it.

Rate, r.o.p. 12 cents a line, flat

Represented in New York by

Bryant, Griffith & Fredericks

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 96 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and New-foundinal at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press elipping rates—aperial rates and discounts to Trade and Newspapers.

DETROIT PUBLISHERS DENY WASTAGE CHARGE

Allegation of Extravagant Use of News Print by Detroit Newspapers Recented by H. S. Scott, of the Evening News-Returns to Be Abolished April 2 by Mutual Agreement.

Detroit publishers strongly object to the charge, heard repeatedly at conferences on the news print aituation, that they have been wasting white paper to the extent of 10,000 tons a year. In its issue of March 17 THE EDITOR AND PUB-LISHER, in pursuance of its policy of printing the news, referred to this charge of waste in Detroit, as well as in Boston and other cities.

It would seem that the estimate of wasted tonnage in Detroit was greatly exaggerated, if such estimate is to be based only upon the news print consumed in printing papers which are unsold and returned by dealers. It is interesting to note that the return privflege is now to be abolished by the De-troit publishers. It is true, however, that the waste referred to by members of the Federal Trade Commission and others includes paper required for superfluous extras, and for sizes of insues out of proportion to the requirements of the news and regular feature matter. On this point THE EDITOR AND PUBLISHER has not expressed any opinllon, but has contented itself with printing the news of the situation as it dewelcom.

MIL SCOTT DEFENDS DETROIT PUBLISHESS. Under date of March 22, H. S. Scott, general manager of the Detroit Evening News, writes to THE EDITOR AND PUBLISHER a lively protest against the

wastage charge, as follows: have read with considerable aurreler your acticle in regard to the conference of New York publishers with representatives of the Fed-Fork pannishers with representatives or the Fed-eral Trade Commission, particularly in remark to the Scurez you quote as representing the tens of waste annually in the city of Detroit threach the abuse of the return priviless by Detroit nexepapers.

Detroit nomenspers.

"Voirs article cases that this anistal wasts
in Detroit exceeds 10.000 tons. The total connaturation of white paper by the News and News.

Testeme last year was 21.23% tons. The total winens for the entire year, 1916, were 251 pointe, or practically 500 tons. Thus if the Press Press, Journal, and Times jointly must account for 2,500 tons of returns last year. My Information, which is not only from authoritative sources but based upon the claimed cir culation of the other papers, would indicate that 2,500 tone would represent very little less than half of the cutter consumption of the three

AS TO OTHER PAPERS.

"We know very pealtive's that the Journal, Free Press, and Times have been seriously co certical in the reduction of returns and the regulation of the abuse of the return privilege, particularly during the latter part of last year, and the authorate returns from these papers odd not exceed more than a very small perexample of what is charged to those in the ar the tagge of turns of the Detroit News for the year in acceptance with the figures given above

> Food Medium New Jersey Trenton Times

A. B. C. 2c-12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue

Lytten Building CHICAGO

"We regret that Degroit publishess should not receive a little more credit for eminary busirties than is indicated by your statement, and we think in line with your policy of trying to do the square thing you should at least get the actual figures from all of the Dotroit patwo recovereding their returns for last year, and print that information in the nature cutter less er also advise vour randers that there was none tittle typographical freedom taken in the number of neochia until when referring to cont of returns enumally taken back by Setro't publishers.

TO DESCRIPTION OF THE PERSON.

"I am much pleased to be able to farth inform you that in comparing January, 1917, with January, 1916, the News and News-Tribune cut off returns, exchanges, advertisors' fulded waste, etc., to the amount of tons. Furthermore, you may state that all of the Detroit publishers have united to agreeing to completely climinate returns of every kind and nature commencing on April 2. That soans just what it says, no returns whatever Even the papers pent out to the gub-stations to be sold to carriers will be non-returnable, thus compelling carrier begs on their own routes to not in their seders in advance.

Valle the Detroit publishers have not sought the limelight to all of this discussion over the print paper situation, we think it only fair that your elsewide should know that Detroit publishers have been just as active as any pefor an possible, with all of the good things ad-rived by the Federal Trude Commission, all of which they countder is simply along the line of good business and I trust you will afford space in your next issue to correct that 'near criminal' carelessness with which you charge Detroit publishers."

After Mr. Scott's letter was received THE EDITOR AND PUBLISHER addressed letters to the publishers of the Free Press. Journal and Times, asking those gentlemen to supply the facts of alleged news print wastage in Detroit.

TIMES DOWN TO THE BONE.

James Schermerhorn, publisher of the Detroit Timea, has replied as follows:

"By trimming its margine one-half inch and illustrating all exchanges and charity and romplimentary copies and mailing only the papers in which their advertisements appear to adverwhite paper in 1916,

white paper in 1016.

"The return privilego—ridiculous offspring of competition—cast the Times 80 tons of print last year, but this abourd source of waste will be cut off by agreement with other Detrett privilege. lishers effective April 2.

'All evening papers have advanced the price for carrier delivery to 10 cents outside of the

and the rural mail rate has been increased. The unterment that the returns of Detroit dailies tetalled 10,000 tons in 1916, seemeds like a wireless via Hearsayville. Somebody is be-speaking for us too many unhappy returns of

BELLEVIES PAPERS TOO LARGE.

"If Detroit were indicted for wasting 10,000 tone last year by putting out papers twice as large as nocessary, with consequent impairment of cultorisl and advertising standards, a true bill might be added to the returns under discussion.
"But the Times could not be dragged into

the indictment. Talking compactness or retreach

You MUST Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWEST Sunday Circulation 150,000

The xid Sym Call Every Morning Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PRIF. ERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

ment to us would be tantamount to the hero of the Johnstown flood trying to make a of the Johnstown flood trying to make a list with Noah. The paper was issued in 1900 as something now under the oun-not in competition with but in addition to the accellent prints already in the field. We preferred to be a little form well-tilled, precenting 'nothing but new and an opinion or two,' for one cent. Sharp editing of news and advertisements and pre upon a minimum rate of ever two cents per inch per 1,000 of circulation-or twice the rate of the older and bulkier papers—has combled the Times to keep down to a duly average of twelve pages.

"We believe the policy we have followed from the way to a solution of the print paper stringously and to a marked improvement in the qualgoary and to a margant improvement in the quat-ity of the American press, with reference to both nown matter and advertising. Bigmons and hanality would be bankeded by the Introduc-uillimation of every square inth of the unwasted web."

ADVERTISING COMPARISON

Claims Newspapers Are Ten Times Better Media Than Magazines.

George Howard, sales manager of the Putiman Motor Car Company, rates new spaper advertising as ten times more valuable than magazine advertising, and he bases this statement on a comparison of the returns received from newspaper and magazine advertising by automobile dealers:

"A machine to be sold in a certain community must be advertised strictly before the even of those in that community, and the newsparers are the only medium for the work," he said, "We have found from actual experience that newspaper advertising stimulates business under any conditions. For a sales corporation to sell a machine in any given community, whether it is a large city or a small town, the merits of the motor and the quality of the car in general must be brought before the public of that community through the advertising columns of the newspapers.

"As an example of this, our salesmanager in Atlantic City has just put in an order for nine machines. The saje of these cars and the success of his work at the shore in the past he credits to display advertising in the newspapers, been advertising the Pullman nationally through magazines and had the cars on exhibition at the auto slows in Atlantic Cltv."

Achievement is only in accord with attempt.

REPEAT ORDERS

Report embers are exhibite that former solvertising has paid. National advertisers or the Detroit From Press constitutity,

The Detroit Free Press "Michigan's Greatest Bescapaper."

VERREE & Parales
CONKLIN Representative

Largest two-cont morning circulation in

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glam, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

DAILY IS COMPELLING FACTOR

Also Best Medium for Advertising, Says Banker Guerney.

That daily newspapers are unquestionably the best advertising medium in the country was the assertion of R. L. Guerney, manager of the savings department of the American Trust Company, St. Louis, who addressed members of the American Institute of Bank Clerks in that city.

"A bank is for all classes of people," declared Guerney, "and there is no better way to effectively present your anneal to these classes than through the local newspaper. It not only reaches all classes, but goes into every home and is read by all members of the family.

LAWRENCE AND KEEHN WIN

John M. Glenn Loses Suit Against Chicago Newspaper Men.

An important decision holding that Andrew M. Lawrence, former managing editor of the Chicago Examiner, and Roy D. Keehn, general manager of the Hearst newspapers in Chicago, were not guilty of malicious prosecution in causing the arrest of John M. Glenn, secretary of the Illinois Manufacturers' Association, was handed down by Justice McGoorty, of the Appellate Court, last week.

The case grew out of the publication in the Manufacturers' News attacking Mr. Lawrence, and, inferentially, Mr. Keehn. When he was arrested for libel and a grand fury falled to vote an indictment against him. Glenn brought suit for malicious prosecution.

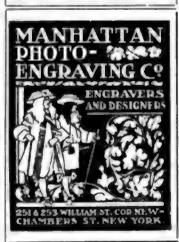
Tarrytown Daily News

Is the largest daily in Westchester County. Get acquainted Mr. National Advertiser.

USE UNITED **PRESS**

FOR Afternoon Papers

General Offices, World Bidg., New York



FAITHFUL PRESTON TO BE PROPERLY REWARDED

(Continued from page 7)

spondent of the Chicago Inter-Ocean and Boston Journal.

The press gallery to-day contains on its rolls the names of 214 correspondents. When James D. Preston became the doorkeeper, as it was then called, there were but 158 correspondents. of these there are in the gallery to-day

These twenty-mx veterans are Charles S. Albert, David S. Harry, John Boyle, Arthur W. Dunn. H. Gilson Gardner, Louis Garthe, Isaac Gregg, Heary Hall, Charles A. Hamilton, Austin E. Heins, R. M. Hood, C. P. Hunt, A. Maurice Low, Angus McSween, Jerry A. Mathews, N. O. Messenger, George E Miller, John E. Monk, H. B. Neshitt, John Callan O'Laughlin, Richard V. Oulahan, Harry C. Stevens, A. J. Stofer, Mathew P. Tighe, Ernest G. Walker, and Frank Insco Whitehead.

PRESS GALLERY MEN IN OFFICE.

Out of the press galleries during Superintendent Preston's term of service, many men have gone into public life or other high positions who were Washington correspondents when Mr. Preston took office. President McKinley appointed two men to be Commissioners of the Instrict of Columbia-Henry B. F. MacParland, of the Boston Herald and the Philadelphia Record, and Henry L. West, now secretary of the National Seourity League, who was for many years political writer for the Washington Post, having previously been its city editor Robert J. Wynne, representing the New York Press twenty years ago, was made Postmaster-General by President Roosevolt, and served also as Consul-General at London.

Three Assistant Secretaries of the Treasury were Louis A. Coolidge, Robert O. Bailey, formerly of the Washington Evening Star, and later of the Associated Press force of the Capitol and the White House, and now of the National City Bank, and Sherman P. Allen, of the New York Herald Bureau, now assistant secretary of the Federal Reserve Board. John Callan O'Laughlin, of the Chicago Tribune, was Assistant Sceretary of State for several months under President Roosevelt, who also appointed Walter E. Clark, of the New York Sun Bureau, Governor of Alaska. John M. Carson, one of the founders of the Gridtron Club left journalism to become Chief of the Bureau of Manufactures.

The lamented Archibald Butt, who went down with the Titanic, was for many years the representative of Southern newspapers; later he became a major in the regular army and was military aid to Presidents Itoosevelt and Maurice Splain, after more than twenty years in active newspaper work here, on the Evening Star and other papers, became Marshal of the District of Columbia under President Wolson Robert W. Woolley, formerly in change of the New York World bureau, was Director of the Mint, and resigned to become publicity manager for the second Wilson campaign. Ofto Praeger, who came to Washington to represent Texas newspapers, was made postmister of Washington by Preshient Wilson, and is now an Assistant Postmaster-General.

LONG LIFT LENGTHENED.

Thomas W. Brahany saw a number of years of service in the press galleres before becoming a secretary to President Wilson. The late P. V. DeGraw, who directed the old United Press Bureau, was for years Fourth Assistant

Pertmaster-General, L. White Bushev. who came to Washington in 1897 for the Chicago Inter-Ocean, left the press gallery to become secretary to Speaker Joseph Cannon. Francis E. Leupp, of the New York Evening Post, served as Commissioner of Indian affairs under President Roosevelt. Charles Sessions, of the Kansas City Journal, has been elected several times Secretary of State

Many newspaper men have entered the consular service. Albert Halstead came to Washington in 1891 for the Cincinnati Commercial Gazette, Francia J. Dyer served long here for the Los Angeles Times and other newspapers. Lucien Memminger formerly was a member of the New York Tribune staff. and Walter H. Schulz represented the Oklahoma City Oklahoman. The Wilson Administration has drawn right and left upon the press gallery in addition to the pld-timers already mentioned. The most noteworthy instances are of District Commissioners Oliver P. Newman and Louis Brownlow, and the youthful Raymond W. Pullman, "major and Superintendent of Police." His prede-His predecessor. Richard Sylvester, had been a newspaper correspondent.

N. Y. Times' Alumni Banquet

The annual dinner of the New York Times Alumni and Times Association, at the Hotel Astor, March 25th, was About 125 men a great success. sat down to the dinner, which was served in the east ballroom. Adolph S. Ochs president of the Times company, and Will J. Guard, now press representative of the Metropolitan Opera Company, were the principal guests. Dr. Van Buren Thorne was elected president of the alumni and association, and Luther B. Little vice-president. Will Rogers. who came from Washington to the banquet, was unanimously elected an honorary member of both organizations.

BUSINESS OPPORTUNITIES

YOUR OPPORTUNITY

I have been assembled to a blower-ment took-tion requiring all use this and desire to dispus-of ers dullt new-stayer housed to a small six in the Fast Will all all of all a samil six and on very case terms to the right parts. All dress "Reportermits" care latters and labelshee, State exists I exercise and capital

AN ELECTIANT ON MY HAMBS
For Sale A profer to sted 20 presences, and off fr back and how framed Presses, one of their Two Between the first will price of a settlemental trace, that will price four pages of a settlemental newspect of settlemental newspect of settlemental forms of sale settlemental price of a classification of print four pages of a classification.

rest pages. It print bont gases were as a larger A. Province Press. Exhibit Manthin at address the filler time process are in excellent constitutional result can detect the following the filler as well as the filler as well. For our and the imposed Schuler as the large times the filler as the fi

FOR SALE

Ad estaments under this eigenflection Aftern conto per line each fuertien. Count are viced in the line

LINETYPE Model No. 3, Sersal No. 1010H, supprise, noncomment of matrices. Fort Wayne Printing Co., Lors Wayne Ind.

Printing Co. Fort Writte Line
LINOTAPP. Model No. 1, Serial No. 1991
und Model No. 1, Serial No. 1911), with I tongs
tine. History, ejector blacker, fout of matricetior each mathine). Tritime Printing Co.
Concession, W. Va.

ANSTYPE-Model No. 4, Nexual No. 11850, and against ministerin space-bands. Hugg, and adea. Winston Printing Co., Winston Salem.

TINOTYPE-Three Model I min there with smallers equivalent of in the magnetices and material New Haven Countries New Haven Countries and Countries of the Countr

MECHANICAL SUPERINTENDENT

A genius, knows mechanismi end of newspaper top to bestom. Printer by rande, he quickly rese to foremen on account of life unices) consistency, executive force and solutive log of results of the trackle cyars as foremen have given been been consistency and the constant of the mechanism that the constant of the consta emidinary writes. No plant is los large for lo handle, and he can beep death casts with increasing production. Another, 'He let a of great escutive ability.' Wants big per-with big responsibilities. Mention No. 8271

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg., Springfield, Mass.

NEWSPAPER **EFFICIENCY**

By JASON ROGERS

By JASON ROGERS

MR. PUBLISHER — Have you read it? I have for ten years been doing the easent cost accounting suggested, installing my own rostoker record, distabilition of extense book, statistical records, etc., on a paper with a national revolation, doing over half a million annual bisiness and supreme in its held because of its highness and supreme in its held because of its highness and supreme in its held because of its highness and supreme in its held because of its highness and supreme in the highest high my statistic and the records of ten years have proven installate. Saxings manufur attend have many times baid my salare. I can do as much for you beside making good at any important hastiness ome position. Not afraid of hard work and long hours. Morning, evening and supreme detail? Onage desired for good reasons. Well educated, excentional recommendations and experience such as breed confidence and trint. Address,

EFFICIENCY ENGINEER

Cure of Editor & Publisher's Western Office, R. J. Bidwell, Manager, 742 Market St., San Francisco, Cal.

SITUATIONS WANTED

Advertagments under this classification, iro-crets per time, such invertion. Count six words to the Nov. For those enemployed, not to exceed 30 words, two insertions FRER.

HIGH SCHOOL GRADCATE (18) desires to enter office of trade publication or adve-agency where advancement to possible Sanniel, 240 W. Sith St., New York City,

WOMAN WHITER, (23), free-base, wants position Human interest, humeeste and ar-ticles. Address P. 3256, one Silico and Pub-lisher.

FINTORIAL—I have had many nears' experi-cies: in editorial and composing rooms. We knowledge would be valuable to some publisher who can use my services for part time. This is a monny enving and efficiency proposition for set a truth challabler. Address P. 3257, care Editor and Patellaber.

NEWSPAPERMAN Young, coorgette newspaperman executive gibbs, knowing energy brines of the best ness after who and producer, whate restaurable position in measurager official and beginn talinker. Pushelisher descriptions, best to warry when I am account of the production of the produ

4 DEFORDAL MAN, experienced as frome organization or resorbeted on some live bia news joinal; size on, clean-out writer; faucling writing expectation makes in the property of the second organization on several highest recommentations from which well known getters and Publisher. Address P. 19259, says Editor and Publisher.

MITTER P. Signer.

VERSAVELE AD WRITER, four verre producer vergent production copy or big New York with or part and the producer of the production of the productin of the production of the production of the production of the pr of great presention may or dig New strings as et allege service, un le ar-ner. Souther and excellent references to 12 of our Editor and Publisher

YOUNG MAN (20), atmaster data built copy true faces (flustrations, intents commencion for "Caratian calinium busidess destree inspirion as measures's meterant. Address P. 2731 care Editor and Publishers.

The YOU NEED a competent, bright and in felligent young inversales may having three years. New York experience, to rule charge as merager of small straining measurement plant in greening progressive cits. Willing to invest amilia may no pert interest bull wants chance to make paster green. Now commended with New York investing daily, but destress the boars and work control. New York, For particular middens I' 2015, cure littless and Publisher.

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Propo-

CHAS. M. PALMER

sition O. T.

Newspaper Properties

225 Fifth Ave., New York

\$100,000 Cash

We have available \$100,000 in cash as first payment on a desirable Evening newspaper property. Eastern or Middle Atlantic States preferred. Customer may be met in our office by appointment.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

EASTERN PAPER

City of 30,000, evening paper established nearly 100 years; assets \$47,000, indebtedness \$13,000, circulation 5700. Earnings in 1916, \$32,989 92, expenses \$27.038.91, profit \$5,951.01. Expenses include owner's salary of \$1.400. Price, # interest for \$18,000. Proposition 433x.

H. F. HENRICHS

Newspaper Properties

PUBLISHERS' NOTICE

The Editor and Publisher majorains as efficient curps of paid carryapments at the following important trade centres: Ruston, Fisher depicts, Betroit, Cherland, Pittsburgh, Cincio netti, St. Leuis, Chicam, Alianta, Wardington, Rafti osser, and Ran Francisco titler correspondent will be added from time to time. Advertisely and assensate may will find a ready masket paid assensate in the rady masket paid assensate in the first paid and assensate may will find a ready masket paid and paid and paid of the paid

Branch office San Francisco, 742 Market St., J. Bidwell, manager, 'phone Kearney 2121. The Editor and Publisher page contains 672 arms three, 16% on few? Columns are 33 poems wide and twelve inches deep.

Advertising Rate to 25c, an agate Hee, \$100 page, 87h a half page and \$42 a querier page, outlier exist. Thus, space and cash discounts a sligwed on contracts.

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Bandl setwertesmissis water proper classification will be characel as follows: For Note and Help Wanted. Streen, sents a line. Business Opportunity and Miscellaments. Streen cupts a line, and Stimeton Wanted, ten vests a line, count six words to the line. For those properties of the line of the line of the line will be published to the line.

Renders are veged to have the paper mailed to the horse address. This will insure prompt de-

Beery.
The Editor and Publisher cells regularly at 10° a coor \$5.00 for vear in the United States and Colonial Demonsters \$3.50 in combining and \$1.00 foreign, and it on aric cell worth and \$1.00 foreign, and it on aric cell worth at the following news assade:

New York-World Bestelling, Tribune Building, Park Row Bestelling, 140 Nasson Street Manning's opposite the World Building; 35 Pack Row: The Worldworth Building; Times Building, Park Worldworth Building; Times Building, Perty second Street and Finday, at hasyment entening to Mulway: Brentano's Book Street and Mark's, Mary's curtier, at Thirty fourth \$5 colorance.

Battimore B K. Edwards, American Building Pailndelphia-I. G. Ban, 7th and Chestant rests, Wm. Bollet, Bulletta Bulleting Nava

Boston-Parker Home News Stand.

Pittsburgh-Davis Ronk Shup, 416 Wood

Washington, D. C .- Bert R. Trents, 511 Four-teenth Street, N. W., Rigge Bidg., News Stand. Chicago-Powner's Rook Store, 37 N. Christ Street Post Office News Co., Manroe Street; Chia. Levy Circ Co., 27 N. Fifth Asenue.

Claveland Schreder's News Store, Separing Street, opposite Post Office; Solomon Nerra Co., 1111 Walnut Street,

William G. Magowan Dead

William G. Magowan, of the publication office of the World, died auddenly of heart failure on March 27, after a short iliness, at his home in New York city. For three years Mr. Magowan was employed on the World as a statistician, and was well liked by his coworkers. He was a member of the Anglers' Club, and a more than enthusiastic fisherman. The World Bowling Club, some of the members of which were numbered among his co-workers, came in for a share of his interest.

WILLIAM FRANKLIN MAYHALL, for forty years editor of the Bowling Green (Mo.) Times, died at his home here of heart disease.

BREDLET B. HUFF, for six years political writer for the St. Louis Globe-Democrat, died in Jefferson City, March 18.

ROWLAND ROSDINS MURDOCH, aged forty-two years, of Pittsburgh, assoctated with the Pittsburgh Gazette-Times and Chronicle Telegraph and widely known throughout the country us an artist, is dead. He covered the Russo-Japanese war for a syndicate and was a former director of the Pittsburgh Press Club. He leaves his widow and two sons.

MISS. CARRIE A. HOPE, wife of Edward Hope, business manager of the Pittsburgh Leader, died Saturday, March 24. at the Presbyterian Hospital, Pittsburgh. She was well known in church and charitable work in her native city of Pittsburgh and took great interest in all public affairs, having an extensive acquaintance in fraternal circles owing to the prominence of her husband's extensive connections.

LINNE LAWSON RUPERT, aged fortytwo, junior editor of the Conneautville, (Pa) Courier, is dead. He was a prominent Mason and the son of James Ennign Rupert, a newspaper man. He leaves a wife and a small daughter.

FRANK SMITH, formerly a newspaper publisher at Perry, N. Y., who lately was connected with the Senate revision department at Albany, died March 23 in the Albany Homopathic Hospital. Mr. Smith is survived by his wife, a son and daughter.

HARRY G. STEVENS, Civil War veteran, and former well known New York newspaper man, died at his home in Stratford, Conn., aged eighty years. He was at one time employed on the New York Herald and later on the Press. leaving there to take charge of the Five Points Mission.

JOSEPH PAINE, founder of the Harwich Independent, of Cape Cod, died this week in his eightleth year. traced his descent from John Howard Paine, author of "Home, Sweet Home."

JOHN C. THORN, Chicago publisher, died at his home in Chicago, March 26. His widow and one son survive.

WHAIAM L. ABBOTT, publisher of the St. Paul (Minn.) Enterprise, which he founded, died in a Mounds Park sanitarium, of a complication of kidney and heart trouble.

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office States Sunday 68,942

Daily 55,365

WELD T. BURDICK, former Lansing. Mich., newspaper man, died at his home in Lansing, March 26. He was fortytwo years of age.

CAPTAIN ROBERT GRORGE, for many years city editor of the Fort Scott (Kan.), Monitor, died at his home in Port Chester, N. Y., on March 24. He was a veteran of the Civil War.

Inving W. SMITH, a newspaper photographer employed by the Evening Post, of New York, was killed in an elevator at the Statler Hotel, in Buffalo on March 28. His wife was with him at the time.

JOHN J. FARRELL, chief assistant to the Clerk of Part I of the New York Supreme Court in New York city, died at his home in New York March 26. He formerly worked on several New York papers before his appointment to his latest position.

BERT GIPPLE, editor and publisher of the Galesville (Wis.) Republican, is dead as a result of a throat infection which claimed ten lives in Galesville within three weeks.

Homer Tarring, aged twenty-six, former Milwaukee and Denver newspaper reporter, died at the home of his father, M. J. Tappins, in Madison, Wis., last week.

PALL R. SHIPMAN, aged ninety-one died a few days ago at his home in Edgewater Park, N. J. He was an asociate of George D. Prentice on the Louisville (Ky.) Journal during the Civil War and the years immediately following.

F. D. Copping, aged thirty-eight, well known newspaper man of Oklahoma and Kansas, died in a hospital at Paris, Texas, on March 19. He was a native of Kaneas, but had been in Oklahoma at Hugo and Antlers for a number of years.

COLONIC. WILLIAM C. HUNTER, of the Hunter Service Agency, Kansas City. died March 18, at Emmett, Idaho. Among the older generation of advertising men he was well-known. Previous to going into business for himself, Mr. Hunter was for twelve years advertising manager of Boyce's Weekiles.

WEDDING BELLS

Frank F. Black, junior member of the firm of Black & Son, publishers, of the Preston (Iowa) Times, and Miss Adah Miller, were married in the Methodist Episcopal Church at Preston. The young couple are on a honeymoon trip to the South.

A. P. Moves Louisville Office

The Associated Press has moved its Louisville, Ky., offices to the building occupied by the Courier-Journal and the Times. The space was carefully prepared for the use of the Associated Press, and now great cables transmit to the new office the happenings of the world. The news office is in charge of H. M. Sheppard, local correspondent of the Associated Press, and C. J. King is traffic chief.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

DAILY NEWSPAPERS BEST

Charles E. Carpenter.

That there can be no doubt about daily newspapers being by far the best media for reaching the people in the community in which they circulate, is the statement of Charles E. Carpenter, president of E. F. Houghton & Co., Philadelphia, who addressed two business meetings in St. Louis this week. His subject was "Advertising from the Viewpoint of a Successful Advertiser."

"In both cases," continued the speaker, "the periodical is purchased for the reading matter, but the reader of the magazine may or may not refer to the advertising pages, as they are frequently segregated, and very aften the perusal of a single article or story terminates the reader's interest in the magazine. The reader of the newspaper, even though he be of the sort who never reads the paper thoroughly, will scan each page for news items, and it is then that the advertisements catch his eye. and in direct proportion to their size and attractiveness of copy." Mr. Carpenter said that he spoke as an extensive user of advertising.

EWART MacKAY INJURED

Injured, He Brought His Entire Crew Back to Lines.

Captain Ewart MacKay, son of J. F. MacKay, publisher of the Toronto (Can.) Globe after bringing down seven German aeroplanes in a recent action during which his machine assistent was injured and his observer was killed and he was wounded, yet he managed to make a safe descent of 4,000 feet. Captain MacKay was over enemy lines at the time of the battle in mid-When his machine was disabled mir. it looked to those on the ground as though he would be killed. He managed, however, to handle his aeroplane in such a manner that he dropped safely. He steered for the Allied lines, within which he managed to alight. He was wounded in the back of the head, the bullet going close to the brain.

This is the new day. A new philosophy is necessary to read its riddle. Rustness will never again be a happy-golucky occupation.

FLAGS-MAPS-ATLASES PREMIUMS

Patriotic, Educational, Historic Write today for Samples and Quantity Prices-ACT PROMPTLY

DELIVERY GUARANTEED BLAKE WILLSDEN

Printing and Advertising Specialties, 1606 Heyworth Bldg., Chicago

MOTORIST PRACTICAL ARTICLES

Dept. of Questions and Answers Handled by an Expert

The International Syndicate

Features and Newspapers Established 1889 Baltimore, Md. CALIFORNIA'S COUPON FIGHT

Ade in Them Sure to Be Read, Says Advantage Seems to Be With Anti-Trading Stamp Forces.

> Encouraged by the success of the anti-coupon legislation, which has been in force in the States of Washington and Oregon during the past year, the San Francisco Retail Cigar Dealers' Association and the Retail Grocers' Associstion are putting up a strenuous fight against the coupons in the California Legislature, new in session in Sacramento.

The trading stamp companies and some of the large tobacco interests are vigorously opposing the Chandler Trade ing Stamp License bill, but the advantage, thus far, seems to be with the anti-coupon forces.

After the bill was favorably reported upon by the Senate Judiciary Committee, the Senute passed it. Then the bill was reconsidered and again passed by the Senate. The final battle on the measure will come off, very shortly, in the Assembly. A number of the Assemblymen from San Francisco are said to be opposed to the bill, as they are pledged to stand by some of the groups of small local merchants, who are conducting coupon systems of their own to meet the competition of those who are using the trading stamps of the big Eastern concerns.

The proposed California law is substantially the same as that now in force in the State of Washington. The Hcense-tax, however, would be paid to the State Treasurer, instead of going to the different counties in which the stores paying licenses for the use of trading stamps are located. An annual license of \$6,000 will be imposed upon each store using coupons, if the Chandier bill becomes a law.

Character is speedily recognized regardless of its location.

Sketches from Life

2-column or 3-column size, mat form, is distinctive character service. Six installments a week.

It appeals to the advertisers because it is different.

Send for proofs.

World Color Printing Company R. S. GRABLE, Mrr.

Established 1900 ST. LOUIS, MO.

R. J. BIDWELL CO

DAILY **NEWSPAPERS**

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN FRANCISCO



"OHIO FIRST"

THESE OHIO newspapers are especially active in educational matters, in which all Ohio is intensely interested. The Ohio State School System, in 1916, spent

\$46,000,000

for the support of schools, the comfort and convenience of 30,000 teachers and 930,738 pupils.

It is safe to assume that a sum equally as large will be expended during the current year.

National Advertisers and Manufacturers who sell School Supplies, Building Materials, Heating Appliances, Toilet Requisites, Desks, etc., will find in Ohio many opportunities for the development of an exceptional trade.

Any intelligent test in these OHIO newspapers will demonstrate this.

OHIO newspapers are more than mere publicity media—they ARE ACTUAL BUSINESS PROMOTERS AND PRODUCERS, WIELDING A POWERFUL INFLUENCE IN ALL PARTS OF THE STATE.

Net paid Circulation) 26,541) 12,316) 2,436) 2,451) *60,723	2,500 lines .035 .0214 .0057 .0085	10,000 hines .035 .0214 .0057	Findlay Republican Lima News		20,388 4,392 5,950 †9,322 †7,631	2.500 lines .03 .0115 .0093 .02	10,000 lines .03 .01 .0093
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Service To The Advertiser

The New York Globe not only gives the advertiser the privilege of addressing its 200,000 daily subscribers, but renders advisory service, regardless of selfish interests

Extract from The Washington Newspaper, March, 1917, published by the Department of Journalism of the University of Washington

To Jason Rogers, business manager of the New York Globe, was sent recently a letter regarding a proposed industrial advertising campaign by Washington newspapers. The contemplated campaign was part of the program of the Washington Newspaper association, which believed the Globe the best daily newspaper medium in New York for its peculiar purpose, but which solicited Mr. Rogers' advice. The business offered was a goodly item financially.

Mr. Rogers replied under date of February 23 that the Globe was a good medium, but that he placed it second to a rival, the New York Times, for the special purposes of the the Washington Newspaper association and advised use of the Times. He offered to go over the advertising plans in detail.

Mr. Rogers represents the newest and highest class type of advertising man. He seeks, first of all, results for the advertisers. He places that above the concern of his own pocketbook. When his kind is in the majority in the advertising world, advertising will be much easier to get and will bring considerably higher rates.

The Globe does not hesitate to suggest the use of other newspapers which it thinks essential to produce results, and in some cases recommends another newspaper in place of the Globe for certain propositions, as above.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK Brunswick Bldg.



To National Advertisers Everywhere!

Tell
Others
What
You
Know
About
The
New
York
State
Newspapers

TELL all Manufacturers whom you may meet what The New York State Newspapers have done for you!

Tell them that the selling power of these Newspapers is beyond question or quibble.

Cite the proof of your splendid success!

Explain to them what The New York State Newspapers have done for you in the past, and what they are doing now.

Tell them that through the publicity which The York State Newspapers have given you and your products, your names and products have become household words from the Atlantic to the Pacific, and that your integrity and prosperity are known in all parts of the world.

Tell it to your neighbors-tell it everywhere!

National Advertisers and the Products They Advertise, Using Large Space in the New York State Newspapers

> American Tobacco Co. National Biscuit Co. Johnson & Johnson Scott's Emulsion Sapolio Jap-a-Lac Pears' Soap Gold Dust Twins Standard Oil Co. Campbell's Soup The Bon Ami Co. Colgate & Co. The Quaker Oats Co. Remington Typewriter Co. Underwood Typewriter Co. Aetna Life Insurance Co. Holeproof Hosiery Co. Waterman Fountain Pens Western Clock Co. Edison Lamp Works United States Cartridge Co. **Burrough Adding Machine** Murphy Varnish Co. Carter's Liver Pills Sherwin-Williams The Pompeiian Mfg. Co. Walter Baker & Co. Victor Talking Machine Co. The Packer Mfg. Co. American Radiator Co. Borden's Condensed Milk Co. Williams' Shaving Cream Beech-Nut Peanut Butter Liggett & Myers Tobacco Co. National Lead Co. Cluett, Peabody & Co. Ivory Soap Postum Co. Goodyear Tire & Rubber Co. W. L. Douglas Shoe Co.

(And many, very many others)

A Daily Force of Almost Four Million 2.500 10,000 Lines Lines 41,090 Albany Knickerbocker Press (M)..... .06 .06 Albany Knickerbocker Press (S)06 35,144 .06 44,332 .16 .16 .05 Binghamton Press-Leader (E) ... 28,761 .07 Buffalo Courier-Enquirer (M & E)..... 102,568 .14 .12 Buffalo Courier-Enquirer (S) 101,795 .12 .14 Buffalo News 103,303 .15 .15 7,832 .0193 .015 Corning Evening Leader (E) 21,549 .035 Elmira Star-Gazette (E)04 Gloversville Herald (M) 6,483 .02 .015 6,035 .0143 .0108 Gloversville Leader-Republican (E) Ithaca Journal (E)

Jamestown Post (M) 6,804 .035 .015 8.751 .025 .0207 Middletown Times-Press 5.222 .0178 .0107 Mt. Vernon Daily Argus (E) 6,888 .0214.015 5.076 .0107 .0107 Newburgh Journal (E) 329,984 New York American (M)40 .38 New York American (S) 705,224 .60 .57 210,994 .31 New York Globe (E) 33 .40 .40 99,597 50 .50 .19 .17 20,744 New York Evening Post (3c) (E)..... .39 .36 192,210 .36 .29 171,247 .31 New York Sun (E)27 2925 New York Telegram (E) 218,463 .18 New York Telegram (S)195 New York Times (M) 340,904 .50 .45 New York Times (S) New York World (M)40 398.894 .40 New York World (S) 404.858 .40 40 New York World (E) 39,276 .10 .06 Rochester Union & Advertiser (E)...... 3.661,707 6.3120 5.9179 Ratings Government Circulation Statements, October, 1916.

THE EDITOR & PUBLISHER

Vol. 49 Copyright, 1917, by The Billion and Publisher Co.

NEW YORK, SATURDAY, MARCH 31, 1917

EXPERT SURVEY OF RESORT AND TRAVEL FIELD SHOWS OPPORTUNITY FOR SERVICE

Agency, Transportation and Newspaper Men Offer Valuable Testimony to Publishers on Rapidly Expanding Industry Which Calls for Intensive Cultivation and Renders Editorial Interest As Well As Revenue,

WHAT RESORT SPACE BUY-ERS EXPECT OF PAPERS

Originator of "Community" Plan Explains His System Development of the Vacation Idea Establishes a Giant American Industry-Calls for Best Advertising Cenius.

By WENDERS. P. COLYON.

The constantly increasing per capita wealth of the citizens of the United States, during the past ten or twenty

years, has wrought social many ders, but the least which is the" of amazing number who seek pleasure and travel to break the monotony life

Mins PHORBE SNOW, age tollion of Dainty Daughter of only the very rich

Men of middle age remember that formerly considered

themselves able to patronize the pleamire resorts and the delightful transportation systems of this country. Today it is indeed the very poor who do not participate in some form of travel recreation.

The man of modest salary takes his family to the shore or mountains or some country retreat, to realize respite from the mid-summer heat of the large city and find refreshment for the senses. Real rest comes not from inactivity, but from varied habit. Especially to the house-bound mother of the family are the travel and resort advantages of this country grateful. City children take on health with tan and return to their studies physically and mentally capable. The most luxurious resorts furnish the background for the most brilliant social activities of the country. Perhaps there is no more beneficent feature of American life than the accepted vacation period.

MAGNIFICENT RESORTS.

As a consequence of this social trend there has been established a bewilderingly beautiful system of resort entertainment, ranging from the magnificent hotel and casino features of the most fashionable resorts, some functioning both in summer and in winter, to the family flat-tent on the side of some quiet hill or the California bungalow or tiny cottage nestling in the sands where lake or ocean breezes blow.

I dare say that more American dollars have been invested to attract and entertain the vacationing multitudes in this country than in some of the greatest and more generally recognized

(Concluded on page 6)

Commanding Position of Newspapers in Resort Field

T the threshold of the campaign for summer resort advertising for 1917 it is predicted by men expert through long experience that the volume will break all records.

The season dawns auspiclously. It follows a winter of general prosperity, but with weather bleak enough in the North, and what with war and war's alarms there has been a severe strain upon the nerves of most men and women, to whom a summer vacation this year will strongly appeal.

Hence the general desire to travel and rest, supported by ability to meet the expense, presages a summer exodus from the cities without an equal. Resort advertisers are preparing to meet the situation and also the keen competition in this large industry by redoubling their newspaper advertising, and publishers are more seriously considering this class of business than heretofore.

From the advertiser's point of view there is no substitute for newspaper advertising on resort business. The traffic is seasonable and depends upon normal weather conditions. Through newspaper advertising it is possible to adjust space according to the need. Magazine advertising, contracted and printed far in advance of the season, permits of no elastic treatment. Then, too, the average vacationist is a newspaper reader. accustomed to find his interest as regards the summer resorts in his daily paper. He not only looks there for the actual day's resort news, but depends upon the advertising columns to guide him to his season's place of rest and recreation. The local appeal is best for resort business. National circulations embrace great waste. Women, who may took more to the social features, are guided by newspapers which indicate to them the class of people attending and the attractions of the various advertised resorts.

As newspapers have rendered a real service to the advertising resorts, putting many of them on the map almost magically, they have overwhelmingly gained the prestige of advertisers and the public in this wonderfully expanding

The vacation period in the United States is no longer the fancy of the few. but a national institution. It is responded to by a highly efficient system of transportation, both rail and water, and by a stupendous investment in hotels, casinos, dancing pavilions, playgrounds, cottage settlements, summer farms, seashore and mountain attractions, camps,

and a wide range of such aflurements. So great is the summer rush, as during last year, that accommodations have frequently to be reserved far in advance. All of the big resorts in 1916 turned away business. During the winter there has been free investment in building to accommodate the throngs expected during this summer.

The seven leading New York newsnaners, featuring this class of business. last year carried a total of 1,787,933 lines of resort advertising. It is freely predicted that the volume this year will run in excess of two million lines. Transportation advertisers tell THE EDI-TOR AND PURISHER that appropriations for 1917 will exceed the amounts spent last year.

The newspapers of all of the larger cities having actively sought resort and transportation advertising, and, given consistent service to advertisers and readers, have rarely been disappointed.

While rates are not high, while service demands may seem extravagant in instances, and despite the heavy selling expense and credit dangers on small unit business, many newspapers are publishing this class of space, through the usually light display months of the summer, with profit.

It is not a business to go into without serious consideration of the various aspects. Like almost all classes of newspaper advertising, the resort business is a gradual development, in fair ratio to the effort made.

It is the purpose of THE EDSTOR AND Pumanum, at this opportune time, to suggest to publishers the varied features of this class of seasonable business. drawing out the opinions and advice of men, who are expert through years of familiarity with resort and travel advertising.

These statements will be read with care, and we hope to constructive pur-

It is obvious to every publisher that there is an element of public interest in resort news, in almost every American The summer vacation is community. intrenched as an institution. The tired business man and his house-weary wife take the children SOMEWHERE for a change of scene and habit, which to hundreds of thousands is a tonic fit to support them through another year of busy life. To youth the call of the resort is irresistible, functioning social delights and outdoor pleasures which vent the spirits of lively boys and girls.

The increase in summer and winter

EAGLE RESORT, PIONEER, HAS A MODEL SYSTEM

Description of Information Bureau Which Has Attracted Widespread Interest-Resort Guides Stimulate Prestige-Heavy Lineage Developed by Brooklyn Newspaper.

By MARLEN PRW.

Brooklyn Eagle, during 1916, carried 455,060 lines of resort advertising, leading all New York newspapers.

For twenty-four years this great 3cent evening and Sunday newspaper, with infinite care and remarkable vision, has worked to build up a service equally beneficial to reader and adver-

It is regarded as the pioneer in the field of systematized resort advertising, and it maintains a resort bureau, functioning the interest of the readers and assisting the advertising department, which is so complete and effective that it has been set up as the model newspaper information bureau of the United States.

This bureau is believed to be the largest plant of the kind, and its fame has spread abroad, attracting scores newspaper men as investigators. A number of the larger and more successful resort bureaus now maintained by other newspapers, were modelled on the lines of the Eagle department.

SECTIONATY THE MOTHER.

"Our resort bureau was a development in response to a public demand. but we hit upon it rather by accident," said Mr. Herbert F. Gunnison. may recall that during the World's Fair at Chicago visitors were seriously embarrassed by the failure of the fair management to provide adequate hotel facilities and information. The Eagle discovered that many readers were at great inconvenience in Chicago, and we set about plans to assist them. We not (Concluded on page 4)

resort advertising during the past decade has been tremendous. It is the opinion of men who are the leaders in this farflung industry that it is still in its infancy. Each year shows an increase in the number of the mighty middle class who take vacations away from their homes. The more attractive features of the country, when near to centres of population, are quickly responded to if appropriate resort accommodations are furnished. The tent cities of the Middle West are an evidence of the desire of the average man and his wife to gain respite from the routine of the home.

All of which is a social trend-and wise is the publisher who follows the invantages as well as pows facilities, terest of the public, with advertising ad-

RESORT SUPPLEMENT OF THE EDITOR & PUBLISHER

only made arrangements to direct them we sine sided them in securing banking facilities. From that short but rathe internal valorisages we dold the demand for newspaper direction of visitors to reacts, and as this field has developed

We regard this as a public service and have kept to that plane. We have, of course, daveloped a strong prestige. and we are in a position to influence. through our advertising columns, a wide riccle of tourists and varationists, ex-Henre we feel a deep responsipolicies reperciation of our columns. ple respect it in want ratio to its contact. If we are helpful to our readest, it will redound to our credit, and

the secole will represently reward us. partment throughout the year, and at

maker, a circulation maker, a recense We are glad to have newspaper men call bern for suggestions an to this class of business." DURANT PROCESSED. The traveau located in the Eagle

Helbitor, is a large, well-appointed and distinctly attractive saits of offices sended over by a manager and a of clarks. There is nothing for ante here, no service charge or steamship or travel tickets or any other want of south. It to a place for the get expert information.
On all sides are beavy sectional

ten as older are nearly sectional pertant transportation line, resert, haboarding-house, or camp in results, and before the war the Fastrece were prepared with all sorts

A triped holding swinging leaves, to who desire to vivaslite the proposed

Each secase the racks are fitted with now material, all old circulars being damaged as unreliable. This reacter

The service does not end with the of the offices is a large set of filing a bewildering mass of reacet data, evptece of it kept up to date. Suppose that you desire to have

that was desire to visit a culct place.



THEO OF RESORT DIRECTORIES ISSUED ANNUALLY BY BROOK-LYN EAGLE, WHICH SERVE READERS AND STRULATE ADVER-

small cottage that adjoins a want to know about baths, lights, disscription of the social and recreative

Floady, we will say, he tocates Money statten, borated on a take forests. He tells you how to reach a charging little butst with cottages attached for families, is obtained flow to Judge whether the acciety world be congenial by will lell you the

Nach year the Rosin weeks to carry part proprietor a blank form which

The same construences to the list the Engle, this waven, in taking four

is always a later and complete resert

exceptionable by your wife and cells measuring 100 lians or over. All cuts themselve in the ensurer reset directly and made. You would profer to for advantamental are made from toy, to closely (clive the classification).

Hon is the Plante Surrence Resort Di-Thus is a handsome magnates. on gloss paper, colored cover on beauty stock, in size 5 by 10% torbes, and in The bank is processely patronized by

The clerk begins to open his ravel specializing on variation teaffic, but in note ran a page to colors and through the number is seen such business as the continue, a carnera specialty, trunks and travelling hors, and such acres-

The directory gives a general list of report hotels and buncking houses and connection with the reading matter, in

DEPUNITE INFORMATION. story arranged to an instant you find percentation, 551; on the ocean, collected are \$12 per week and the season runs

On the parer page Mrs. Terry parent showing a half-lone view of

Thus the directory lists by towns or 5,000 hetely and boarding houses. Secand railread ranges. Herides the fol directory is distributed from The Eagle Desert advertises in The Right with

You will be only 10 cents a line on advertisements. Here in a month, may havet adver-

of the hotel, at the rate or \$1.50 a time acress run columns. To those pet advarious in The Sark as specified, the rate in the directory is \$2.00 a line. Twelve line by two columns is the availed atvertagment taken. The forms In the full The Eagle also publishes

a beautiful Winter Report Directory, the 1917 book contained twenty-night Each Spring there is also issued an attractive little twelve-page bookleb It is designed to answer the annual question asked by parents:

Where shall I send my son or daughter and for, where the moral and rountal L. L. Heaton, manager of the cleanified department and formerly reamager of The Ringle's information bureau, said "Our resort business is profitable. selling cost to up is not as great to reight to supposed and is nroch icas aperialized and developed the departmuch as has The Hagle. Lest measur I think we had only five selicitors out serbane for a month on the summer The bulk of the business corners to us by realt. I have a reason testimonials from advertisers showing the power of The Engle. We give service without stint and or course the "Other publishers may complain of

cause we have this systematized as self as other features of the business. You would be suprised to see the or tivities of the bureau in the rust season, hundreds of people calling and and Long Island, with bary of mail

The Easte, as a service feature and ducted some remarkable special-train

Steart business in the Eagle is caragaze line, one insertion; states infor four wooks, 15 cents per line; thirty nunted by The Easts in a new pamphies as showing the relative positions of the ness last year, as follows: Eagle, 415,-068 lines; World, 312,327; Tieses, 268.-Merchi, 283,195; Evening 154,428; Sun, 164,314; American, 168,697.

RESORT AD ACCESSORIES Each is a prospect to special solici-

Hallroads	Automobiles
	Motor Beats
Tour Agencies	Canoes
Trunks and Hogs	Town
Department Stores	Phonographs
Trus Makers	Trust Companies
	Pintula
lical Metate	Druggists
Esperan Companies	Jewelry
Taxleyle Component	Safe Deposits
Mobil Silatera	Medicinal Waters
Stocker	Smaking Materials

ERS EXPECT OF PAPERS (Continued from poor 1) Industries. The business has become calls for the best that those of us interested in advertising have to offer interest to conserve as well as every one engaged in the entertainment and I have been asked by Ton Ecerca and PUBLISHED to express an option in retravel space buyers. Certainly the vola sufficient increase to warrant the very Any newspaper, reaching the math

and the of prospering American citizens, sort hotels rend any particular class them. The most furbionable and the sorts, I observe, read newspapers that are virile enterprising and popular.

Of course, those newspapers that spechaline upon report news and realer atthat an effort is being made to give ser-Many people, in making selection of a report, will be infrared by publica-

intirely on this special subject There are some newspapers in which ne one ever serms to die, except to notice he will reject the latter newsmager. By the more telers, when one to eires to read on the subject, he will take resort and travel medium is that one

It comes witten my knowledge that sociale media for this class of business. personal solicitation, sending cut men in teapper and automobiles to cenbeen wer, but usually at a high selfect

The broudest and the best system of resert advertising to that known as "community advertising." It to in every

way scientific and equitable. It means shall take the unitiative and bring the adventure of my own in effecting this cian of advertising at Delaware Water I argued that it was not fair that the larger notein about the whole

Mond they were under no obligation to which liberally publishes the news of per line.



View of the North American Travel Herrar, Where Information in Place and Purplated Free to the Public.

have known many of the sold

upon as an ignitivities in his city.

dereted to this class of space

patroniae the advertising betch though the resort. It supports the advertisthe tendency might be in favor of a troses whom some they were fearing with Other nen-advertising hotely might got the leasiness, as guests have a way of distributing themselves after

Then, too, every merchant, every of relation with the advertiser. tanker, every church or real origin dealer had a distinct interest in the expenditures of a few of its bosiness men. It was only fair that the community should appropriate money for general advertising, to attract visitors

This farm of brainess is not only contising. It begets copy singing and presisting the road postate of antiraction and is therefore effective and pulling It owers the essential point of dealing with established could which

believe the great constructive idea ers who are investigating this imper-

Publishers must not loss sight of the

The advertiser is elainly impressed hi these newspapers which give him interest of the advertiser. The resort

HOW AMERICAN TIES MAGAZINE TO PAPER Sell- Space in Resert Guide With Large Fees Circulation if Advertisers Also

Rus in Daily-Eight Solicitors in Field -Bad Cordits Kept Low Definite Propositions Are Always Offered. In its annual campaign for summer resort advertising, the New York Amer tran reddishes a vacation guide, 16x16 inches, on heavy calender paper, voburnipounty Vigotrated and made laterdealing with all of the large summer

This complete resurt magnifie curries general transportation and resort accessery space, while the hotel cettage, farm and camp business is classified al-The space is sold to this variation guide on an interlocking plan with the the guide unless a certain arecent is PROFES PROPERTY AND ADDRESS OF

A circulation of the magazine of 110.of the newspapers who cover the retoo was offered last year, the free dis-tribution being effected through the my observation that it is a good policy American offices, by mail on avalidation. to keep a man on a given tarritory our transportation and tour offices is candidence between them. The seliciwhich attract people looking for resort tor is not a man who will make promters which council he fulfilled. The of-

The American does not conduct a reverticer learns to know that he it not vestor a pag in a poley from a man The rates for summer resert adverwho has served blen faithfully in the thing in the American range from 25 The newspaper is also nasured rents per line, solid agate, in the duly, but the solutter will not bring in disto 25 cents per Ene, displayed in the Sunday. Thirty insertions, 5 times a week or consecutive is offered at \$7

which is of deskills) credit. Proce every tempoint it is advisable to retain men TOP OF WITH PAPER. There is opportunity to expand rose The rate cord on the vacation magaadvertising and the way most quickly sine reads as follows: to realise that end to to render service "All 10 has add. Will cost \$5 and will be country readed to you'd bounding become and only allowed in advertisety tring \$1 from and

more to convince readers of True Ess ven any Proposition that an interesting "A Stiller at it Vacation Magazine will over \$10.000 and will only be allowed to adprivapapers of this country, particularly "A 50-line at. to Taration Magazine will rest \$17.00 and all! cale he allowed to advertisers

g 2 Time and over for 50 time or more. A traction, 200 line, 200 line, or 400 line in toration Magazine will be taken at a LARGE N. A. TRAVEL BUREAU ad to thoughton Magazine with he taken at a flat rate of 30 roots a line and with only be allowed by netterthorn sales 2 lines and ever Philadelphia Paper Makes Wide Solicita "No bottless of more.

"No bottless, will be accepted for the Yeratho Magnitie at may price notice accessthin Magazin al may price brown accountied by a 30 time order on them principles.

Though of Fract or Combinedous are nepried for the Yaratina Magazina at 50 open American bus made special efforts to anin report advertising, and it maina litte only with a written agreement in Per-tion as much stary in the duty and Sunday American as used in any other paper." information Stereou," which is tooked To secure the business the Ameriout on the road for at least six weeks. The selling cost is high. Charles P. Pearing, in charge of the business, said The edecetiming is kept within the toing no effect to eliminate the husteres changes and the magnitude arrends

In selling space as Assertean man He takes to a resort provid drawings toy from Nova Scotia to Florida. upon. He may have several plane from North Assertican raises for resorts,

> a thing," a Japanese procests has it. calless be loves to do that thing." winny Congle

PUBLIC LEDGER FINDS RESORTS PROFITABLE

Travel Bureau Popular with Readers-Expert Truveller and Railroad Man Direct Inquierrs - Business Buse Through Year-Personal Selicitation, Letters, and Circulars Bring It.

By Gapeon E. GOLDANITH Advertiging Manager, Philodolphia Public Sedger. An interesting expansion of resort. travel, and vacation advertising undoubtedly follows a really constructive affect on the part



tweaty-five years I plenered in the resert adfor a number of On a number of

that I would like O. E. OLLOWSETTE. to have written of my experiences in this varied field of advertising, because it presented such

a great diversity of loterret. MANY CALLERS Ten years ago the Public Ledger established a Travel Dureau, and during had nearly 4,000 callers, who registered their names after we had supplied their with the necessary information. was but the beginning of the growth of our resort-bureau endeavor.

have extended it consistently for a numher of years until, three years ago, we a booklet of unusual actistic quality. upon our report and travel bureau for

More baying established this bureau. which undoubtedly is the finest estab Eshment of He kind to the United States invated as it is at the busies corner in Philadelphia, Broad and Chartret Streets-apart from our rmin office, the demands made upon us have been so great that within the past year we had to employ a ratiroad ticket seent to assume its general

Within the past three months, we broadcood to an appreciable extent by econocytag a world-wide traveller. Mr ectual direction, supervision and travel experience with one of the largest tort points trips, near to and far from

I need not tell you that the equip scent of this bureau is absolutely comthose from surrounding territory, to a hish them with stop-avera hotel nocommodations, taxi accommodations. ing and the numerous incidentals perfaining to a vacation or business trip

THUST THE PAPER. It is sound for groups of two to five to have trips lasting from one to three advertising starts in December and



WHERE EAGLE READERS PLOCK View Showing a Section of Brooklyn Engle's Romarkably Complete Infor-



SMART BUFFALO BURGAU This Nest Appearing Resort Bureau of the Staffale Express Is Located of the Ground Floor of the Express Subling and is Said to be Most Complete of Any Bucesu Between New York and Chicago. The Express Has a Heavy

souths planted by us. In many in- reaches its high mark to January, stances young people and very old ones shrinking toward the sed of February. the entire detail of melety, etc. is placparticularly helpful is evidenced by the

applied for information

It is needless to state that we have mote-both to our news and in our ad verticing departments—the interest of Philadelphians, and it is not unusual for us to carry hundreds of thousands within a year, and at a very profitable

Our method of employment of this type of advertising is both by personal policitation, on well on specially conthe very highest type, and, for a numher of reasons our selling cost in not

Let me digress here because of my actual knowledge of the facts. nowspaper which carries but a limited o do it at an extremely high cost. This see of advertising increases, because, ofter you have been in the field for a number of years and have "made good" on your advertising for your clients. the ratio of solicitation is necessarily reduced, and in many fastances personeritaing because it fills in when swhered controve may be then in reldermere. The report tentrem of the Public Ledwar

month of March, whereas winter resort

We do value it morticularly because and attractive and adds on atmosphere

which are necessarily filled with merit leads variety to the advertising pages; and third, because it undoubtedly bears the cormorks of a paper's character Of course, I am aware of the fact that many newspapers secure seach of this advertising at a very high cost, and at these newspapers do not continue carry-

MUDGLE CLASS AFFEND

selverthing in itself necessarily appeals priced hostelries, and that, in many inclunces, there muster houses recognise the value of advertising to a most remarkable degree. This is due to the fact that It is easier for the large house, averaging from \$5 to \$11 per work, feel that the competition of the larger houses. And that this is true is proved by

for twenty years. And their example territory, which, of course, accounts for The day is gone by when the adver-Uning solicitor made his rounds and

covered a territory in two or three days; my original plan was to divide the eastern seaboard into districts and cover In sequence, travelling from place to place and keeping to this method from ASSOCIATED DEPARTMENTS

At this time we are compelled to keep a greater number of men on the read because of the greater opportunity presented; but they, in no sense, solicit resert advertising only, we having a department occuposed of resort, educational, farm, and garden and positry advertising, solicited by the same group of mon, who cover all these cleanifications at practically the same time It is a mistake to my mind, based on tory. In other words it is more reads. able for a newspaper to scent its ewo transportation is easy, where commuspend their nights and certainly their week-rade, as well as their entire vaterritorice which are far-mated from the returns cannot be as profitable to those hotels citizated for away as to

In the case of the Public Lodger, however, reaching as it does these besides the great middle class who have the inclination and also the means in which to indulge in the buxuries of life as represented at the leading hotels of fact that a great group of Philadelphiana, these who represents wealthirr type have for years been renders of this publication and instincresirt bureau when in search of infor-

This type, in itself, would make a wralthy clientèle for any leading hotel, hotel men throughout the country that teen the result of advertising to them. FOUND SOLICITATION COSTLY

Cinciprati Enquirer New Depends Upon Agencies for Resorts.

A number of years ago we made speruel effort to get resort, travel, and vaepresentatives out after it. We found made no special effort for it What we carry of this class of business comes to us mostly freen recognised the class of people who can afferd and who do patronise advertisors in three

Gave Ball for Red Cross New York newspaper men who have served on the Mexican bender held a costume ball at Webster Hall last Thursday evening for the benefit of the fied Cross. The half was known as the "Nile Grands Rally." Among the patronesses were Mrs. Leonard Wood. Mrs. Cornelius Vanderbilt, Mrs. John P. O'Hynn, Mrs. Nathaulel B. Uaher same course, to the writer's browledge, and Mrs. William Standards Brange OULC

WORLD EXPERT SEES BIG SEASON AHEAD

McCabe Tells Story of Practical Resort Solicitation-Selling Cost High and Credits Must Be Watched Vacation Period a Great Rage New Among New Yorkers.

å

By FRANK McCARR.

Manager Cleanified Advertising, Rew York World. This is about the time of the year that the advertising managers of the large city newspapers instinctively turn their attention to summer resort advertising.

Its importance is

recognized in all

newspaper offices.

Not so much on

account of its in-

trinsic value as a

revenue producer. but for the effect

it creates among

advertisers gener-

ally. It is what

call "class adver-

tising." By this is

meant that, as

summer vacations

men

advertising



FRANK Metable

Bre considered more of a luxury than a necessity, any newspaper which carries a considerable quantity of resort advertisements may regarded as a desirable medium for all kinds of advertising.

GOOD TALKING POINT.

It also furnishes advertising solicitors with a valuable talking point when presenting the advantages of their newspapers to prospective advertisers, for they reason that if a newspaper can . produce results for summer resort advertisers, they must be read by people who have money to spend, and readers with money to spend are those that most advertisers appeal to.

Then again, many large advertisers closely watch the resort advertisements, and many an unsolicited order reaches the advertising manager on the strength of his showing in summer resorts. These advertisements are very costly to secure. Practically eighty per cent, of all the summer resort advertisements carried by the newspapers are obtained by personal solicitation. Very little comes voluntarily to the newspaper office. It costs about \$60 weekly, exclusive of salary, to keep a solicitor on the road. Roughly speaking, it costs about \$7 daily for automobile or carriage hire; \$2.60 per day for board. Then add to these railroad fares, postage, telephone, tips, and other minor incidentals.

The solicitors are out in the worst weather of the year. It is hardly an agreeable task for men to be travelling in the mountains during the months of March and April. Yet it must be done If the advertising is to be is to be ob-

With most newspapers the resort advertising is the cheapest on the rate card. Then there are concessions in the form of thirty or more time-rate permissions to change copy, long credits, and generous reading news publicity during the months of June, July, and

Resort advertisers receive advantages that no other advertisers enjoy. It is certainly no fault of the newspapers if they are not successful.

The season, generally speaking, is coexistent with the closing and opening of the schools. The latter part of August and September to Labor Day Is the flood tide of the season's activity.

RESORT DIRECTORY LISTING BLANK BROOKLYN EAGLE INFORMATION BUREAU

Main Office, Eagle Building, Brooklyn, N. Y.

Branches: Putitzer Bullding, 61 Park Row, Mackettan; 606 16th Street, Washington, D. C.; 53 Roe Cambon, Parks, France; spant Street, London; and nine other Branches in Greater New York Olly

FIII out block complete and return within to days. Send a supply of your Circulars and photo of your house

å:	
	Date,
4	Name of House
ij	Underline whether (1) Hotel, (2) Boarding, (3) Private, (4) Farm House
	Post Office Address State State
	Nearest R. R. or Steamboat Sta Phone No
i	Distance from Station How reached
25	Lines of Travel from New York City
	ElevationFeet.
	No. Persons accommodated
<u>.</u> £	
	Price per day, each, \$ Per week, each, \$
	Bklyn. & Mhtn. References (Former patrons) with addresses. (This is
11	important.)
į	
1-	***************************************
¥.	
	Name of Nearest Body of Water
25	Any Fishing?What kind?
	Are there Golf Links in Vicinity?
	Any Hunting?What kind?
Reserv	Near what Churches?
3	Give the special features of your House
Ŧ	
	PV\$4.55,1107775000000000000000000000000000000
Ž	Season: House opens when?
INPORTANT.	SignedProprietor.
È	Name of Manager(If not Proprietor.)
	In Winter
	PROP'S ADDRESS In Summer
	N. Y. City Office

##F-E-1-10-45 10M.

FACSIMILE OF FORM USED BY THE EAGLE TO OBTAIN AUTHENTIC RESORT INFORMATION FOR READERS.

There is a movement now being advocated along the Atlantic Coast and other places to deter the opening of schools until the middle of September. It is claimed that the early days of Soptember are warmer than the early days of July and that it is less a physical hardship for the young to attend school during the early part of July than it is during the dog-days of Sep-

POTTE CLASSIC

The resort industry may be divided into four general classes. Hotels and boarding houses long established, farmers and country people who take summer boarders as a side issue, botels owned by railroads and other corporations; hotels and boarding houses that are leased from year to year.

It is in the latter class that newspapers have the most trouble in collecting for their advertising. Oftentimes those who lease a place for the summer are chefs, stewards, cooks or waiters employed in city hotels. Their investment frequently represents their entire mavings.

If the season has not been what they call successful, they will skip off immediately after Labor Day and leave nothing behind but unpaid bills. But local tradesmen last year were more and more refusing credit to the class.

So great has been the unpaid advertising abuse omong the transient resort advertisers that the American Newspaper Association has been obliged to issue a yearly bulletin which mentions those who are not entitled to credit.

AID BY A. N. P. A.

L. B. Palmer, secretary of the association, has his assistants read the reand advertisements carefully and then notifies the newspapers if they are publishing the eards of those who do not pay their bills. It is an eminently practical service that the publishers' association renders the various newspapers in this matter.

As a general proposition the resort advertising does not appeal to advertising agents. The only agency I know of that specializes in resort advertising is the Dorland Advertising Agency, of Atlantic City, N. J. While it is true that many of the large advertising agencies have a few individual accounts they seem to make no effort to entarge their list of clients.

TRANSPORTATION COPY.

The great railroads, such as the New year.

York Central, Lackswanna, Pennsylvania, Erie, New York, New Haven & Hartford, Ontario & Western, Delaware & Hudson, New Jersey Central, Boston and Maine Illater & Delaware, and Canadian Pacific, spend thousands of dollars in newspaper advertising, which have a stimulating effect in inducing many to take vacations.

They all issue expensive guides, beautifully illustrated which contain the names and addresses of those reached by their lines who take summer boarders.

The great steamship and steamboat companies also spend many thousands of dollars for newspaper advertising and many of them publish guides similar to those published by the railroads.

It is a matter of second that there is less sickness Juring the summer months than at any other time of the year. This is attributed to the fact that people live more in the open air. Hence the vacation season is becoming more popular and necessary every year, narticularly to city people.

Many philanthropic and religious societies recognizing the healthful and normal improvement that the summer vacations have upon children and mothers send them away for a couple of weeks to the scashore or mountains.

A never-ending summer question in New York seems to be "Have you been away," or "Did you enjoy your vacation?

This year promises to be an exceptionally good year for summer resorts. The submarine has practically closed the ports of Europe to visitors. people must go somewhere and here is America's opportunity. The summer vacationists have money to spend for pleasure and recreation. They number hundreds of thousands. Here is the most desirable nutronage that can be reached.

I for one believe that newspaper advertising is the most effective instrumentality that can be employed. It is the one overwhelming class of advertising that the people look to the newspapers to supply.

SAYS IT HELPS CIRCULATION

Providence Journal Has Made Travel Business Pay Well.

By W. G. ROMAKINA Advertising Manager, Providence Journal.

We have found it decidedly profitable to promote resort advertising from the point of view of the advertising depart-

We have run advertising in the paper calling the attention of our readers to the resert advertisements being publish-We have also had booklets of the different resorts advertising on display on our counter in the business office.

Our method of solicitation is twofold by mail and personal calls. We have had very mitisfactory results from mail matter at a moderate expense, but we have found it much more advantageous to send a man direct to the prospects.

Although the expense is high, it is frequently possible to greatly increase the amount of the order by personal contact.

The business is valuable in itself as a circulation builder. As a result of pushing this policy for the past three years we have constantly increased the volume of business appearing in the Providence Journal and the Providence Sunday Journal. This year we expect to double the large volume we carried last

Digitized by Google

RESORT SUPPLEMENT OF THE EDITOR & PUBLISHER

ATLANTIC CITY AN ADVERTISING TRIUMPH

Development by the Great Dorland Agency When Founder Employed an Office Boy He Got Edge, a Genius New International in Score-90 Per Cent of Business Reaches Newspapers.



care of the Dorland Advertisery York, and Londen, specialists in

that the newspaper is the overcore, w. R. RDGE, class of business as is demonstrated by thefact that about

50 per cent, of the resert advertising placed by that concern goes to the daily Organised thirty-five years ago by John M. Dorland, a Philadelphia newspaper man, who saw in Atlantic City the possibility of a national summer

playground, this agreey has developed When Mr. Dorland storted it he had Iwe hatis hotel clients, with appropriations of \$15 each. To-day there are per year through the Dorland Agency Aside from possessing a clear vision of the feture possibilities, Mr. Dortand, who was \$5 most of the time, did not for the advancement of his house was when he discovered Walter E. Edge.

now proprieter of the agency and also the boacced Governor of New Jersey. ---ttov. Edge, been to Phyladelphia, November 20, 1819, spent bis beylood with his farefir at Pleasantville, N. J., across the sail marsh five railes from Atlanthe City. He had graduated from the Mr. Dorland, who was doing the adver-

Young Edge took hold like a young stant, and displayed such an aptitude that when the proprietor died, two years fater, friends made it possible for the

Green a free rem for managers More aimed high. He told the report brepers of Atlantic they that if they would send the terronge across this newspapers that make an effort to give gratefully at Atlantic (by, that mogently than upon her 'most and spaclose boses," and if they would give the valide all that exists be desired in

tion, the possibility for development the mandy belond on which the resurthen nestled.

and from Ottown, Camble to the great

Atlantic City itrelf is the best tests ceenial of the expections it has done. It is known the world over. There is

citive of the Footblood.

played in potting Atlantic City on the became first national, advertising hotels North, Houth, Flast, and West in the L'aired States, and then international, advertising the watering places of the

they findly Press and the Erentage Union and his agency is operated to John C. Bensen, general manager of the Dorland Agency, was naked by Tens

Day to advertising work almost sintoto almost as great a winter resort assuremer. Many of the stopered-tools It calls out a democratic crowd, range to those who can pur fit a day for a

The winter runk reason starts just Easter, with the wenderful boundwalk port advertising Mr. Henson sand: Newspapers are favored because among other three, it is believed by adverticers that the less results come rangantines are used, while vertain resorts that there is to be some waste or indexe truffic in the direction of Atlan people there ners their own beach resorts. If national advertising is pur-

chand there is waste wherever the cirthat advertisers prefer remeapers that we to a substantial class of citizens and of course those

Water over the Notice

"While there has seen an intercating "We have found H of distinct advan-

the Atlantic Court riest to Kamma City HOW ADS ARE SOLD IN COMMUNITY BLOCKS

> Experiences of American Expert Who Har Pat Many Report Hotels, Merchases, Railroads, Steamship Lines, and Trade Organizations Into Beneficial Advertising Clubs. By CHARLES P. PENNING

Monager Tracel and Armed Separated Free In view of an extensive experience in

men



extensive. CHARLE PRABBING throughout the East and Northwest This combination took in all the hotels Water and Tampa dawn to Port Meyers.

the Association, and also contributions pure display advertisements. Through Phorida than ever before Another very extensive commutes of

Southern resort advertising, which brought back to life, was in connection with the officials of the Boothern Rall I spent about one week on this propto eitract waster visitors to a Southern

Calerdon Tex. is souther town in on the community plan with the Comthey paid balf the cost of this campaign. or half. Thus campaign covered a pr-

I also worked some successful cara-

Aschmontile is the gateway of Plor-

to the indocements the city of Jacksonville had for tourists to stop for a day or two before going Lether North or I also worked out a beneficial com-

monity campaign at St. Petersburg. I worked was to Euritogton, Vermont. this appropriation by public subscriptown. The greery stores, betels, departreast stores, banks, music stores. bardware stores, street railway com-

pany, gas company, electric lighting company, lumber companies and vari Industries in 1980. galacritod Inside of three days, on my leat visit there is 1815, I raised over \$500 for a campaign in two New York papers and one Boston paper. The local merchants subscribed with the ties that the more sensie that cutful be brought to Bur-

ALL PAY WHO SHARE For Hustration, take the department stores. The more people there ware specifical the summer in Burilegton, nought of the department stores. would, naturally, derive his eneft by the sale of the necessition of hie; the more justir there were there. the more groceries they would sell The same applies to all the different

trudes in term Three years ago, I had a satisfactory Hench, Maine. This was one of the first currenually compaigns ever started. tet Men's Association of that town. MACH PLAN BURY.

Community advertising is absolutely the best form of advertising for any section where there are at least from ten to Officen boosts within a reduce of fifteen or favore more for the simget larger space to the paper and the severtimenent will rish for a longer tiers, then if they were doing it todthinking. This form of advertising in becausing more popular among re-Each year about three new Probably, one of the most successful congestern that how been our on this

Ameriation of Porone Moustain, Pa. block, in New Hampshire. also the Lake George combination of Lage tieurge, New York. Community advertising brings better consecration between the transportation

Post Compositors' Banquet About sixty-five employees of the receptaing room of the Evening Post of New York, and their friends, spnot Terrace, in Depoking last Satur-

day evening. Under the skilfes guidsuce of Touslmaster Arthur Bierry there was not a dult moment frees the start to finish. Thirting the course of ed from the regular cabaret of the Blockwell Terrace, interspersed with talent from the ranks of the competewere read by Mr. Bierce, supposed to t - from different once who were usable

her, they raused considerable aware.

HOW WORLD HAS WON BIG TRAVEL SUCCESS

Free Information Bureaus Supplemented By Two Heavy Resert Magazines With Free Circulation-Gives Business Attractice Display Bate Low and Selling Cost High, But Business is Prized.

Resort advertising has for man years leen a feature of the New York World. A heavy volume of business is

Year by year the World has shown The World's classified rate card reads cents per line. Seven-time rate, \$1.25

per line. Thirty-firm rate, \$5 per time." The bulk of the business to solici-

inches, with attractive two-color covers, on magazine which. There is no reading matter in the 12-page Summer licsorts Annual except the index and the the matter being lifted from the news. fled with geographical arrangement. The transportation lines and some numers, react accessory dealers but

It is the opinion of the World management that the advertisements, when classified, in the Annual make up a comprehensive director of summer rethirty-six pages, and is very attractively illustrated with half-tone reproduc-

The aureals have a synerical free vir. cidation, being given away to adults of taken by the World, in addition to that

The World maintains in addition to the big Park Row Building, a chain of Sta offices at congrated points of traffic New York city, Scoonlyn, Ashery Park, and other crowded resorts. The public is asked to accept the helpful wroffice

INTERNATION STREAMS. and the reserts. Much of this maleried

tickets, investigal obsolut, and insurance been to induce the hotel and resissant. SAYS CERTAIN PAPERS and express money orders are sold at proprietors of New York city to adverthis learners. There is no fee charge ties on the fact that the metropolis is

becoming more and more a "winter re-A novel feature of the World's win. sort" for these who prefer the excite-INFORMATION BUREAU FEATURE OF TRAVEL

SERVICE OF THE NEW YORK EVENING POST



RESORT BUREAU OF THE NEW YORK EVENING POST.

Exercise Post publishes success and winter resert guiden in attractive form and arrangement, and also materains as information bureau, where directions are given by experts to only one loguirfar resort advertisery do not pay for ing to person or by mail or telephone. Lest year the Summer Resorts Gode, published by this newspaper, contained eighty-four pages, with heavy stock used for the body of the book. It preclassification what is said to be comreserts, hetels, and hearding-bouses of proprietor rates, and seuson dates. tions of strikingly beautiful scroes at

FOUND LOCAL RESORTS OFFERED BEST FIELD

Knirkerborker Press Did Not Find Satisfactors Results for Two Years, but Persisted and Woo-Send men to Pressinent Botels Gots Classified from Small Resorts. By LYMIN J ARMIE, IR. a real effort to secure sussesser-resort

selvertising, and in that time we have dearored to get advertising only from what we call the Capital District. Ecwrite on the court have not been adicwere skeptical and did not use much

rains to be our strongest field for ad-

For the surnow of styline service to plan. The classification tactates both

There are also generous descriptly The rates range from 25 cents for or rapre times, there ar more times per There is also an intermediate for Aftern to thirty insertions, those All advertisers contenting for Mix or more lines and endered with a thirty-

The Evening Post advertises that it and winter, than any other New York The customery

INFORMATION MURRAU. We have maintained in connection

with this advertising an information burenu, where pairson of the paper can secure information about advertised or non-odvertised places to spend a vacabuttle by mall. The selling cost is a time when business in general is rather slow. We have found that a cean, given a light automobile, such as a Ford, one work effectively and mere chesnix than by any other means of We have not confined our efforts to

-maller establishments that cannot afford display advertisements. Our first races cord us a great deal, through had endeavering to collect.

BEST FOR BUSINESS

Springfield Republican Man Declares Trude Advertising May be Successfully Offered to Newspapers, Without Regard to Circulation-Issues Asseal Resect and Recreation Number. By ADVERTORIES MANAGER,

We have found it profitable to per made and solicit summer report traval and vacation advertising. This promotion, however, has always been strictly confined to our advertising

department, and our editorial department has preer been called upon to run matter designed purely to again in recerting this class of bustness Every year we print, once a week special news reports from nearly sil of this editorial department activity was established long before resort advertisto this the editorial department plays an important part. This number, however, was established by the editorial department Stelf many years ago and vertising department has connected with it and has found it to be so effective For such papers the selling cost of sort advertising would be exceedingly high For papers to the first class the

We value this business not so much because of the season at which it comes, but because we believe that resert advertisements are distinctly interesting to our readers and that in ortsting a large number of them we are giving our

BALTIMORE AMERICAN SUCCESS Personal Solicitation Valuable, Excess in South. By W. M. Score, Our resert advertising has been reaff.

thing that we receive from the Atlantic City botels. If it were not for the adadvertising would be quite an expense Instead of a profit. We have a direct representative to Atlantic City. In addition to the work

copies, this will be eliminated. As a great many fultimoreups spend some ter we print from these different resorts has a certain news value, and, at the acet business. The only report advertising that we

torre solicited and found usprofitable was that of the Southern winter resorts. On several occasions we sent men out to work on this class of advercess. Then we made arrangements with the agency (which represents eight to our proportion of the expense, but this. also, was a fallery.

SISSON SAYS ADS REVIVED SARATOGA

Reminded of Charms of Old Resort and Virtues of Bubbling Springs, the Public Quickly Responded—Railroad Export Praises Newspapers as Advertising Media.

By F. H. Staton.

Probably the earliest form of railroad advertising, and one that is used continuously from coast, to coast, is the familiar road sign, "Stop—Look—Listen." It is a constant reminder to the public—for the public forget.

And people do forget—forget the bracing air and countiess charms of the Adirendacks, the curative waters of Saratoga, the wonderful climbs in the White Mountains, the happy days along the New England Coast or the fine fishing and boating of the Thousand Islands. So the railronds each spring advertise their resorts' virtues to the stranger and remind the old friends of past seasons' happy days.

Will newspaper advertising bring back an old resort? I believe this question is answered by what Saratoga Springs has done within the past few years. Usually money for advertising a resort is contributed by the individual hotels and by substantial funds which the local merchants contribute. In the case of Saratoga Springs the money was voted by the taxpayers and the village president appointed a commission to govern the expenditure, the transportation interests contributing to the ganeral fund.

GREAT RESPONSE.

Saratoga Springs immediately felt the effect of the newspaper advertisements. The advertising plan included not only a mentioning of the various attractions of Saratoga Springs, but also played up strongly the appeal "LET US HELP YOU CHOOSE YOUR HOTEL OR BOARDING PLACE." Publicity Agent, Charles Marshall, personally answered each inquiry and then as the summer visitor arrived, placed him, her or the family, as the case might be, in the hotel or boarding house that he knew would meet their requirements. Answers poured into his office from people who wanted this personal service. Literature was mailed out promptly and the letter always said, "LET ME HELP YOU." It can be truthfully said that the personal service Mr. Marshall rendered to the people who answered the newspaper advertisements made Saratoga Springs "come back".

What Marshall did with Saratoga can he repeated to-day by almost any resort that has real summer attractions, good hearding places, and is willing to advertise the fact and help visitors find the accommodations they desire.

The advertising a city or resort may do and the publicity that a railroad may give to a section are entirely different.

The former has only its own immediate interests to consider, while a railroad like the New York Central, on which a good many resorts are located, must conduct its advertising along broad general lines, so that each place may receive its proper share.

SCHOOLS MAKE SEASON.

The "season" of the summer resorts are nearly all governed by "when school lets out" and "when school begins." which means from June 30 to Labor Day; but there is a tendency growing stronger every year to prolong the vacation period especially in the Adtronderks.

There are four kinds of summer travellers:

FiltsT: The family that rents or owns a summer camp. They are the most desirable for the railroad, for they mean the sale of many tickets. There is the traffic of the family coming and going, the week-end visits of the fathers, sone and the stream of coming and going house guests during the season.

SECOND: The family that stays at a botel during the season with the father, and sons as week-end commuters.

THIRD: The two or three weeks vacation trip.

FOURTH: The two or five days weekend traffic where no long vacation can be obtained and the tourist spends week-ends at different resorts.

The railroads advertising must necesmarily be restricted to general publicity, featuring the advantages of all of the resorts in a most general way. Each advertisement carries the message:

Let Us Plan Your Vacation

If you will fell our Travel Burean is a general way the number in your party, about the amount of money you wast to spend, what you must like to do, we will propose nee or two trips for your consideration with complete librariation, and send descriptive brokkets. Or, if you know just exactly where you want to po, jet us know and we will give you all information.

Address TRAVEL BUREAU

Grand Central Terminal New York

Here, again, is where the personal service "Let us help you" or "service plus" feature is the proof of the value of the advertising.

Thousands of letters are answered each season—thousands of passengers are routed to the New York Central resorts because each inquiry gets a personal answer from one who is in a position to give export advice.

The family that wants to dress for dinner each evening and is strong for the social life, find its requirements met by the exclusive hotela.

The Travel Department will tell the best place to camp—the best place to hunt—best place to fish—what to take with you—what supplies you can buy in the Adirondacks—where you can obtain them and scores of other questions.

PUT 70 TEST.

A few years ago a test was made to find out if the Vacation Bureau was rendering all of the service that the people wanted and if it was possible to make improvements. Several thousand letters were sent out to the names of those who had addressed the Vacation Bureau for advice. A questionnaire asked "where did you go?" "How long did you stay?" "How did you like the resort?" "Was the hotel all that you wished for?" "Was the fishing good?" "Were the crowds congenial?" etc., and when the replies came back they were compared with the original letters of inquiry and the advice given by the Travel Department. In almost every case the answers showed that the people got what they wanted and that the Travel Bureau had been an immense help to them.

The railroad is quick to take advantage of opportunities to secure long hauls, and quick action and service is usually rewarded with business.

A case in point is that of a banker who wrote in from Little Rock to the New York Central Line's Travel Bureau at the Grand Central Terminal asking about a place to bring his family for the summer. A quick wire from New York to St. Louis resulted in the New York Central's St. Louis office sending one of their travel men in the vicinity of Little Rock to call on the banker—the result was a party of five to Lake Placid and return via New York Central lines.

Travel Resorts

and the

Brooklyn Daily Eagle

The Eagle stands First in this Field in New York City,

Because—Brooklyn, with its 2,000,000 inhabitants is the largest single community from which to draw prospective guests.

Because the Eagle is a three cent quality newspaper read by the class of residents who are naturally interested in Travel and Resorts.

Because the Eagle gives service through its Resort Bureau which is conceded to be the best of its kind in the country. During the year 1916 the Bureau distributed to applicants over 91,000 pieces of travel literature.

Brooklyn Daily Eagle

Summer Resort Advertising

THE Philadelphia Press has long held the distinction of being the preferred medium for Resort Advertisers.

This preference is due to the character of The Press readers, who have means at their disposal which permits them to go where they please, when they please.

The Newspaper which has readers of this class is logically the FIRST Choice of Advertisers seeking a full season's business with profitable returns.

No Advertiser anywhere can dispense with The Press Service without losing a definite amount of business which the tens of thousands of Press Patrons practically assure.

Address Summer Resort Department

THE PRESS

Seventh & Chestnut Streets Philadelphia, Pa.

TRANSCRIPT A RESORT MEDIUM FOR 87 YEARS

Granddaddy Got His Vacation Thrill Through Newspaper Advertising, Even as We Do-Famous Old Hub Newspaper Has Developed Business Wonderfully 12,000 Lines in Regular Issue.

By J. A. CUMMON.

Boston Transcript Advertising Department,

The Hoston Evening Transcript resort and transportation advertising started eighty-six or eighty-seven years ago.

Back in 1831, before the little sheet was yet a year old, summer resort proprietors realized the advantage of placing announcements of the attractions of their houses in its columns. Doubtless they did so because it appealed to the cultured and well-to-do families then, even as it does to-day, although, of course, in that day it had a circulation far smaller than the present-day distribution, and covering by no means as wide a field.

At that time one advertiser offered for the consideration of the public the following attractions:

The salulations qualities of the Wahrthe beautiful lake, on the border of which the establishment is situated, absorating with fish of ratices descriptions, and sorrounded with the most wild and romantic occurry—spiezedd brate for sailing or fishing. The delightful situation of the house rarely equalled in any part of the country.

Surely, not a great difference from the appeal of the hotel men of to-day.

EARLY VACATIONISTS

In 1830, packets plying to Europe, Amia, and the Indies bid for passengers through the Transcript, as well as did the little steamship lines which even then made trips to points about Boston harbor and in Mässachusetts Bay.

The growth of resort advertising for the first few decades in the Transcript, while steady, was due to no concerted effort on the part of the publishers to attract that particular class of business. For a long time the orders were sent in regularly each season and were renewed without solicitation. So strong was the tendency to let the business grow of its own accord that it practically became the policy of the paper never to solicit an advertisement, and it was not until about 1875 that this condition changed.

About thirty-five years ago, when it became the general cusem to take summer vacations, and business houses started to allow their officers and employees a week or two for outings larger and better hotels and boarding places were built; more effort was put forth to secure this class of advertising; and steps were taken to give proper attention to the rapidly growing industry.

SPLENDID GROWTH.

From that time the growth of the business has been tremendous, and not a little of the credit for its growth is due to the pulling power of printer's ink.

There is no way of knowing how many summer resort hotels there were when the business started its real growth, but Transcript men are sure that to-day in the "Playground of America," as New England has been called, the number is in excess of 12,000 hotels, farms, and boarding houses where guests are received during the summer months. Of these, probably half realize the importance of newspaper advertising and are doing their share to tell the world of the joys of summer in New England, and there is no doubt that most of them are having splendid success with their publicity.

Some, of course, are using copy which to the sale of the paper gathered.

defeats its own purpose through poor wording, improper display, or faulty illustration, but taken through and through, the resort field is as aggressive and as progressive as any, and in it all the leaders and most of the others are faring well indeed. We do feel, however, that with improvement in copy will come better results and more business.

Some advertisers, of course, through mistakes in their choice of mediums, do not find their idvertising one hindred per cent, efficient, but nevertheless, there is enough intelligent use of worthwhile mealums so that the results as a whole are far from disappointing

The tendency of resort advertisers to use the Transcript is due very largely to the fact that there is probably no other paper in the country, and certainly no other paper in New England, read by so many well-to-do persons who consider summer vacations absolutely essential, and is at the same time consulted as a resort guide by so large a number of persons who are not regular readers.

Among the leaders in the resort field is one man who, when building up his business some twenty-five years ago, used most of his space when his house was practically filled with guests. His idea was that if the "S. R. O." sign brought throngs to the theatres where it was displayed, sq a crowded hotel would be a magnet for crowds, and he was right, as are the others, among "live wires" who have shown a tendency of late years to use front page space in preference to inside locations, feeling that better results would warrant their paying a higher rate for the preferred position.

PROPULABLE EUSINESS.

As far as credit is concerned, the Transcript finds the resort business reasonably profitable as, aside from the bulk of the business being prepaid, credit is extended only to financially responsible proprietors and managers.

A fair indication of the growth of this business is in the fact that from the few scattered advertisements in those early issues, the Transcript's resort columns have grown to the point where last year (the largest year in the Transcript's history), in a single regular issue—net a "epecial"—we carried 7.177 lines of "New England Summer Resort" advertising, 4.242 lines of "Houses for the Summer" and 860 lines of "Comps for Boys and Girls."

Certainly with all their faith in the business, these ploneers of the resort field would be astounded at the proportions it has attained, and assuredly they could hardly believe that the business they started has to-day attained proportions that brings into the six New England States a total of over \$115,000,000 each year, for a season of four or five months

Waste Paper Week in Des Moines

School children of Des Moines, Ia., prompted by the Des Moines (tapital, gathered together old waste paper to the value of \$2,155.62 in one week. This amount was net, after paying all expenses of collection and delivery to the factory. The Greenwood School, with less than 450 pupils, gathered the largest amount, receiving \$176.44 for the paper brought in by its pupils. Five other schools received over \$112 each while one school only received \$1.44. The preparations for "Waste Paper Week" were made by the Capital, and representatives of that paper attended

THE EVENING MAIL

New York

Will Publish

The Annual Summer Resort Number

June 9th, 1917.

Special stories written by experts will cover the following sections:

New York State, Catskill and Adirondack Mountains

New Jersey Coast and Inland

Delaware Water Gap and Pocono Mountains

Block Island

New England States

Saratoga and Lake George

Long Island

A Resort Guide in which will be reprinted every advertisement that appears in the Resort Edition published June 9th.

Our rate for resort advertising is 25 cents per line on one time orders, and 20 cents on a 26 time order, daily or every other day.

THE EVENING MAIL

Resort and Travel Department

NEW YORK WORLD

The Leading Resort Advertising Medium

A MILLION DOLLARS will be spent this season in advertising Summer Resorts.

Unless this sum shall be expended in mediums of known productive capacity, such as THE NEW YORK WORLD, fully fifty per cent. of it will be wasted.

If Advertisers would spend the larger part of this Million in THE WORLD, they would get LARGER RETURNS and eliminate the LARGER proportion of waste.

THE WORLD'S circle of usefulness is ceaselessly expanding with no prospect of a break.

In circulation, especially in New York City, THF. WORLD surpasses by many thousands each week-day morning every other New York Newspaper.

Its Sunday Circulation exceeds the half million mark-the highest in New York.



The World Resort and Travel Bureau

For years, THE WORLD has specialized in Resort Advertising and Resort News.

In other words, THE WORLD co-operates with its Resort Advertisers by following up the advertising with pertinent, personified Resort Correspondence, which gives an added value to all Resort Publicity appearing in THE WORLD'S columns.

And again, in THE WORLD TRAVEL BUREAU, located in the Arcade of THE WORLD BUILD-ING, descriptive literature and information are furnished granitously to all inquirers. Thus The World is indispensable to All Reseast Exercepters.

SUMMER RESORT ADVERTISING

The number of "Resurs" advertisaments published in the four leading New York newspapers during the year 1916 was as follows:
THE WORLD
The American 2,166 Ms.

The Times 14,148 Ads.
The Herald 1,4697 Ads.
The Herald 1,4697 Ads.
From these figures it is easily seen that The Would printed nearly 20,000 muce "Summer Resort" ads. thus any other

The great and only reason for The World's remarkable supremacy may be summed up in one word

HE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3 a Year (Copputal), 1917, by The Editor and Publisher Co.) NEW YORK, SATURDAY, APRIL 7, 1917

10 Cents a Copy



TENTH GOVERNMENT STATEMENT

with previous statements of circulation

Sunday (Exclusive of Sunday) 645,612 . 395,442

Six months ending March 31, 1917 Below appear the ten Government statements of circulation of The Chicago

Tribune. Note that there is an unbroken record of increases:

Period Covered			Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending Sept. 30, 1912,			220,500	304,325
Six months ending March 31, 1913,		٠	245,449	363,119
Six months ending Sept. 30, 1913,			253,212	366,918
Six months ending March 31, 1914,	,		261,278	406,556
Six months ending Sept. 30, 1914,	٠		303,316	459.728
Six months ending March 31, 1915,			326,897	534,848
Six months ending Sept. 30, 1915,			354,520	558,396
Six months ending March 31, 1916,			359,651	585,934
Six months ending Sept. 30, 1916,	,	٠	392,483	619,023
Six months ending March 31, 1917,	٠.		395,442	645,612

Advertising Statistics

For the first quarter of 1917 The Chicago Tribune printed 13,346.38 columns of advertising, a gain of 920.51 columns over the corresponding period last year, which was the biggest previous year in its history.

The Chicago Tribune's volume of advertising for this period was greater than the combined volume of the other Chicago morning and Sunday papers; 29 per cent. greater than that of the first evening paper and greater than the combined volume of the three remaining evening papers.

The Chicago Tribune's gain for this period was greater than the gain of any other Chicago newspaper.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

The New York World

Broke All Advertising Records for March

THE WORLD excelled the COMBINED GAINS of its THREE vigorous competitors by

20³ Columns

Every National Advertiser and Manufacturer should ponder this wonderful achievement.

THE WORLD did this because it gave BEST RESULTS.

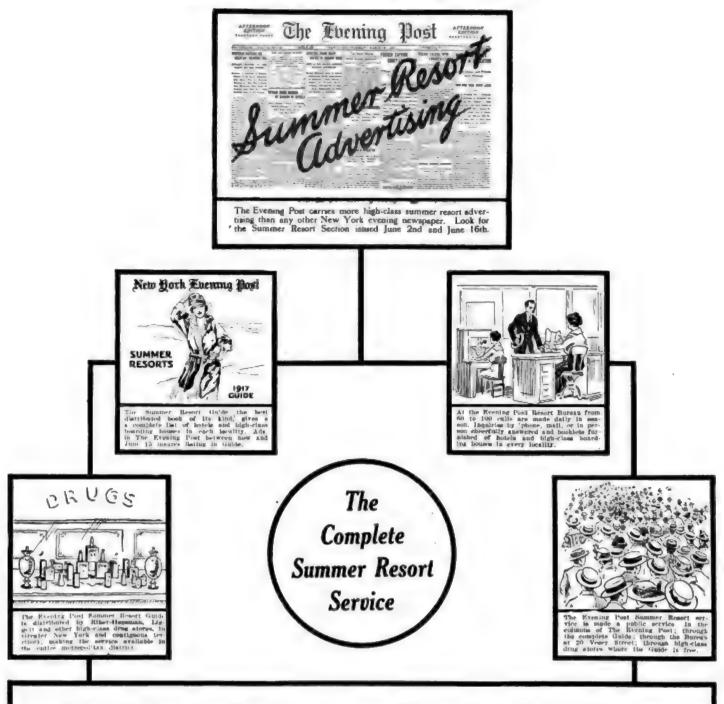
THE WORLD won on MERIT ALONE!

Here's the Score Card

THE WORLD

	4		_	** *	711					
Printed in March, 1917, To In March, 1916	-			, T.				-		7,202// 0 1
World's Gain, March, 1917	7	-				-	-	-	•	685 Columns
·		T	HE	TI	MES	,				
Printed March, 1917	-	-	pil	-		-	-	-		3,406 Columns
Printed March, 1916	-	-	-		-			-	-	3,16134 Columns
Time's Gain March, 1917		*	-	-		-	-	-	-	244 /4 Columns
		TH	IE I	HER	RAL	D				
Printed March, 1917	-	-	-	-	-	-				2,2431/4 Columns
Printed March, 1916	-	-		-	-	-	-	-	-	2,009 Columns
Herald's Gain March, 1917	eth .		-	-	**	-	-	-	**	2341/4 Columns
	-	ГНЕ	ΞΑ	ME	RIC	AN				
Printed March, 1917				-				-	-	2,820 Columns
Printed March, 1916	-			-	-	-	-	-	-	
American's Gain March, 1917			-	-	-	**	-	-	-	18534 Columns
			-	-						
WORLD'S GAIN, March,										
Gain of Times, Herald and Am	eric	can		-	-		~	-	-	6641/4 Columns

THE WORLD LEADS THE COMBINED SCORE BY 2034 COLUMNS



The Evening Post Summer Resort Service in its entirety is advertised in the street-cars, the leading metropolitan dailies and in the newspapers of those towns where The Guide is distributed. As the names of the drug stores in which The Guide can be procured are mentioned in these advertisements, thousands of readers of The Evening Post, as well as the general public, cagerly seek The Evening Post Summer Resort Service to assist them to plan their vacations.

The Evening Post Summer Resort Service is today recognized as the most comprehensive and complete service of its kind in the world. No opportunity is lost to supply vacation-seekers with the facts that they need, or of providing the best class of hotel-keepers with the longest-staying and best-paying guests—the sort of people who read The Evening Post and who are influenced by The Evening Post Service.

New Hork Tvening Post

NEW YORK

More Than a Newspaper—A National Institution



GOSS "HIGH-SPEED STRAIGHT-LINE" OCTUPLE PRESS

The Press of Satisfaction and Dependability in Performance

It is doing continued good service under conditions that test a press to the utmost, in hundreds of newspaper offices.

It has, in every case, been bought after exhaustive investigation of all presses in its line, although none will do all that the GOSS will do or stand up with the GOSS in length of good service.

That is just the way we want presses to be bought after careful investigation. We invite the closest sorutiny and, to assist you, we have issued Bulletin No. 101, "Goss High-Speed Rotary Newspaper Presses."

Better Send For It and Investigate -

THE GOSS PRINTING PRESS CO.

16th Street and Ashland Avenue Chicago, Ill.

220 West 42nd St.

THE EDITOR & PUBLISHER

Insued every Saurekys—forms cloning at tree A. M. on the Feikey preceding the date of publication—by The Editor and Publisher Co., Sales 1117, New York World Buildings (J. Ferk Rev., New York City.). Private Burner's Depthone Entange, Beckman 830). The Journalist stabilished 1884: The Editor and Publisher and The Journalist, 1907. James Wright Boson, President. Edisin Buildridge DeWitt, Secretary and Trensurer.

NEW YORK, SATURDAY, APRIL 7, 1917
NEWSPAPER MAKERS AT WORK

No. 43

LUNCHEON IS PLANNED

Vol. 49

BY ASSOCIATED PRESS
Speaker of National Prositionne Will
Address the Armad Meeting of the
Members of Green News Organization
on April 21 Five New Discretes to
the Discrete National Press (date for the barts)

son to be given to the senthers of the Moderf-Assista, bested Toronky, norm. April 12.5 have not yet been conspired to A specific of artificial position to altification of the control of the control of the to will be take yet has not been the towns. It when said be an exclusion, or the trackers, and the artificial follows, as when the artificial control of the control of all districts of the Assistant of the board of districts of the Assistant of the town the Chamitre Special of the Said-

of discusses of the Associated France in the Chaptery Silvent of Er. Modello, Discussion of the Chapter of the Chapter of the heard and rate place April 2, Those whose Davies (1997 etc.) Physic II. Mayer, Washington Silven, Ashond is Davies, Washington Silven, Ashond is Chapter, Washington Silven, Ashond is Davies, Territorium Norse, Ashond is Davies Verick Blasses, J. Wessel, Davies Silvent Silvent and Chapter (1998 and Principles of the Silvent Silvent Institution and Silvent Silvent Silvent Institution and the restriction of the Association, and the restriction of the Association, and the restriction of the Association of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Chapter of the Association of the Chapter of the Chapter of the Chapter of the Association of the Chapter of the Chapt

NEWS PHINT COST SYSTEM

Meeting of Cassasium of Massafarrame, Hall in Ohizon Committee of the The Unit Statem Committee of the News Frist Manufacturers Association, at a meeting field in Channes also association and the Association of the Committee of the Matter meet next first the work of the Bolond Thesis Comtes and the Committee of the Comtes of the Committee of the Comtes of the Committee of the Comedition, stated in his opening consistenciation, stated in his opening consistention of the Committee of the Comdition, stated in his opening consisten-



TIS STEAM

Legist MLLS, become accounted with the first Three, incomes, a support of control of human of

data decision-indebt, and public districts keep the respective. These are subdivision and the districts keep the respective. These sections of the time the following emerging the respect observables, and before their says used a site to revent abservations are subdivisions. The subdivision of the subdivision of the subdivision of the contraction for the subdivision of the secretary of a collection of some spec. He said of quartity, vortices becomes, is a somewhat offers to relate the should all the Protect. The originates were to the subdivision of the Protect. The originates were to the subdivision of the Protect. The originates were to the subdivision of the subdi

(Concluded on page 3)

LUNCHEON PLANS FOR ADVERTISING BUREAU

Largest Amendance in History of A. N.
P. A.* Advertising Russes to Be Held
at the Waldorf-Asteria Hacel Agric
- Frominant Speaker to Amend—Interesting Discussion Probable.
Advertising heavyneights will ad-

Afvertising heavyweights will address the invited on the Barons of Asterologies of the American Newspaper Fublishers Association Inscheon, at the Walders Association Inscheon, at the Walders Association Inscheon, April 25. Men of national presentations, April 25. Men of national presentations are presented in the present of the presen

From the manuar in which reserva-

there are reason many, not interested the Busber who had secured south it is advance, at this time last year, have spaces for a place April 25. This limited April 25. The lin

Palicentine the inscheen there will be a discensive of unstrain observition.

A discensive of unstrain observition.

A discensive of unstrain observition will be under the contract of the co

SOUTHWELL GOES TO BURLINGTON

Leaves Des Moines Register to Become
Publisher of the Hawle See.

W. B. deschwell, for twelve years, the boolean enabaser of the Dan Meisses (Ia). Register and Tritisans, has been carefully a support of the procedured of the procedured of the support. Most Control of that enveryone. Mr. Bouthwest has box been an active and important another of the flander's Thomas coverage of the support of the supp

Iterates and Yelson, will asserte as the sensest secondary of all departments of the newspapers. The position of husboars assence will not he centiated, test the weak will be desided assent other mechans of the organization. If T. Well's is the affections assent of the Robites and Telesonmansory of the Robites and Telesonmansory of the Robites and Telesontonics and the Company of the Contraines as managar of the classified absvertibing department. W. A. Couline or will enables as development of the well-method as development on the well-method as development on the contraction of the con

Digitized by Googl

James H. Hare, Veteran War Photograaber. Back from the Salanira Sector. Where He Tuck Pictures While the Allies Were Pouring 350,000 Troops

Photographers have a hard time of taking pictures. The rule is strictly daily, arrording to James H. Hare, who



JAMES H. HAIR

has stap-shotted scenes in half a deserwars. Mr. Harr has a reputation so a war obstouranbur. He has fust returned from Salcolca, where he travel. led up and down the Affect trenches. was wester flee, siept in the open and Itia first appearance in Europe was to Prance, but it was tesperable to take nictures there, he said

teh crescration was rigid. So was the rame ratent. He was allowed to go innature on both the Regish and French fronts tny fragressia of shelfs. Geing from ene army to the other, he was required to Garand the British for the Prench There being no chance for shotographs in France, be transferred his activities to Bolomes, where the Firsch and English were beginning to tent armire

when he left they had upwards of PRINCIPALITY TO TAKE PHOTOGRAPHS General Sarrall, in command of the to take photographs on the French This was granted. From that time, he travelled the length of the lines, much of the time in company with John Mc-Cutcheen, of Chicago, and W. G. Shep-

He went on for as Mountily and Prierritons in the world, in which the traces feet difficulty to meeting Treeps were pouring tate the Greak peri from carriers daily. The forces ours being constantly augmented, and warlies nature were in progress all the M. A. HOYT NOW OWNER The addition of 100,000 traces a

month brought about interesting changes but with the increase there came a gradual tightening of the lines. Much of the fighting, in the form of

it was impossible to get many pictures der daes. His main thought is to get His trucker begin after he presses the

Pinally the British withdrew permission to take ubotographs and shortly When these orders were issued, be returned to the United States.

"I N. W. SYNDICATE" NOW How Mr. Wheeler Has Complied with Court's Orders.

"J. N. W. Syndicate, Inc., matter for E. H. Malone, H. V. Story, J. N. Wheel-John M. Whester's compliance with the State, and the resthod adopted to conlings the business established by Mr. The latter was originally the the incorporation of that organization he sold the name "Wheeler" to the new

When he severed his connection with the Wheeler Syndicate, he organized John M. Wheeler, Inc. and started business under that name with the result that a temperary infiredicate" is the result.

SPHINX CLUB DINNER

Present Season To Close With Salesolid Entertainment at Waldarf Autoria Hotel The last Sublem (Sch. Street of the m. Men of national preminence will be cornect and will obtress the eather. After the addresses there will be a fifty valors. The somul decision will

New Daily at Longview, Texas. The Languisw (Trans) London which appeared as a daily. W. J. Gay. formerly editor and publisher of the tor, and P. A. Toolor, business manMILWAUKEE DAILY NEWS

Purchases the Interest of William A. Parke, Associate for Thirty Years -Police of Paner Has Changed Gradually Since It was Founded by Striking

Melvin A. Heat, on auditions tourse the Milwannes (Wis.) Itsely News on



founded on April 28, 1883, with cooperaprosperity for a paper started under

a featness man and has a large achas been for seven years president of the Milweskee Daily Newspaper Pubhis efficient services

the independent Democratic dailies of The special agent of the News is the ti. Lonna Paymo Company, New York,

SPECIAL PAPERS FOR BOTABLES. Clubs in Superior, Wis., and Jackson, Tern. Hosporel.

Two Bosary Clubs, one in stonester-Win, and the other is Jackson. Tranon the occasion of their annual bancurts. The Jackson Sun issued a une ctal edition which was distributed at the banquet. The paper was issued under the direction of Jesse C. Leny. the premise 'never again if acquitted." In Superior the dinner was held to can flago for the occasion. At 4:25 P. Triegram photographer, and at 5:19 s. plate had been made, and the picture printed in the special offices of the large, sixed picture of "Old Clery" to

four were parted to the windows of MUST MOULD PUBLIC OPINION Editor's Responsibility Great in Persons

Crists, Sans Publisher Johnson, cen Michigan Press Association, A. P. Johnson, publisher of the Grand Rap-"A community is just as loval as its odlices make it will be labored pose in which they circulate will be to the country editors to mould their reputituencies to the highest and least

different of the association were elected Provident, Ernest B. Blott, Grand completee, T. O. Huckde, Owerla county; R. E. Bozzer, Schoolcoaft; H. T. John-

To Form Buschall League Advertising agencies basing bawball

THE EDITOR & PUBLISHER FOR APRIL 7, 1917

CHICAGO NEWSPAPERS ARE BACK OF WILSON Wast to Sundardine Ad Rates and Push Publicity Campaign.

Leading Publishers Offer to President Their Complete Consecution Telegram Sent from Big Patriotic Rally to Washington-Advertising Men Also Ready to Aid Government. That Chicago newspapers will give leigs, the drat being arranged for the

spensores was much plan test Saturday concert with more than fifty well-known sten sent a telegram to the Premient of publishers who signed the tolegram were News, Major H. H. McChrysick and Ja-Enursiner and American; John C. East-Shuffer, of the Chicago Evenius Past. und John F. Stroubel, of the Polish daily. The telegram was the outcome of a greet patriotic rolly Saturday night. Major McCernick, editor and publish-

er of the Tribune, speaking at the rally. "You must escabilish unicornal service and then protect the men who protect biding behind Germany's enemies is a

"If any person says to his beart: "Let to declare war against Germany, It is extices do the lighting while we stay at defence effective, he will be caught to

Along with the newspaper men, the leading forers in the Chicago adver-Advertising Agence' Association to the Hotel La Solle, William H. Rankin, presthen; of the advertising company that ment's plan of obtaining soldlers, laborof the national advertising advisory bound. He told his associates that are ment orders that so advertising contructs shall be let without the advice of With regard to the week of advertis-

ing men in these of war, Mr. Rankin "I believe we can prove to the Fremdoes to the down-troublen countries now

Mr. Hankin decisored that a mattered personal other papers, could easily at an interest rate lower than bankers ACTIVE ALBERTA PURILISHERS

Two well attended meetings of the A. J. M. Terrill, Medicine Mat Nows, president of the Alberta Division of the C. P. A., presided at both meet-

publishers for the northern half of the Resolutions were passed at both meetings urging the provincial Goverranets to run advertising campaigns of the Attenta Liquor set, so that the

people of the province would be in-A committee was appointed, which for Alberta publishers. This schedule will be submitted to the Alberta divialon, and, if approved, will be adopted. It was brought out in the discusnion that there was a great diversity of rutes to force, and that a standard scale of rates was an essential, when vertising agencies. It was resolved that ctal advertising of a similar nature. Il was recommended that, to further cooperation, the publishers of the pro-

rie, the manager, who announced that pers of the province, with a view to in-

WILL PLACE FOREIGN ADS New Company Organized to Handle

American Advertising Abroad. vertising Service

advisor to the Johnston Ovensens Adertoing Service, and left on April 7

MacKiessen's Timely Stant can, make with every copy of national form of Halo's Mr. NacKinproposition. When he had charge of has a harny facility of rettler the woods MORTIMER D. BRYANT A COLONEL IN THE ARMY

Member of Well Known Special Newspaper Publishers' Agency is Prospeted to Coloneley, and Has Been Swoen in to the Command of the Ferry-seventh Resiment of Branklyn. Major Mustimer D. Bryant, of the

Brazzi, tictfich & Predricks Special



M. D. BEYANT rr. New York National Guard, has been Regiment of Brooklyn. The autoware. ment was made by Brig.-Gen. John H

Colonel Biryont has been active in National Goard circles for several for a number of months, where he prived with distinction, making a rec-Culonel Reyard is a grand nephra of William Cullen Bryand, the post and one of the farmous editors of the New York Evening Post, Colonel Bryant's of the Breeklyn Times, and was secreary and monoger of the American from 1873 to 1915, being the producement of Lincoln St. Palmer. A brother, Wiltern B. Bryant, is secretary and trearelated sell a few more planos. He is right in current such a representation timerdien and Sunday Chrosi-

TOLD TALES OUT OF SCHOOL Roy Crawfall and William P. Goodspeed

Addressed Buffalo Ad Club. for Crandall advertising manager of nahington currespondent, addressed the Buffalo Ad Club at its receiving tast work on publicity. He juid of public pr story concerning the Parama ca-The fight which occurred over ben-

President William P. Goodsnand who He declared there were other kinds of publicity beader "That was armed to belo the public." of the News's efforts in this direction,

Last summer. Mr. Goodsment said he was naked-at the time the campaign was at its height-what would happen double its advertising appropriation the company was informed that if he thought he could hav the News's ed-

ing said the News would not be good." and My Plac," which was printed to THE PERSON & PURCHERS recently, was MUSIC AND ADVERTISING National Director Tremaine Urges In-

creased Use of Newspapers. "You must use the newspapers more There has been a tremendous awaken public in the last flee years. This feecebe utilized to its fallow "You cannot expect a nublisher to arrose musical interest simply that you

"Approach your newspapers in a human way, and you will find your atit-

Carrier Boys to Visit Zoo.

The Indianapolis (Ind.) News will wend sixty of its carrier boys to Cincinnati on a visit to the Zoo of that city. as a reward for renewed effort to inbe taken from each district, according to the number of carriers in the district and the number of inhabitants availfications for the trip so that if a warme tiree leses an old one, he stays right where he is. New customers in addition to the old ones count Lacocole

WAR WILL NOT AFFECT NATIONAL ADVERTISING

National Accounts in Daily Newspapers Will Increase During Coming Year, Is Belief of W. A. Thomson, Director of A. N. P. A's Advertising Bureau, After His Pacific Coast Trip.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, returned on Monday from a trip to the Pacific Coast. He was absent from New York about a month and a half. National advertisers, he found, are going right ahead with their plans, regardless of the war, confident that the country is to witness its year of greatest prosperity.

While away Mr. Thomson called on advertisers, old and prospective, in the interest of the daily newspapers. In Los Angeles he had a number of conferences with the Southern California Publicity Board, which has for its slogan "\$500,000 annually for five years for advertising the natural advantages of southern California for industries, investors, tourists, and desirable homesseekers."

This is a campaign it is proposed to start, probably late in the fall or early during 1918. Mr. Thomson discussed the matter with D. M. Linnard, president of the Board, and pointed out to him the advantages in advertising nationally in the newspapers of the country, the results that have been attained to other lines, and the possibilities in the campaign which he is planning. It is believed that he made considerable progress. The fund for this campaign, which will be one of the largest launched in the West, is being pledged at the present time.

Mr. Thomson visited San Francisco and other points, made a number of addresses before advertising clubs, and spread the gospel of the newspaper wherever he went. That there will be a splendid increase in national advertising during the coming year is his conclusion.

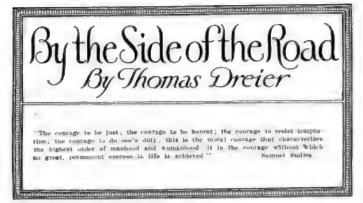
National advertisers all over the West, Mr. Thomson found, are going shead with their plans regardless of war. They have no doubt about the future, and are impressed that business will be better than ever.

Miss Rankin Will Use Press

Mise Jeannette Itankin, the first Congresswoman ever to be elected to the National Congress, has arrived in Washington and has been duly sworn to the doings of Miss Itankin make good copy, as is testified by the space given to her activities. Miss Rankin believes in the newspapers as an advertising medium. "I have great faith in newspapers," said Miss Rankin, "and I think they are the greatest of educators. For that reason I intend to use them all I can."

S. N. P. A. Making Big Strides

The Southern Newspaper Publishers' Association is conducting an active membership campaign, and the against severally waiter C Johnson (who is business manager of the Chattaneson News) reports nineteen new additions to the list to date. He product that within a short time, every daily newspaper in the South will be additional with the Association. The next cannal meeting is to be held at Grove Park Inganies to be held at Grove Park Inganies in the South will be one of the divertisation with numerous trophies in prospect.



TWO YOUNG MEN STARTED OUT IN LIFE. After a few years of work, one grew discouraged and sald to the other: "There is no chance for the man who have no capital. A man must have money to achieve success these days."

The other fellow said nothing. He kept on enriching his mind, studying, fitting himself for the doing of bigger

: Eventually a man with money came to him and said: "I will put my money against your brains into this business. You provide the knowledge and I will provide the capital, and we will both win."

The young man who was discouraged because he had no capital is now an employee of the man who cultivated his mind and made of it a magnet powerful enough to attract the capital he needed.

THE ONLY WAY in which you can tell whether you can call yourself a success or not is by measuring what you have accomplished against your actual capacity.

IN SOUTH AMERICA THEY HAVE a story that runs like this: It is well known that the lampalague (a snake) is the strongest of all God's creatures, and that if a man, stripped to the skin, engages one, and conquers it by sheer muscular strength, the serpent's power goes into him, after which he is invincible. We ourselves know that this story has a meaning for us. The obstacles we overcome, the fights we win, the situations from which we rise as masters, strengthen us. The harder our fight the greater the strength that comes to us as our reward. So, let us be thankful for the sifts of the gods that come to us in the form of opposition.

POPULARITY IS A QUEER THING! Take the case of Percy Bysshe Shelley. If he were alive to-day he would be showered with honors. Yet when he was alive the public attitude toward him was antagonistic. There is no question but that his place among the great poets of the world is secure. But his own father discovered him when he was on earth. Just because a man is not popular is no reason for assuming that fame will not some day be his.

YOU ARE AS GREAT as your imagination—and no greater.

IN A CERTAIN BUSINESS INSTITU-TION there is a young man who is called The President by his friends when they are in joking most or cours, he is a long way from the presidency of the concern, but even his loking friends feel certain that one of these days he will fill the pesttion. There is sometime, about the

way he does his work that tells in adwance that his progress will not be stopped. The young man who does not impress his associates with the fact that he is fitting himself for a position higher up is missing out somewhere.

I HAVE ALWAYS THOUGHT that it was a mistake on the part of the conservative authorities to deny the radicals the right to speak as freely as they pleased.

A short time ago, at a meeting of a radical club, I beard an I. W. W. organizer hold forth for about an hour.

"What a pity," I said to myself, "that this man is not speaking to thousands instead of to this handful. If he apoke in public, instead of in this place, the crowd would laugh him off the stage."

One man who heard this talk, and who had always thought that the it. W. W. people deserved sympathy, refused to contribute when the plate was afterwards passed for the relief of I. W. W. members who are in juil out in Washington.

"If those fellows out there are as crazy as the fellow who just spoke," this man said, "they belong in juil."

Every time some radical is arrested for speaking like a fool, hundreds are won over to his cause. The greatest cure for intemperate, foolish, assume speech is the laughter of the crowd

And the crowd, under ordinary conditions, can be trusted to sift the chaff from the wheat,

The radical who talks fively on the street corner is less dangerous than the one who whispers to others of his kind in some cellar.

OVER AT THE BIG PLANT of the United Drug Company my good friend George C. Prolich showed me a horn filled with the vilest smelling stuff I over encountered anywhere.

"What in the name of heaven is that horrible stuff used for?" I asked. He laughed at the face I made. "What do you think we use it for?" "I haven't the slightest idea."

"That stuff, which is worse than the worst Limburger cheese and a vile smelling mixture, is used in our most delicate perfumes. Without it we would not be able to get those odors which the women love."

As I came away, and thought of the people I have known, it came to me that what that evil smelling stuff is to perfume, sorrow is to people.

Sorrow sives to the natures of men and women a certain something which these whose lives have always been untroubled never possess. Sorrow is one of the richest gifts we receive.

PRESS ARRANGEMENTS FOR SUNDAY MEETINGS

Problem of Sesting Reporters and Other Newspaper Men at Revivals was Not Easy to Solve Publicity Department Has Charge of Distribution of Tickets Demand Has Been Great.

The New York newspapers are making preparations for "Billy" Sunday and the "Billy" Sunday organization is making preparations for the New York newspapers. In addition, they are making ready to accommodate a large number of out-of-town newspaper men, and from present indications there will be a larger representation of newspaper men in the arena facing the Rev. "Billy" than in any of his previous campaigns.

The question of caring for the newspaper men that would cover the Sunday meetings, without interfering with the seating capacity for the general public was a problem that was put up to the publicity department. Every daily, both morning and evening, published in New York, together with dailies in many surrounding cities, and some from Philadelphia and Boston, and the various news reporting associations, have all made anplication for reservations, some for as many as a half-dozen men for each meeting. The majority, however, only asked for two reservations for each meeting. In addition to all these, requests for reservations also came in from a large field of newspapers published weekly and monthly in New York, most of them representing various religious sects, as well as from the regularly recognized religious press. All of these had to be accommodated in some way, and this was the problem that the publicity department faced.

TWO CLASSISS OF SEATS.

It was found from the first that it would be impossible to accommodate all that had requested scatings, in the press box at tables. An arrangement was then made by which the press was divided into two classes. In the one class was placed the news associations, New York dailies, and the dailies from outside cities. For the accommodation of their representatives, fifty tables will be provided in the press box, and the number will be divided so that all may have a chance for a seat. Arrangements were then made to reserve a special press section of reserved seats, adjoining the press box, and in this section will be placed the representatives of the religious, the monthly and weekly press that will not have to have a table to write on. These se its will be held for the members of the press, and no one will be allowed in them without press tickets.

The question of the distribution of press tickets is also in the hands of the publicity department. Press tickets for the press lox will be issued, good for the entire campaign. Tickets for the press section of sents will also be issued for the entire campaign, with a few good only for individual or special meetings. Altoeether, about 125 to 150 newspaper men can be necommodated at every poseting.

The New York American has made special arrangements to cover the meeting. Inducements have been offered to the public to subscribe for a three months term covering the campaign, and especial "Billy" Sunday extra is being esseed. Hendquarters have also been eposed opposite the tabernacle, with technoons, ch., for the accommodation of the general public.

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BUYS SPACE TO AVOID ADVERTISING WASTE

Marketing Value of Circulation Must Have an Appeal to D. J. Hinman, Space Buyer for Street & Finney, in the Selection of Mediums Through Which to Reach the Public.

Circulation figures mean nothing to D J. Hinman, space buyer for Street & Finney, unless those figures are backed up by facts that convince him that there is marketing value behind them



D. J. HIMMAN.

more fact that a newspaper has a greater circulation than its rival, doesn't mean that Mr Hinman will select that one in preference to another that has fewer readers. It is frequently the case that he will buy the space in the newspaper of limited circulation. He has a reason, based on marketing experience. In the purchase of advertising space in all sections of the country.

Sometimes, Mr. Hinman finds, a large distribution of a certain paper mean economic waste to one of his advertisers, while to another it cas rean the best kind of economy. ffer beriff einem that, in some localities at least, different newspapers have different clientèles. Some represent the great mass of the prople, others go to a foreign element. one may circulate on the hill, among the bushbours while another will go to a well-to-do middle class. If he is selling a high-class article that requires the expenditure of a large sum of money. he would hardly select the publication that goes to the working class, and the harder the agent argues for copy for that kind of a newspaper, with its higher rate, the further home he drives the fact, in Mr Himman's mind, that to advertise with him would mean waste to the extent of the excess of his circulation over and above the identical class whom his clients desire to reach. On the other hand, for a popular article, low or medium price, he would look with favor on the newspaper of general errculation.

INPORTETION HE WANTS.

Mr Hinman places all advertising on It is the the marketing principles. value behind the circulation for a certain line of goods that appeals to him He wants to know something about the people the me wapaper serves, where they live, what they do, how and where they buy, something about their purchasing power, and their ideas. By knowing these things be places advertising in newspapers that create a demand for the goods of his clients.

BALL ROOM AS DRULL HALL.

George C. Boldt Makes Patriotic Offer to Military Ad Men.

The Advertising Men's Military Association of New York has had the offer of the use of the grand hall room of the Walderf-Asteria for a drill room every Monday, the offer having come from Genrie C Boldt himself

The Association was formed seven weeks ago and has been drilling under Captain Roy B. Staver, a West Point graduate, now in the advertising department of Hoarst's Magazine. Heretofore the 160 members of the organization have drilled in the Seventy-first Regiment Armory, but war time changes compelled them to look around for another drill hall.

When the predicament of the Association was brought to the attention of Mr Boldt, he promptly offered the use of the ball room.

Tomlinson Heads National Biscuit Co.

R. E. Tomlinson, formerly general counsel and third vice-president of the National Biscuit Company, has been elected president, to succeed the late A. W. Green. Mr. Tomlinson will reach his 40th birthday next December, and is therefore one of the youngest men at the head of a large corporation in the country In 1891 he graduated from the University of Wisconsin with the degree of bachelor of laws. Shortly after his admission to the lilinois har in 1901, he entered the law offices of A. W. Green in Chicago. When Mr. Green gave up his law practice to become president of the National Biscuit Company, Mr. Tomlinson accompanied him, becoming a member of the company's legal department. Subsequently he was made an assistant secretary. then its general counsel, then vicepresident and now president. He has been with the company about tifteen years.

Guests of Secretary Hart

Lester M. Hart, secretary to the Governor of Maine and a former newspaper man was the host recently to a number of legislative reporters and former newspaper men at his home in Augusta, Sam Connor, private secretary to United States Senator Bert M. Fernald and E. B. Hinckley, who formerly represented the Kennebec Journal, were guests of honor with Gov. Milliken, A luncheon was served during the evening by Mrs. Hart. Besides those mentioned, there were present J Clement Murphy, C. W. (Doc) Richards, H Augustus Merrill, Newton C. Reed, and Rodney E. Marshall.

San Francisco Ad Fiests

Advertising Day, which the San Francirco Ad Club will conduct on April 20, has developed into a State-wide affair, conforming to Governor Stephens's proclamation, declaring the day as one to be observed throughout the State. The programme to be observed in San Francisco is varied and interesting. The funds realized will be used for advertising San Francisco in the East and in securing for that city the 1918 convention of the Associated Advertising Clubs of the World. The Ad Club will have an Overland Motor Caravan of twenty automobiles in the street pa-

American's New Office

The New York American has leased as a downtown office the nonthern half of the new building at 221 Broadway.

The space leased will be occupied for its downtown publication office and The building has the counting room. distinction of being the only one-story building on Broadway south of Canal

NEWSPAPER MAKER-LOUIS WILEY--AT WORK

(Concluded from page 5)

He has the faculty of conducting an interview briefly, getting at the crux of his visitor's proposition, and of terminating the interview in the fewest possible number of minutes-without offending his caller. It is a gift.

Mr. Wiley laid the foundations of his success in a country newspaper office. where one has to do something. He learned the husiness on the Mt Sterling (Ky) Democrat. He started in the printing department. When he became a reporter he soon demonstrated that he was thorough. Here he learned how to ask a question in such a manner that it would bring an answer in the fewest possible words and cover the watest scope. He never missed anything. It is told of him that the leaders of an opposition political party held a secret caucus in the court house. Only the "elect" were permit-'ed to be present for they intended to "put over something" Mr. Wiley had a full and complete report of the meeting. Those present arcused each other of giving out the information, when as a matter of fact, he obtained the report by the simple expedient of getting into the garret above the room where the caucus was held, in advance of the meeting. Later he solicited subscriptions and then advertising, and finally took business charge of the office. Later he became a reporter on the Rochester Post-Express, and at twenty-two years of age, husiness manager of that newspaper. When he identified himself with the New York Times he had exactly the training neaessary. He possessed the kind of talent sought by Mr. Ocha. He is a man of high ideals, the strictest business integrity, of wide acquaintance, and magoritic personality. He is an excellent speaker, and is full of wit, which flows spontaneously. He picks up and handles subjects on the spur of the moment, and seems never at a loss.

Mr. Wiley is an incessant reader of worth-while books of an informative character. His hobby is the Times. He is no respector of hours. He is down early-and he is generally there long after a majority of the employees have gone home. He works incessantly.

Mr. Wiley is a director of the American Newspaper Publishers Association, a member of the executive committee of the American Newspaper Publishers Association Bureau of Advertising, a member of the National Communica of Advertising, founder and one time prosident of the Society of the Genessee, and belongs to the Lutos, Manhattan, and Sphinx Clubs, the Steuben Society, and the Japan Society, the Pilgelms, the National Allied Rehef Committee, as well as trustee for the School for Printers' Apprentices, and a member of the board of directors of the Educational Alliance.

Itetaliation means nothing. neighbor wounds you with a sharp word, hold your tongue, Respectful silence is a weapon against which he cannot combat.

FOUR DIRECTORS OUIT PAPER

No two space buyers have absolutely

the same idea as to the information they

would like to get from a newspaper.

Mr. Hinman, in insisting upon informa-

tion as to marketing conditions and

the value of a newspaper for the par-

ticular acticle he is trying to sell for his

firm's clients, hews right to the line.

regardless of what any one may say or

There is nothing personal about it

with him. In fact, he makes it plain to

all with whom he does business and

from whom he purchases space, that his

sole idea is to reach a definite class in

the quickest possible manner. If he

can do it through the medium of a

newspaper with a circulation of 20,000.

he will take that route, rather than se-

lect one with a circulation of 50,000.

only 20,000 of which would be effective.

for, by so doing, he would consider that

so per cent, of the effort put forth in

the latter paper would be wasted, while

in the former it would nearly all be ef-

fective, for he would be going directly

to the class he seeks, at the edvertising

rate for 20,000, and not the price of

\$0,000 copies an issue.

thirde.

They Charge Milwaukee Free Press with Being Disloyal.

Mil.waukes, April 4. - Discatisfaction with the violent pro-German policy of the Milwaukee Free Press has resulted in the resignation of four members of the board of directors of the Free Press Corporation, publisher of the paper.

At the annual meeting of the board held in the Deutscher (Jub. which is reported to have been a stormy one, August S. Lindemann, one of Milwaukee's most prominent German-Amerie na, Erich S. Stearn, also a German-American, and Emmett L. Richardson tendered their resignations. Dr. Gilbert E Seaman, president of the corporation, had long since retired, expressing his disgust with the policy of the paper.

"I left the Free Press last year. when the question arose as to whether the paper would loyally support the United States Government," said Dr. Seaman. "I hold a commission in the army, the commander in chief of which is the President, and I could have no connection with the paper which, in my opinion, was not loyal."

believe this is a time for all American citizens to be loyal to this mid Mr. Lindemann. 310 continues. Richardson said he would have nothing to do with a pro-flerman propaganda organ Mr. Stearn is known to have opposed the policy of the paper strongly.

"Memont Kronshage, editor of the paper, is American born but of German parentage. He is regarded as the chief spokesman of the Kaiser in the Middle West. In all differences between this Government and Germany, Kronshage has upheld the German cause and denounced the United States. When the directors objected he showed them a clause of the bylaws of the corpusation depriving them of all power in carecting the paper's editorial policy.

Milwaukee Free Press Election

Theodore O. Vilter, a wealthy Milwanker manufacturer, was elected prestdent of the Milwinker Fress Press corparation, which publishes the Free F. H. Gennrich was reelected ecretary, and Gustav Tro-tel, a wealthy lanner, treasurer. E. H. Kronshage will continue as edited.

NEED FEWER AND BETTER SCHOOLS OF JOURNALISM

Secretary of American Association of Teachers of Journalism, in Presenting Annual Report at Chicago Conference, Urgee Standardization of Instruction in Invenalism.

CHICAGO, April 5.—Fewer and better schools and departments of journalism should be encouraged by teachers of journalism, said Carl H. Getz, assistant professor of journalism at the Ohio State University and retiring secretary of the American Association of Teachers of Journalism, in presenting his annual report here to-night at the opening session of the three-day conference of the teachers of journalism.

Mr. Gatz said that he believed there should be no alarm felt because of the amazing increase in enrolment in schools of journalism. He said that the spread of instruction in journalism in the colleges and universities was principally a recognition of the fact that newspaper English was the best Eng-"Journalism in many institutions lish. is really nothing more than instruction in what might be called applied rhetoric," said Mr. Gets. "Many of these students have no intention of going into newspaper work. They are taking instruction in journalism because they wish to learn how to express themselves in the simplest and clearest English."

"Teachers of journalism must see to it that the different schools and departments of journalism do not train men and women for newspaper and magazine work in too large a proportion to the number of men and women actually engaged in that work," said Mr. Gets. "Now is the time for the teachers to raise admission and graduation requirements."

In his report, Mr. Getz recommended that the association determine what is meant by a school of journalism. He suggested that the distinctive title, school of journalism, be used in compliance with the nomenclature of the American Association of American Universities, which provides that the title, "School," should be applied only when there is a separate faculty, under a chairman, director, or dean, with a separate curriculum leading to a separate professional degree.

Mr. Getz also recommended that the first steps looking toward the standardization of instruction in journalism be taken soon. He suggested that the teachers attempt to agree first of all upon a journalism nomenciature so that students going from one institution to another would not encounter so much difficulty in trying to adapt themselves.

In his statistical report, Mr. Getz said that 110 colleges and universites were offering instruction in journalism of some kind, that nearly 200 men and women were engaged in the teaching of journalism, and that nearly 5,000 students were enrolled in departments of journalism.

Reporter Addresses Students

Thendore E. Hedlund, a reporter on the Boston Post, in an address recently before the students of journalism at floston University, said that military censorship of newspaper dispatches from the Mexican border during the mobilization was a farce. Mr. Hedlund represented the Post with the Second Maneachusetts Infantry from the time the soldiers left Framingham until they were recalled from the border.

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

TO REORGANIZE OREGON SCHOOL

Freehman Course to Be Combined with English in Five Hours a Week.

The Oregon School of Journalism has prepared for the forthcoming university catalogue a statement of its courses for next year based upon a plan for greatly intensifying the journalism work of the senior year, emphasizing also the thirdyear courses, and placing the freshman and apphomore work in a new classification called "pre-journalism."

An arrangement has been completed with the English department, under which the six hours formerly devoted by the freshmen to English and journalism in separate courses of three hours each will be consolidated into a single daily course of five hours. Dr. E. S. Baton, head of the English department, has assigned the handling of that department's share of the work to Prof. W. F. G. Thacher, who was Dean E. formarly a magazine editor. W. Allen will teach the School of Journalism's part of the course.

The senior work, now a three-hour course in editorial writing, history of journalism, and contemporary journalism, with separate one-hour periods for special news-writing assignments. accounting work in the printing department, and the law of the press. will be consolidated into a regular five-hour course and will include more practice work in editing, handling exchanges, investigating Oregon conditions, and studying problems of newspaper management.

Proof-reading will be taught in the shop as a laboratory course, and not combined classroom and laboratory course as at present. Copy-reading will remain in the junior year, as will work in advanced news writing. The mechanical courses will remain in the sophomore year for the present.

NEW DEPARTMENT ESTABLISHED

Lindenwood College for Women Offers Instruction in Journalism.

The distinction of being one of the few schools for women that has a regular course of journalism in its curriculum, is the claim made by Lucinda de L. Templin, dean of Lindenwood College, St. Charles, Mo., who also heads the journalism department, just established. The new course was introduced, according to the dean, because of the expressed intention of several of the women students to enter newspaper work upon graduation. Being interested in vocational work, Dean Templin took to the idea at once, and President Roemer, of the College, conferred with Dean Waiter Williams, of the School of Journalism of the University of Missouri, who outlined the work and methods to be adopted.

In accordance with the suggestion of Dean Williams, the course this year is confined to short-story writing, newsgathering, reporting, and assignment work, as well as some feature-writing

for women's pages. The aim is to give the young women practical instruction as well as theoretical, and they are permitted to assist in the editing and publishing of the institution's publications, which are a monthly bulletin and an annual. The pre-requisites for admission are the usual high school course of 16 units and one year of college English work. Combined with the fournalism course is a course in typewriting and stenography.

MONEY FOR MORE EQUIPMENT

Oregon School of Journalism Receives \$5,000 to Enlarge Laboratory.

The University of Oregon School of Journalism has received an appropriation of \$3,000 to be spent in increasing the equipment in its mechanical laboratory. This will be used in the purchase of a cylinder press and a typesetting machine, and together with the old equipment will give the school a plant similar to those on which many of the small dailies of Oregon are printed.

The plant will be used in the instruction of all classes. The seniors will have charge of the accounting and the cost analysis, which will be a strong feature of the work.

The theory of the Oregon School is to prepare a man for the ownership of a newspaper as well as for employment upon a newspaper. As the ownership of a newspaper of the size the average college graduate can expect to acquire involves also the management of a job printing plant, the Oregon School holds that a certain amount of training in print-shop methods and management is essential to the success of the graduate.

Dispatch War Pupils' Textbook

Newspapers used as text books have found favor with another educational institution. The Pittsburgh Academy. through the Rev. Homer M. Cook, head of the English Department, requested each of the 200 pupils to bring a newspaper. Dr. Cook declared that the Pittsburght Disputch had the best headlines. He said: "I can pick up the Dispatch and by glancing over the headlines, I can tell generally what is going on in the world."

Lieut. Oldshue Will Return

Lieutenant Val. J. Oldshue, former editor of the Pittsburgh (Pa.) Gazette-Times, recently in the American Ambulance Corps in France, and later assistant secretary of the Chamber of Commerce of Paris, with headquarters in Bordeaux, has been registered by the War Department of the United States as a first lieutenant of infantry and will return to this country to qualify.

Vermont Added to List

Walter H. Crockett, editor in charge of university publications at the University of Vermont, is also director of a course in journalism at the same in-Twenty-eight students are stitution. enrolled this year.

EDITORS TO HOLD CONFERENCE

Illinois City and Country Newspaper Men to Meet at State University.

Conferences of city and country newspaper men will be one of the features of the programme for the second annual Better Community Conference of the University of Illinois, which will be held at Urbana, Ill., April 10, 11, and 12.

Henry M. Pindell, editor of the Peoria (Ill.) Journal, is in charge of the city press division. Edgar A. Davie, of the Anna (III.) Talk, with be in charge of the rural section. H. F. Harrington, associate in English in the University of Illinois, will talk on "Handling the News Constructively."

The complete programme follows:

CITT PRESS.

(Moot Court Boom, Law Building.) Presiding, Hency M. Pindell, editor Peorin

"Handling the News Constructively," H. F. Harrington, University of Illinois, "Special Features Versus Miltorials," John

V. Riley, Star, Bockford,
"The Publicity Man's Viewpoint," T. T.

Praniceberg, counsellor to publicity, Columbus,

"Political Trails in Bitnets Mempapers." Frederic A. Bussell, University of Itilizate.
"A Complete News Service for a Small City

Paper," W. F. Hardy, Herald, Docatur. Cooperation with the Compeding Stephen A Ladd, News, Bigin.

"Some Plain Talk to Newspaper Publishers," Thomas Rees, Illinois State Register, Springfield.

COUNTRY PRIME.

(Most Court Room, Law Building.) Presiding, Edgar A. Davie, the Talk, Anna. 'Oolocration Among Competitorn," George M. Le Crone, Democrat, Effingham.

"A Larger Service to Our Readers," John T. Gaibruith, Free-Press, Carboudale.

William M. Loumin 'Deferred Dividends," Citizen, La Grange.

"The Farmer and Parm News." A. J. Bill. Orange Justi Farmer

How to Get Local Merchants to Advertise,"

8. P. Pression. Nowe, Gillegade
"Securing Foreign Advertising for Illianda
Nowagapera," Fred Thompson, accretary Illianda
Scheet Newspaper Ameciation, Fathury.
"Cultivating the Exchanges," O. V. Geogory,

editor Prairie Parmer.

Chicago Juniors at St. Louis

J. S. Gibbons, chairman of the Convention Committee of the Junior Advertising Association of Chicago, and S. Gordon Hyde, who was chairman of the committee last year, have visited St. Louis to make arrangements for housing the delegation of 200 members of the Junior Association, who will attend the Convention of the Associated Advertising Clubs of the World in St. Louis in June. The delegation from the Chicago Juniors is exclusive of 500 members of the Senior Association who will attend.

White to Teach Again

Lee A. White, former assistant professor of journalism at the University of Washington and now executive secretary to George Booth, publisher of the Detroit News, has consented to conduct a series of six lectures on newspaper editing, supplementing the course in journalism at the University of Michigan.

Girl Edite Magazine

A recent issue of the Washington Newspaper, the monthly magazine published by the department of journalism of the University of Washington, for the newspaper men of the State, was edited by Miss Roberta Hindley, a sophomore in the department.

It takes men with big ideas to build skyscrapers. The little fellow digs a hele in the ground and hides in it.

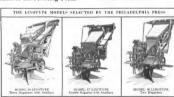


THE PHILADELPHIA PRESS

Orders 29 Multiple Magazine Linotypes

This battery of Linotypes—twenty-one Model 18, six Model 14, and two Model 17—will not only compose the Philadelphia Press, but also the Philadelphia Evening Telegraph, which will be issued from the modernized plant of the Morning Press.

These new Linotypes, equipped with electric pots, replace the entire single-magazine equipment of the Press and Telegraph and place both newspapers on the Multiple Magazine basis of Linotype all-slug composition.



Multiple Magasine Linotypes are the order of the day in composing room efficiency. Write our nearest agency to-day for full particulars.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 So. Wahash Avenue SAN FRANCISCO: 646 Sarramento Street NEW ORLEANS: 540 Baronne Street
TORONTO: Considera Licertype, Limited, 53 Lembard Street

INTEREST IN PROPOSED CENSORSHIP BILL CALLS MANY NEWSPAPER MEN TO WASHINGTON

Secretaries Lansing, Baker and Daniels Preparing Regulations to Be Embodied in New Law, Which Will Permit All Reasonable Latitude in the Publication of News of the War and of the Mobilization of Our Forces—Editors and Publishers Hold Conferences on Matter with Cabinet Members.

WASHINGTON, April 5.

TAR week in Washington has been a busy one for all the newspaper men here. Many of the metropolitan newspaper bureaus have been augmented for the time being by special representatives from the home offices, and many newspaper men are here in regard to the consorship matters now pending before the State, War, and Navy Departments. The question of censorship has been condensed to the proposition of framing a bill placing a law upon the statute books governing the subject. The tentative draft of the suggested legislation is contained in the bill recommended by the War College about a year and a half ago. This bill, as the proposition now stands, has been so amended as to preclude the possibility of an issuance of such a stringent regulation as is known as regulation "six" of the present regulations that have been suggested by the War, State, and Navy Departments.

EMBULATION "SEX" VIOLOGOUSLY OFFICED.

Regulation "six" applies to newspapers that comment upon the policy of the Government relative to any war measures without the submissal of such comment either to the President or to the Secretary of State. This regulation which was proclaimed at the instance State Department would of course, if strictly followed, prohibit all editorial comment or special correspondence dealing with any proposed plan or policy of the Government without submissal. The regulations now issued by the three Departments are only suggestive and not mandatory, but the bill, which is being drawn by the Secretary of War, Secretary of the Navy. and under the direction of the Secretary of State, would confer upon the President power to restrict the publication of certain information inconsistent with the defence of the country by giving him the right to issue such regulations as may be necessary to render such prohibition effective. It is just the question of how strict the regulations should be and whether there should be a re-issuance of regulation f that the newspaper men are here in protest, and advisement.

PULL CONVIDENCE IN THE PRESIDENT.

Since the question of giving the President full power to frame all the regulations as to the censorship of the press has taken definite shape, the tension as to the muzzling of the press has lessened to a minimum. Such confidence is reposed in the President, by newspaper men all over the country, that they are confident that any regulations which are issued with his authority would not revert to their harm. Of course, the President will not act hastily in the matter and would advise with the Secretaries of the War and Navy Departments, and Counsellor Polk, of the State Department, who have constantly been in conference with representative newspaper men, before he would issue any regulations governing censorship should the law as now proposed be enacted giving him the authority. The disposition of the Administration is to make the

regulations for censorship as lenient as possible consistent with the best interests of the country. President Wilson is a believer in free speech, but, of course, realizes as everyone must, that there are times when certain facts relating to the armed forces of the Government and comment upon such orders as the several Departments may issue relating to the armed forces, should be restrained. The bill under consideration states that whenever, in the judgment of the President, the defence of the country requires such action, the President may issue a proclamation prohibiting the publication of all news referring to the armed forces of the Government or the means and measures which may be contemplated for defence of the country except when the publicution shall have been authorized; and it further gives the President power to saue such regulations prohibiting a publication as he may deem necessary. Anyone violating the terms of the proclamation or regulations issued under the act will be subject to a fine of not more than ten thousand dollars, or by a term of imprisonment of not more than three years. The details for effective enforcement of the regulations are admitted in the bill as it now stands, but in the final draft such means for effective enforcements will probably be

The final draft of the bill is yet in the hands of the Secretaries of the War and Navy Departments, and Counsellor Polk, of the State Department.

STREE TO BE TAKEN.

The bill will necessarily have to meet the approval of the Judge-Advocate General of the Army and then be submitted to Congress for final action. Those in Washington attendant upon the conferences with the War Department as to censorship and those also here in the interest of special war news information were in part as follow:

E. C. Hopwood, Cleveland Plain Dealer; Fred J. Wilson, general manager. International News: Charles Willis Thompson, New York Times; Richard J. Benmish, Philadelphia Press; William K. Kelsey, Detroit News; Arthur Ruhl, Collier's Weekly: A. H. Vandenberg. Grand Rapids Herald; Frank P. Glass. Birmingham News: Frank R. Baltimore Sun; Sam Small, Chicago American; Harry Anderson, Toronto Globe: George F. Milton, Chattanooga News; E. A. Goewey, New York Telegram: Henry L. Stoddard, New York Evening Mail; Frank Dilnot, New York correspondent London Chronicle: Bernard Ridder, New York Stants-Zeitung: Stephane Lausanne, the Paris Matin: Peter Wiemit, New York Jewish Morning Journal; Col. Robert Ewing, New Orleans States: James Reeley, Chicago Herald; Colonel C A Rook, Pittsburgh Dispatch; former Senator George Oliver, Pittsburgh Gazette-Times, and J. K Ohl, New York Herald.

"It is not necessary to say of a newspaper campaign, 'It must have done some good.' On the other hand, you are able to say of it, 'This is just what it did.'

BILLS AFFECT NEWSPAPERS

Much New Legislation Proposed Bearing Upon Publishing Business.

WASHINGTON, April 5 .- That there will be considerable activity concerning legislation of interest to newspaper publishers and bearing upon publishing of newsmapers is evidenced by the number of bills which have already been introduced at the present session of Congress relating to the newspaper business. The emionage bill which is stringent in its provisions relating to the collecting and publishing of news or information and all other matters relating to the interference with our foreign relations, which passed the Senate at the last session of Congress, has been reintroduced and is known as Senate Bill No. 2. Representative Raker, of California, has introduced a bilt providing for a pulp and paper mill for the manufacture of print paper for the Government, and for other purposes. Senator Owen has introduced a bill for the publication of an authorized publicity pamphlet for the dissemination of information upon political issues and matters of a political nature of public interest. Representative Kelley, of Pennsylvania, has presented a bill to protect the public against false pretenses in merchandising under trademark or special brand of articles of standard quality. Representative Austin, of Tennessee, has introduced again a bill levying a tax upon the issuance of coupons, prize tickets, and other de-Representative Raker presents a bill to change the postal regulations relating to publications admitted to the second class of mail matter, known as H. R. No. 9. Representative Taylor, of Colorado, has reintroduced the bill to amend the acts to regulate commerce so as to provide that publishers of newspapers and periodicals may enter enter into advertising contracts with common carriers and receive payment for such advertising in transportation.

Quick Time from Trees to Paper

From a tree in the forest to a printed newspaper in 145 minutes, or 2 hours 25 minutes, is the record made in a trial at Vienna, Austria, recently. The trial was made to see in how short a space of time a living tree could be converted into a newspaper. At 7:35 in the morning three trees were cut down: by 9:34 they had been stripped of their bark, cut up and turned into wood pulp. They then became paper, and the paper was hustled from the factory to the press. There the first copy, printed and folded, was delivered at 'en o'clock.

Expect Daniels and Dorothy Dix

Arrangements are being made for the joint convention of the Texas Press Association and the Arkansas Press Association, which will be held at Texarkana on June 11, 12, and 13. A meeting of the executive committees of the two associations has just been held at Texarkana, at which the matter of a programme was discussed and other details of the joint convention considered The joint convention will be addressed by Secretary of the Navy Daniels and by Dorothy Dix, the well-known newspaper writer.

Buffalo Press Club Frolic

President William G. Hippler, of the Buffato Press (Jub has appeinted committees to plan for the annual frolic of this organization, which will be held soon after Easter.

GERMAN SYMPATHIZER ARRESTED

Washington . Newspaper Man Proceeds Against Defamer of the President.

Washington, April 5.—A newspaper man was the first person to cause the arrest of anyone for defaming the President since President Wilson's speech regarding the state of war with Germany.

Because he called the President's address to Congress "hunk" and declared he was for "Germany in event of war," Christopher C. Schertzer, a printer, was committed to the psycopathic ward of the Washington Asylum Hospital by Judge Pugh, in the Police Court.

Schertzer was accused of making threats against Pred L. Steckman, of the Washington Post, in whose office he is alleged to have criticized the President's address.

"It's all bunk, to hell with the President, anyway. If there is war I am for Germany," were the remarks Schertzer is alleged to have made which caused Mr. Steckman to eject him from the office and cause his arrest.

Bernstein Spoke in Boston

Herman Bernstein, editor of the American Hebrew and special writer of the New York Times, made a flying visit to speak before the exclusive Twentieth Century Club, of Boston, on March 21. Mr. Bernstein is one of the hest-informed writers of Jewish news in the country, and recently having returned from abroad, is in close touch with conditions which precipitated the Russian revolution. Mr. Bernstein declared that the revolution, which had been growing for many years, culminated when the plot to bring about separate nessee between Russia and Germany was disclosed. The Czar is pro-German, the speaker said, and the Duma stood the proposed peace plans of the Czar as long as it dared.

Ads Pay Restaurant Man

Edwin A. Benish, who recently opened a large restaurant in St. Louis, said in a recent interview that his business is fully 400 per cent larger than that of the restaurant formerly conducted at that place. He traces the cause of the increase to display advertising inserted in newspapers. He said that, while every other line of business has recognised the value of display advertising, the restaurant business until recently has failed to have confidence in it.

An autonishingly large number of people can talk without saying anything.

James Vance Hackett Who Knows His Address?

Was a newspaper reporter in New Orleans, Memphis, Chicago and St. Louis some years ago. Last definite address was New Orleans in 1908. It is to his advantage to be located. Will reward anyone giving accurate information regarding his whereahouts since 1908.

Address H. S. Avery, 141 Milk St., Boston, Mass.

Ahead at the Quarter!

For the firs three months of 1917, as for all of 1916, the largest percentage of advertising gain by any New York newspaper was made by The New York Tribune

Sudden spurts mean little in the business race. It is the one who steadily forges ahead who breasts the tape. The Tribune continues to make heavy advertising gains because its policy is fundamentally right. An increase of

32%

over the first guarter of 1916 is striking evidence that advertisers find it pays to use a medium whose readers have 100% confidence in it.

Incidentally, The Tribune's gain of 318,547 lines was the second largest in volume of all New York morning papers, and the third largest of all New York dailies, morning and evening.

When it is considered that these first two papers, the World and Evening Telegram, depend chiefly for their gains upon their classified columns, it can be said with truth that The Tribune leads all New York display advertising mediums in both percentage of gains and actual lineage added.

The same far seeing policy that is bringing confidence to its readers, sales to its advertisers and clean business to itself will continue to direct the course of The New York Tribune. It pays to advertise—in a clean newspaper.

Tribune



First to Last-the Truth: News-Editorials-Advertisements

THINKS DECISION WILL END PIRATING OF NEWS

Melville E. Stone Comments on the Decision of Justice Hand in Associated Press Injunction Case — Believes It Presages End of Unfair Competitive Practices.

Melville E. Stone, general manager of the Associated Press, told a representative of The Entros and Publishes that he thought the court's decision, granting a temporary injunction to the Associated Press against the International News Service, would have far-reaching effect in stamping out news piracy. He added that he had believed for years that the proper remedy against such practice lay in an appeal to the common-law rights of property.

"The decision of Judge Hand," he said, "marks in large measure a new departure in law. For twenty years I have felt that the business of piracy in news could be stopped if one evoked the equity side of a Federal court. There was this difficulty about the business; there was much confusion about it, and it was the custom to turn for protection to the copyright statute. It was my belief that the convelent statute was not applicable to it at all, but that the thing should be approached from the common-law right of property, or, in other words, from the point of view that it was unfair competition. There were numerous decisions both in England and in this country upon analogous subjects that confirmed this view, and there were a few decisions that touched the real matter at issue.

"But the practice of piracy in this field had been so universal that it was the belief, not alone among newspaper men, but even among lawyers, that it was hy common acceptation permissible, that I found it very difficult to impress any one with my view. For years there have been in practically all of the outlying colonies of England statutes forbidding piracy of news dispatches, and even in the Philippine Islands, under the administration of the American Government, like statutes were enacted.

"Judge Hand's decision is a clear exposition of the equitable right of the Associated Press to the fruit of its labor and a denial of the right of any one to enjoy the fruit of this labor without like effort. It was Lord Mansfield who declared it to be repugnant to natural justice that any one should enjoy the profit of another man's labor, free from the effort involved. While Judge Hand has not technically given the Associated Press a preliminary injunction upon the piracy of Associated Press dispatches after publication, he has expressed his fudement in unmistakable terms that it was entitled to protection."

PRESS BOYCOTTS HELFFERICH

German Papers Blame Him for Present News-Print Shortage.

A quarrel between Dr. Karl Helfferich the German Becretary of the Interior, and the Berlin newspapers over the Government's distribution of print paper has been brought to the attention of the public by the cefusal of the newspapers at the German capital, with the exception of the socialist newspaper Vorwiirts, to print the speech delivered by Dr. Helfferich during the recent budget debate, according to a Berlin dispatch

The newspapers declare they were unable to print the Secretary's speech owing to the markity of paper. In the course of a formal report of the Reichstag proceedings in the various journals here appeared this passage:

"Then Secretary Helfferich made a long speech, the reproduction of which we must suppress in accord with other great Berlin newspapers, owing to the scarcity of paper."

The attention of the Reichstag was called to the action of the newspapers by one of the members, continues the dispatch. In reply, Dr. Helfferich is quoted as saying:

"The paper distribution board which supplies all papers at reasonable prices does not work illiberally and has even allowed a supply beyond the allotted quantity.

"A fortnight ago a number of the Berlin newspapers, among them those which did not publish my speech, made certain requests regarding the paper supply in a petition to the Imperial Chancellor. The reply thereto was to have been submitted to the Chancellor this morning, when this notice appeared in the newspapers. However, the petition will be decided independently of their action reshrding my speech."

TWENTY-SEVEN-YEAR HIKE

Wonderful Walk to Win \$25,000 Newspaper Prize Nearly Ended.

Philadelphia reported a few days ago that the world's leading "globe trotter" was in that city. He is Henri I. Ferrier, who is making a 180,000 mile hike around the world to win a prize of \$25,000 offered by the Globe, of Paris, France, on September 12, 1890, to the pedestrian who completed the journey in twenty-seven years.

The twenty-seven starters were to travel in every country on the face of the earth and secure affidavits from the rulers of various states and nations which they visited. Ferrier says that to-day there is only one other contestant alive, an Italian, who is somewhere in the war zone.

Ferrier has had many thrilling experiences, including adventures with lions and other wild beasts and is now accompanied by a Great Dane, which is said to be the 154th dog which has shared his wanderings. He has filled twenty-five volumes with the required signatures, which have been sent to the Globe, and his journey will end in Washington where he will go to get President Wilson's indorsement.

Laurentide Dividend Increased

Further evidence of the prosperity which pulp and paper companies are enjoying is abown in the decision of the Laurentide Co. Ltd., to increase its dividend from eight to ten per cent. In many respects the Laurentide Company is the largest and most respresentative pulp and paper company in Canada, and when a conservatively managed institution of this kind increases its dividend it is very good evidence that the industry is on a sound basis.

Active in Civic Affairs

Buffalo newspaper men are well renresented on the newly appointed committees of the Chamber of Commerce. just announced by President A. A. Lan-Edward H. Butler, publisher of the News, is a member of the canal and national and state affairs commit-Norman E. Mack, proprietor of the Times, is on the latter committee, John D. Wells, managing editor of the News is chairman of the blue book and publicity committees. Other newspaper men on the publicity committee are William S. Bennett, business manager of the Courier and Enquirer; Thomas M. Clark, general manager of the Times: Finley H. Grosne, secretary of the company which publishes the Express, and James D. Warren, vice president of the Commercial.

Happy Inter-City Frolic

The Press Club of Chicago was bost Saturday night to nearly 100 members of the Press Club of Milwaukee. The occasion was one of a series of "intercity frolies." The Chicago club was presented by the Milwaukee organization with a large silver loving cup. At the head of the visiting club was James H. Skeeves, its president. The entertainment was in charge of William C. Alhauser, of Milwaukee, and Walter H. Wood, of Chicago. Before the festivities began there was joint parade of both organizations, led by a hand, through the downtown district

To Compel Proper Publicity

The Sixth Oklahoma Legislature, which has just adjourned, enacted several laws designed to aid the small newspapers of the State. Chief among these is that requiring publication in newspapers of specified circulation of notices, citations, etc., beretofore posted on bulletin hoards at court houses and other public places. Another requires the publication in newspapers of recognized circulation in every county of the State of the arguments for and against any initiated measure, instead of printing these arguments in pamphlet form for distribution to all qualified voters.

Changes on St. Louis Republic

Paul W. Brown. editor in charge of the St. Louis Republic's editorial page since May, 1912, has resigned to establish in St. Louis a semi-monthly popular Journal of finance, transportation, etc. The resignation of Mr. Brown has resulted in the promotion of two other members of the Republic staff. W. M. Ledbetter, managing editor, who is one of the hest-known newspaper men in Missouri, will assume Mr. Brown's duties. Charles E. Heberhart, news editor, will be promoted to the position of managing editor.

Just One of Many Cases

The Earlville (Ill.) Leader, in the following plaintive paragraph, describes a business tragedy which is being enacted in hundreds of small newspaper offices: "The Leader received this morning twenty reams of print paper, ten pounds heavier than what we have been using, but it was all we could find, and this was secured only after telegraphing twice. It will last us just nine weeks, and the cost is a little over \$10 a week for the white paper alone on which to print the Leader. We have bought naper enough for a week's issue many a time for \$2, so you can see what the printer is up against."

Woman Advertising Manager

Miss Frances Schlesinger, daughter of the president and general munager of H. L. Schlesinger, Inc., a wholesale confectioner in Atlanta, Ga., has taken up the work of advertising manager for her father's company. Miss Schlesinger stated that she had always been interested in the advertising of her father's concern and was always looking to see how she could improve it. When the opportunity presented itself she took up the work. "I simply cannot sit idly around," she said, "I must be doing something."

NOT ALL NEWSIES HELPED.

Some Are Demoralised by Street Work, anys Charity Expert

Baltimore, Md., April 4.—That selling newspapers in the street is the best foundation for a career was negatively discussed here recently by Dr. J. A. Mckelway, of Washington, D. C., of the National Conference on Child Labor. He said in part:

"We frequently hear the personal argument that a career, supposedly great, was begun by selling papers on the street, but I often wonder if the disabilities against which such men have struggled, or of which they are unfortunately unconscious, may not have come from the early experience of which they boast. Street work may develop smartness, but it does not lead to wisdom. Giminhood is more likely to be the open door to the reformatory or the penitentiary than the open portal to real success.

"As a former newspaper man, I want to put this matter of the little street merchants up to the newspapers themselves, and in so doing I should like to acknowledge on behalf of the National Child Labor Committee its obligation to the press of the country for the education of the public concerning the evils of child labor.

"There is no question about the facts—the demoralising effect of street work on the small loy, and the efficiency of stands and older boys and men in selling papers. Will the newspapers adopt a fourteen-year-limit for all newsboys and adjust the business of selling papers so that it shall no longer involve the sacrifice of boyhood?"

Club in New Quarters

The Newspaper Men's Club of San Prancisco, after spending the first eighteen months of its career in neat but comparatively inexpensive quarters, has removed to new rooms. The sixth floor of the building formerly occupied by the "Pals" Club was remodelled to suit the requirements of the newspaper men. The appointments of the new place are up to date and have a very homelike air. There is an assembly room, card and billiard rooms, a library, and writing room, and a café.

To Keep Daily Light Shining

The Enterprise Publishing Company, of Waxahachie, Tex., publishers of the Waxahachie Daily Light, has elected directors and officers, as follows: C. W. Simpson, president; C. W. Kent, vice-president; W. A. Ownby, secretary. The directors are: C. W. Simpson, T. A. Ferris, A. M. Browning, J. L. Penu. Lee P. Quaite, C. W. Kent, and W. A. Ownby, W. A. Ownby was retained as editor of the paper, with C. W. Kent as business manager, and C. A. Tunnell as city editor.

Three Rivers Mill Running

A dispatch from Montreal may that the new paper mill of the St. Maurice Puln & Paper Company, at Three Rivers. Queliec has been operations, and the first run on one of the two fiftyton units proved entirely successful. The capacity of the mill will be one hundred tons, and the second unit of fifty tons will be ready for operation shortly A sulphite mill which has been built in connection with the news print mill has been in operation several weeks. The St. Maurice Pulp & Paper Company is a subsidiary of the Union Rag & Paper Company, an American Grus.

Digitized by Google

344,436

Average net paid circulation

The New York Times

Daily and Sunday

(Reported to Post Office Department April 2, 1917)

for six months ended March 31, 1917

344,436

—a circulation which represents in one grouping the largest number of intelligent, discriminating and responsive readers ever recorded by a newspaper

Record of Growth

The circulation reports of The New York Times to the Post Office Department—as required by law—are as follows:

(Average for six preceding months)

October	1, 1912209,751	April 1	1913228,534
October	1, 1913230,360	April 1	1914246,118
October	1, 1914259,673	April 1	, 1915298,248
October	1, 1915	April 1	, 1916
October	1, 1916340,904	April 1	1917344,436

Circulation The New York Times Saturday, March 31, 1917

Metropolitan Dealers	225,634
Dealers Elsewhere	
Mail Subscribers	28,021
Total Advance Sales	344,196
Advertising Mail List	156
Exchanges	91
Downtown Office	599
Main Office	572
Annex	775
Office Use	475

No Returns and No Unsold Copies.

1898—1917 The New York Times Circulation Record

		Circulation Inccord	
1898	April		5
1899	**	76,260	0
1900	11	82,100	6
1901	81	102,473	2
1902	44		0
1903	64		2
1904	- 61		3
1905	61	122,310)
1906	66	126,91	5
1907	44		4
1908	34		5
1909	44		3
1910	81		0
1911	61		2
1912	ei		2
1913	44	246,386	5
1914	44		5
1915	88	317,866	2
1916	46		5
1917		346,86	

The advertising rate of The New York Times, 50 cents per agate line, with circulation 344,436, makes the cost one cent a line for each 6,888 circulation—the cheapest, as it is the best, and most effective advertising in the world.

The New York Times leads all New York newspapers in volume, as well as in character of general advertising.

NEWS PRINT TO BRING

BIG CROWD TO A N P.A. An Adequate Supply at Fair Prices, and Problems of Economy in Conserving Townage Under Contract, Will Make Next Mosting Largest in History-Very Preminent Speakers Will Attend. More publishers will be in New York dering the meeting of the American April 20, 25, and 27, thus ever before

Publishers Association.

Gas. C. Boars that will draw them. It is a vital prof ing the meeting processes to break all gravious records. Not sely the matter my as to the conserving of the white paper supply will come up, and will to Gorassed in all of its phases. The members generally frel that no one man who will be present will be valuable. The exchange of ideas that will take prace on the floor of the convention this year will be of greater banefit to the members then has ever been the case to the rest.

The action of the Pederal Trade Comexistion, the part it will play in the future distribution of news print, the we're get, whether or not it will be rewised at the end of the first three months, the plans the correlation will work out to overcome the freight conperiance to curh and every man who esti be present. The delay in patting the plan of the Federal Trade Commission into effect will be discussed.

Then there is the question of raising

WHAT PURCOURSE SEEN LANDS ON

the price of the papers from one to publishers have taken that step, and serve their future supply of paper. precedented rate, the possible increases to circulation promise to outstrip anypublishing business. The effect of rainthe manner in which it curbs wasta, comes to entertaining perfecture.

or the way in which it effects totals, every peachle angle. Whether it will he seconary to reduce the size of newspapers, curtailing news and features, that more papers may be printed from be possible to speed up the production work, or both, it order to meet the docounty that will be made upon the

every publisher will agost to hear about These employee will be of major im-

the entertainment in charge are still Bold, who is president of the Watdurf-Autonia Heart Co., and is personally known to so many of these who



his office, and miled to feet as free

William Homillon, theyo's medstant. these what he can do to make their

CHESTON DIABLE SICTIONAL DICKY. The New York Evening Mail will



caterian for publishers in the Coop-Name Modeland Profir, April 24: Outsiders will be barred. Only purcuit case they have a ticket. The shoe ntil start of midnight, and wide to want to cut and emoke 12 with he a rounder untertainment. braced at the present time, and is on when the farmy more get their As introduce out only to recognized. the my of will be "many stune." The

Publishers Sell White Waste

N. Y. NEWSPAPERS FILE STATEMENTS TO P. O. Pigures Show a Gain Generally, but Cir-

rulation Would Have Been Greater Had It Been Possible to Get More News Print During the Last Half Year -Some Papers Limit Daily Ontput. Average circulations of the newspo. months, compared with October 1, 1914. as filed with the Post Office Department

The figures that with the Post	
rapers, are as follows:	
WHAT THE PROPERTY SHAPE	
Apr., 1917. 400	
Internal	
Exceens World 423,410 4	ih
Morning, World 197,549 1	'n
American 412,313 I	×
Firmer	ú
Exysten Trirgram	i i
Stoher 204,328	11/
Evening Hen 184,165	
Morning Fun 156,430	'n
	i
Frit-une 100,764	iė
	w
It'w'n Standard Celon 61,717	*
Remokton Engle 48,369	ä
Poyntag Post 23,682	ŝ

PACIFISTS' ADS REFUSED Washington Post Tells Why It Reports Augi-War Propagands.

WATHROOM D. C. Audl &-The announcement which appeared in the Harriay better of that paper

of sociated 'sauther' advertising, opcreeks, when a united patriotism is dethe Central States to the end that, in the event of courtles, a dreaded and

Persions for Pressmen

The St. Louis Star

Again, during March, The Star printed more Local Display Advertising, week days, than the Globe-Democrat, the Republic or the Times. The actual measurements follow:

	E STAR		
The	Globe-Democrat	218,586	**
The	Times	. 197,499	
The	Republic	. 169,086	84

The Star led its nearest competitor, the Globe-Democrat, by 79,458 lines, the Times by 100,545 lines, and the Republic by 128,958 lines.

This is the EIGHTH consecutive month of continued supremacy of The St. Louis Star over these newspapers.

The Star's gain in Local Display Advertising in March over the same period last year is 136,143 Lines, which is 4,569 lines greater than the COMBINED gains of ALL FOUR other St. Louis daily newspapers in local display advertising.

In Total Paid Advertising THE STAR, during March, broke every record in its entire history, and gained, over the same period last year, a greater number of lines than any THREE out of ALL FOUR other daily newspapers COMBINED.

In Foreign Advertising The Star's gain was greater than the COMBINED gains of the Republic and the Times.

In Classified Advertising The Star's gain was within 4½ columns of the COMBINED gains of ALL FOUR other St. Louis daily newspapers.

Guaranteed Net Paid 100,524 Circulation for March

More than 82% Local and Suburban

THE ST. LOUIS STAR

Member Audit Bucseu of Circulation

STAR BUILDING

STAR SOUARE

ST. LOUIS, MO.

FOREIGN ADVERTISING REPRESENTATIVES

STORY, BROOKS & FINLEY

CHICAGO: Peoples' Gas Bldg. PHILADELPHIA: Mutual Life Bldg. NEW YORK: Fifth Avenue Bldg.

St. Louis' Best Known Slogan



PROVIDENCE TRIBUNE IS HELD IN CONTEMPT

Judge Brown of United States District Court, Rules Paper Had No Right to Make Disclosures of Investigations Carried on by Federal Grand Jury— Decision Is of Wide Importance.

Providence, R. L., April 2.—According to an opinion rendered this afternoon by Arthur L. Brown, Judge of the United States District Court, the Providence Tribune is in contempt for the publication of a story early in January, which purported to disclose certain investigations carried on by the United States grand Jury.

Judge Brown denied the motion filed in January to dismise the case brought against the Tribune, and announced that he would hear counsel upon the question of punishment.

The opinion is looked upon by newspaper men as one of great importance, as it considers thoroughly the limitations of the reporter in his search for "inside news," so far as grand jury investigations are concerned, and the publication of stories respecting such investigations by newspapers.

The opinion of Justice Brown, after reprinting the story, which concerned the Federal war on cocaine dealers, said in part:

"That the publication by a newspaper of this city in which a court is sitting of an article tending to obstruct the administration of justice in proceedings pending in that court is within Section 268 of the Judicial Code is so wall settled as to require no discussion. [Here followed cases and legal quotations.]

"Interference with the proceedings of a grand jury in the performance of its functions, is as truly a contempt of court as is interference with the proceedings of a petit jury either in the course of a trial or during its deliberations.

SECRECY IS IMPROVIDED.

"Secrecy is essential to the proceedings of a grand jury for many reasons. Publicity may defeat justice by warning offenders to escape, to destroy evidence, or to tamper with witnesses. Even when indictments have been found and presented to the court, secrecy is extended until those indicted have been arrested.

"To warn offenders that their conduct is under investigation by a grand jury, that certain witnesses, or documentary evidence against them, are or will be before the grand jury, is especially serious when this warning is given in a conspicuous and mensational way by a newspaper of large circulation. Even when it does not lead to the flight of the offender, it may result in the disappearance of witnesses and of documentary proof, and thus in a failure of the grand jury to secure evidence sufficient for an indictment.

"Secrecy is also required in order that the reputations of innocent persons may not suffer from the fact that their conduct is under investigation, or has been investigated by a grand ture.

"Secrecy is further required for the protection of witnesses who may go before the grand jury and to encourage them to make full disclosures of their knowledge of subjects and persons under investigation without fear of evil consequences to themselves.

Every man ought to be doing something more than making a living.

POEM AND FOB FOR CAREY ORR

Nashville Associates Gave Fine Sond-Off to Popular Cartoonist.

Nashville, Tenn., evidently has a warm spot in its heart for Carey Orr, for four years cartoonist on the Tennesseean and American, who joined the staff of the Chicago Tribune a few days

During their last few days in Nashville, Mr. and Mrs. Our were shown many appreciations of friendship by those who regretted to see them leave. At a staff meeting at the Tennesseean and American, Mr. Our was presented with a gold Masonic watch fob as a little token of the friendship which that paper and its employees have for him. General Manager J. H. Allison made the presentation speech, and Mr. Our responded feelingly.

The following verses are two of meven in a poem written by 8. Waters Mc-Gill and read at a meeting of the Nashville Rotary Club as that organization's "Goodby to Orr":

They've a fellow named McCutcheon, Carey Orr,

But we don't think he's got much on Carpy Orr.

The Tribune may cut some capers As the best of big newspapers When you get your flag unfuried. Carey Orr.

Old Nashville town will miss you, Carey Orr,

And it's bad for us to lose you. Carey Orr,

Men like you help make a city, Some forget this—more's the pity, But you've done your bit and better, Carey Orr.

Blind Newspaper Man Enlists

Timethy J. Donoghue, of Homerville, Mass., who formerly edited a paper in Mexico City, where he lost his eyesight, is the first bilind man probably in the United States to become enrolled for war. Mr. Donoghue, when he learned that a special appeal had been sent out by Judge Leveroni to all Greater Boston members of the bar, decided to volunteer his services. Now he is enrolled as an interpreter. Mr. Donoghue being able to speak five languages, including German, French, Spanish, and Italian.

GLASS APPRECIATES HENEY

Tribute to the Fighting Lawyer by the Chairman of the Paper Committee.

"One of the most interesting mon I have met in a long time is Francis J. Hency, special counsel for the Trade Commission." said F. P. Glass, editor of the Birmingham (Ala.) Nows, on his return to Birmingham from Washington, where he conducted the fight against white-paper manufacturers to a successful conclusion. "I was with him quite a good deal during the last days of the white-paper fight. He has the face of the comedian, but one of the keenest legal brains I have ever observed. To watch him in cross-examination is an experience. He leads his witness up by easy stages, until he gets him on a high cliff, then drope him off All the time there is a halfanizzical smile around the corners of his mouth. He did fine work for the Trade Commission."

LESS PAGES, MORE ADS IN NEW YORK DAILIES

Metropolitan Newspapers Show Large Advertising Gain, while Effecting a Saving in the Amount of News Print Consumed During the Month of March

New York daily newspapers printed 628 less pages during March, 1917, than they did for the corresponding period one year ago. While they effected this saving they increased their advertising by 274% pages over the record for March, 1916. This resulted in the publishing of 902% less pages of reading matter, during the month just passed, than were printed during the same months previous year. The greatest gain in advertising, in pages, was made by the morning papers, as was also the largest decrease in the number of pages of reading matter printed. The detained figures, showing the gain or loss by the number of pages printed and the pages of reading or advertising matter for the month, appear in the accompanying table, showing the morning and evening group separately, and summarizing the results in three divisions at the bottom. While less pages of reading matter were printed, a greater number of items or stories appeared. and other economies were effected, in the matter of saving space, so that as much, if not more, news was printed during March 1917 than was the case for the corresponding period one year

Writing advertising is like preaching. To hit the mark it must be truthful.

News Print Economy or Waste of the New York Newspapers

March, 1917, Compared with 1916, (In Pages)

Compiled by Jason Rogers, publisher of the New York Globe, from Figures furnished by Statistical Department of New York

Evening Post.

				Morning	Papers.						
Te	otal Page.	e Printed	Gain or	Total Vol.	of Adarriisis			Total	Reading	Read	ing
	1917.	1916.	Loss.	1917.	1916.	diain.	or Laur.	1917.	1916.	Goin or .	Loss.
American	. 856	938	82 loss	324 1 <u>6</u>	815 14	9	gain	531 1/4	623 1/4	91	lone
Herald	. 852	954	102 loss	276	246%	2814	gain	577	707 %	120%	losm
Sun	. 600	644	44 Іоня	155	126%	28 1/2	guin	445	517%	72 1/6	loss
Times	. 582	908	26 loss	431 1/2	383 1/2	48	gain	45034	52434	74	loss
Tribune	. 610	648	28 loss	182	145	37	gain	428	503	75	loan
World	. 198	906	H long	502	422%	79 %	gain	296	48316	87%	loam
Stants-Zeitung	544	614	70 loss	145%	162%	16%	loss	39814	451 1/2	53%	loss
Total	.5,242	5,612	870 losso	2.016%	1,802%	21814	gain	3,2261/4	3,809 %	583%	loss
				Evening	Papers.						
Tol	tal Pages		Gain or		of Advertisis				Reading.		
*	1917.	1916. 378	Loss.	1917. 277	1916.		or Loun.	1917.	1914.	Gain or	
Journal				-	-		% gain	289	310 %		loss
Mail		394	4 gain	182%	167		% gain	215 14	227	_	losa
Post		580	2 loss	152	134%		12 gnin	426	445 %	24	tons
Sun		460	28 loss	210%	207%		4 gain	22114	25.2 %		lons
Telegram		888	56 gain	296%	234		% gain	315 ¼	322	6%	
World		446	II. Vassum	1921/2	190%		% gain	245 1/4	255 14	9%	
Globe	420	490	70 tous	221	238 %	17	16 lons	199	251 1/4	5.3 1/4	loss
Total	3,444	3,504	60 loss	1,832%	1,439 %	93	gain	1,911%	2,044%	163	lom
					n Papers.						
	1917.	es Printee 1916,	Loss.	1917.	of Adamstial 1916.	Gali	tertising tor Loss	1917.	Reading 1916.	Read Gain or	
Hagle		1,032	106 long	323%	344 %	21	Trans	602 5	G87 1/4	85	lons
Standard Union	362	454	92 loan	208%	220	115	JOHR	152%	224	#0%	loss
Total		1,486	198 loss	587%	364 by	321	lons	755%	921%	165%	loss
				Sun	nmary.						
		Tot 191	al Payes P. 7.	rinted. 1916.	Total V 1917.		Adverta 191		Total 1917.	Pages Re	cuding 1916,
Morning		5.242		5,612	2,013%		1,502	na.	2,226%	2	3,809 %
Evening		3,444	l .	3,504	1,542%		1.439	h _d	1,911%	2	2,064%
Brooklyn		1,288		1,486	332 W		5641	Ly.	755%		921 14
Total				10.602	4,08034		3,806	the state of the s	5,893%		6,795 14

TWO HUNDRED AD MEN

Western Agents' Association Hears Men. of National Prominence Discuss Inprocesses Through Standardization-Use of Newspapers for Marketing Conernment Bonds Is Becommended.

The first annual business and better syrpleing Agents' Association was held LaSelle, Chicago. More than 200 people

closer cooperation and work with sub-William D. Nestell was insofanished Addraws were read to the delicating well Leuis A. Brach and Paul Lattice; newshand fireth; resumbless-thay it. Pierce;

O. H. Hackman and W. C. A'Any talked from the surretur viewweler President Hankin sends a report on the preparing to render the Government during the war crisis in securing reand marketing Government special note of thanks was also given CREAT WYON IN TWO YEARS.

Mr. Bruch, of the American Studiator Company, stated that the Western Adfirst under Mr. Clagor's leadership, and during the past year under Mr. Stan-Rie's direction. This organization, he the big success of the Audit Bureau dersed the idea presented by Mr. Ranof the Chicago Advertising Chin, in same high-grade laple that rand pob-Bakers handle their business. He stat-

tation to the balance to join.

Wants Topics Suggested Members of the Southern Newstone !



his a long way from the day when pelies, to a position on the front page with a curious that range the bell every

Y. M. C. A. AD CLASS GRADUATES Fifty Members, with Instructors and

Speakers, Enjoyed Banesser, The 1917 class or advertising at the recenters of the close, with Frank Levey course under Mr. Historhard, but that

of the ffeenth annual convention to extract stiff of Printers' leb, and News and the Excellent confidence. George W. Hopkins, vice-president of no at Italies by A. H. Belo & Co., were

atrity of an artist with that of an complete his lack. That was fifteen newspaper was too much for him. He the American Chicle Company. A moni-

the direction of Theodore Morse. Sporting Legion for War-

with Germany. The idea, on expersed Officials of the A. A. C. base endorsed

Daily Feters Fourth Year

ers of that paper look for Themas in

this is a News. He would to make whalk, strandy couldn't stay away. Not ever

company were present and numerous

ly gets lack to the point from where-

S. Roland Hall Makes Change S Redard Hall, advertising various of the Alpha Poetland Corport Con-

to a similar position with the

Alpha company has not been chasen)

NEW YORK NEWSPAPERS CUT NEWS PRINT USE

Elimination of Return Privilege, Reducing the Width of Pages, and Reduction to the Size of Heads, Makes It Possible

to Lower Paper Bills and Sace Money What the Mail and Globe Have Done. New York newspapers are adopting their news print supply. The evening chandle of the metropolitan district the

The proposition to raise the price of off to two reats a copy to still being

durings have been effected in other to reducing the worth of the rings and dry must shows a shrinkage in the width The short being four pages wide, this femalety 45 to 50 degrees, to gain the calls half such. There is no lengthwise.

me-tally prepared bedorn. The tempersonal is reduced by remaining in cold RATIO SEPTIMENT

He enderted the total worth of the coll-Page 2 rolls are fee allowed to stand on



ter or minyritions, and helps in peracricity, more reading matter is printed the same standard afterwance. Mr. Rogof conding conting he wishes to print and by the practice of the most right services of reading matter, and

Learing the month of March," said Mr. Hogers, "we used 128 term of pages an against 500 to Morch, 1916. In agety of this fact our net average There was no resonant of 25% per

cent, in the use of print paper, which a miler's market in place of a larger's "We have cassed the time when all oth-freehoused notions or ethics corned. would force us to a targer paper than

arted without may serious effect. is reputative to most newspaper over who think thry are not playing the of barbaries and caust pass. The pub-

"I have taken our box advertigers into ter confidence and I find them respon-"I stravely wish that I could show

ring deep is not half as hard as it looks.

Whether it's worth while to get the

DAILY'S BIRTHDAY CAKE

Manne Vernon (N. Y.) Argus Calchrates Twenty-fifth Auniversary by Giving a Discor and Issuing a Special Edition Presentations and Speeches Also Marked Happy Event.

The Mosmi Version (N. Y.) Dufty versary on Saturday, March 21, with o ployers and their relations. The Argon the existration assumed parsewhat of

The progress of the Argus from its birth in 1892 to the present day was

1892

Austher artists recognited receipts

cences. A special sixty-two-page titus-The dispor was given in the Massuic Temple, all of the staff, together with rat Mark D. Stiles, president: F. A. Merriam, tressurer, and M. S. Porter. rated with an inverse birthday cake studded with twenty-five cardina which

During the evening Mr. Marriam was presented with a case, and Measur. Porinitials and the dates 1992-1917

Direct Appeal Method Arting on the appeal of Secontary of

tures the ages of 19 and 26 milk a strong appeal to them to beed their

1917

Sisteres to Hearst Organisation M. 1. Meulendyke, who for the last

tion department of the New York Amer-

25th Anniversary

The Admitted Leading Newspaper in a County of Over 400,000 people, the County Being the Fourth Richest in New York State.

THE DAILY ARGUS

MOUNT VERNON, N. Y.

Superior As A Business Producer

It Is The Only Newspaper Published in The City

It Serves a rich laying and discriminating yet generous constituency of 73,000 daily. The Argus has the largest cash in advance and paid on

A. B. C. AUDIT

The Argus is a model home newspaper in every sense of the word, is read by every member of the household city and vicinity happenings of a social, lessiness and

Published by STILES & MERRIAM 11-13 3rd Avenue, Mount Vernon, N. Y. Person Representative ORD. B. DAVID 4 CO. (1) Madraco Avenue, New York City

1892

1917

UNIVERSITY SERVES EDITORS

Oklahoma School of Journalism Publishes Paper for Newspaper Men.

The University and Editor, a unique combination of classifiers and editors' and publishers' newspaper, established this year by the Oklahoma School of Journalism as an experimental means of reaching the newspaper men of the State, has proved to be more successful than anticipated. It is not only the orgun of the Oklahoma Press Association, carrying the official notices of that organization to its members, but it serves as a medium for the sale and exchange of newspaper plants and equipment, gives the news and gossip of the fraternits, and makes suggestions for the improvement of news, editorials, advertising, and circulation.

Hestiges reaching the publishers and zerving their various needs, the sheet is able to help the University by placing important news concerning its work in a large number of newspapers. The problem of getting publicity has been posity aimplified through the University and Editor, Chester H. Westfall, instructor in journalism, is editor of the publication, which is issued weekly.

NEWSPAPER ADVERTISING BEST

County Fair Secretaries Listen to Talk on Publicity Methods.

In a questionnaire sent to the secretarles of nearly 200 county fairs in twenty-four States, 92 per cent, of the answers received said that paid newspaper advertising was successfully used, while 60 per cent. of the secretaries said that their heaviest item for publicity was in newspaper advertising. This was the report given by George A. Starring, professor of agricultural journalism and advertising at the South Dakota State College, before the recent annual meeting of county fair secretaries, at Huron, S. D.

Mr. Starring reported that 50 per cent, of the replies indicated that billboards were used, while nearly the same number stated that they found it profitable to use motion-picture slides. However, a majority of the really successful fairs pin their greatest faith to paid newspaper advertising in their efforts to get good crowds.

BACON SENT TO PRISON

American Newspaper Man Pleaded Guilty to Participating in Conspiracy.

George Vaux Bacon, an American newspaper man who was arrested in England and sentenced to be hanged as a spy, has been sentenced to a year and a day in Atlanta Prison by Federal Van Fleet, Judge after pleaded guilty to the charge of participuting in a conspiracy set on foot on American soil against a friendly nation.

Bacon, who was sent abroad estensibly as a correspondent, was accused of forwarding to Germany formation, on plans made by Carl Wunnenberg and Albert O. Sander, who pleaded guilty of a similar charge and were sent to prison for two years and a half.

Hacon was returned to the United States by the British Government to be used as the chief witness against Sander and Wunnenberg.

Bacon said he believed he was guilty of obtaining money from the German Government under false pretences when be accepted funds from Wunnenberg become a suv.

GERMAN PAPER FOR U.S.

New Yorker Herold Says All Should Stand by Flag.

The New Yorker Herold, one of the leading German newspapers of the East printed on Wednesday morning on its front page an editorial article entitled "The Duty of American Citizens," in which it declares that "if war is declared against Germany it shall never he said that an American citizen of German birth or descent was dereliet in his duty to the flag." The editorial

"We sincely hope that before Congress convenes cooler counsel will prevail and that the United States will not be forced into the conflict. But should the United States declare war against Germany we will show the world that the oath of allegiance which all American citizens, whether of birth or adoption, have taken, still holds without any additional declaration on our part, and that as between our native and our adopted lands, love for and allegiance to our adopted land is supreme. And our actions will show that our words are sincere."

HIS ENLISTMENT A SCOOP

Fort Worth Record Reporter Secured Beat by Recruiting.

The shock that Abou-ben-Adbem experienced when he was awakened by the angel had nothing on the surprise that Guy D. Wilson, a young reporter furnished the editor of the Fort Worth (Texas) Record.

Wilson was sent to visit recruiting stations and bring in the names of men enlisted that day. After a call at the United States Marine Corps he decided he would give up newspaper work and follow the fortunes of the "soldiers of the sea". He sent his report back to the editor by messenger.

The following edition of the Record published a long list of recruits, and-"Lo, Guy Wilson's name led all the

HELD REUNION OVERSEAS

Khaki Members of Winnipeg Telegram Met In Folkestor

Old members of the Winnipeg (Canada) Telegram editorial staff held an interesting reunion abroad recently, when Capt. E. F S. Mather, who previous to the outbreak of war, held the position of city editor, and Mrs. Mather. entertained at their home in Folkestone fellow-workers of Capt Mather on the staff of the Telegram, who have laid down the pen to take up the sword. Those who attended were Capt. A. E. H. Coo, Lieut. K. T. Creighton, who has since joined a Winnipeg battallon on the firing-line: Lieut, C. Queen, who is slowly recovering from and Mollie Glenn wounds. Members of the staff now overseas and invited, but who were unable to be present, were Lieut, C. J. McGillivray, Lieut, H. H. Horeham, confined to hospital, Sergeant Howard Wolfe, prisoner of war in Germany; Sergeant Shannon Cormack, Sergeant A. E. Gorman, and Fred Cruise, in France.

Japan Paper Co. Grows

The Japan Gazette reports the increase in capital stock of the Fuji Paper Manufacturing Company from \$5,284, 250 to \$10,468,500. The shareholders are permitted to subscribe for as many shares as they hold of old shares. new fund will be used principally for and Sander, as he had no inclination to extending the plants. The Company makes news print.

Confidence Justified!

The President has spoken, and his voice is the voice of the American people, his thought is their thought and his inspiration their impulse.

He expresses the largest confidence in the loyulty of German-Americans, and this is already justified in the response of the German-American press.

Quoting from the editorial columns of THE NEW YORK STAATS-ZEITUNG of March 26th, 1917:

"Secretary of the Navy Daniels has called the attention of The New York Staats-Zeitung to the fact that the Navy needs new recruits for the ships in reserve. This is an opportunity for the young men to do real service for our country.

"We are convinced that this appeal to the sons of our citizens of German blood will not be made in vain. They are the men whose duty it will be to defend their country in a crisis like the present, and who will gladly do their duty as their fathers did in 1861."

This is merely further evidence of the thoroughly American spirit of THE NEW YORK STAATS-ZEITUNG. It always was first to champion American ideals and principles.

It is a worthy American newspaper and an advertising medium of known value.

It has the most complete news service among American newspapers. All three of the great international news bureaus serve THE NEW YORK STAATS-ZEITUNG-Associated Press, International News and United Press. This is in addition to its regular staff of correspondents and writers.

New-Porker Staats-Beitung

Member

American Newspaper Publishers Association, Audit Bureau of Circulations.

EDITORIAL

HISTORY IN THE MAKING

N his address to the Congress the President has made visible and vivid for the peoples of the world, and for our posterity, the thought, the falth, and the resolve of the men and women of the Great Republic.

He has fused and unified the national will through votcing it in phrases of unmatched clarity and force and has thus transmuted the national will into the national purpose.

in support of that purpose—that the reign of law shall not come to an end in the world—stand a sation of freenen, determined and uncompromising.

A NATIONAL EMERGENCY

CONGITERS should vest in the Federal Trade Commission, at once, authority to enforce, rather than merely to request, the adoption by the news print manufacturers of business policies clearly demanded in the public interest.

The Commission has developed the fact that the "shortege is largely artificial"; that exorbitant prices have been chiefly due to manipulation. It has established the contention that through the diversion of machines intended for the manufacture of news print to other grades—temporarily even more profitable—the output of the mills has been so regulated that this "artificial shortage" has been maintained. Yet, in the light of these facts, brought to the surface through a thorough investigation of the industry, the Commission is able only to URGE in aufacturers—not to DIRECT THEM—to adhere to reasonable prices and to speed up production to meet the demand.

Publishers are asked to make further drantic economies. The members of the A. N. P. A. are told, through their official bulletin, that they must place news on a 30 per cent. basis—that they must eliminate features, supplements, special matter. They are urged to cut their PRESENT CONSUMPTION of white paper 25 per cent. They are told that the industry faces a shortage under present conditions of 400,000 tons.

With the entrance of the United States into the great world war, demands for space for news will be mandatory. The NATIONAL WELFARE DISMANDS THAT THE NEWSPAPERS SHALL NOT BE HANDICAPPED IN THEIR TASK OF GIVING TO THE PEOPLE THE FULL RECORD OF THE PART BEING PLAYED BY THE NATIONS ROCKES IN THE GREAT WAR. To assert that newspapers may effectually serve the public interers when compelled to restrict their space for news and text matter to 30 per cent, of their total space is to utter sheer nonsense.

To prescribe, as a remedy for the "artificial shortage," that feature-matter be eliminated from newspapers is to recommend to publishers a wholly suicidal policy. Features, developed through years of patient endeavor to make them useful, and which have won for newspapers DISTINCTIVE-NESS and THE ASSET OF ESPECIAL VALUE, m y not be thrown aside without IMPAIRING THE CAPITAL INVESTMENT IN A NEWSPAPER PROPERTY. Yet publishers are asked to sworifier their enterprises, to annul long years of constructhe work, because the Federal Trade Commission is not permitted to say to the manufacturers "THOU SHALT!" The Commissioners should be empowcred to direct the manufacturer who is still working to maintain the artificial shortage: "You are equippol to produce a certain tonnage of news print. You are not producing it. The public interest, the national welfare, require that you shall produce it and will it to your customers at a fair profit. Get

Economy in the use of news print is imperative, ent there is a point is youd which it cannot go, and most not go. There is a point beyond which curtainent of consumption means a weakened and characteriess newspaper, which would be a mational column.

In his historic addition to the Congress, President Witton referring to the cvils of concealed intrigue in autocratic governments, said: "They are happily impossible where public opinion commands and in"Yet I doubt not through the ages one increasing purpose runs, and the thoughts of men are widened with the process of the suns."—Tennyson.

sists upon full information concerning all the nation's affairs."

The President thus places the influence of a free press properly among the factors essential to the life of a democracy. The supreme opportunity for national service faces the press of America. That opportunity cannot be met with an adequate measure of public service if the newspapers are to be crippled through a manipulated shortage of white Paties.

The Federal Trade Commission, given the power, can end the shootage quickly, through DIRECTING MAXIMUM PRODUCTION BY THE MILLS. Congress should, as a war measure in the national interest, give to the Commission that power!

Publishers should immediately, in the public interest, get in touch with their representatives in Congress and their personal representatives in Washington, and urge that remedial logislation be adopted without delay.

VOLUNTARY CENSORSHIP

THE regulations formulated by the State, War, and Navy Departments "relative to consorship," and which newspapers are asked to adopt voluntarily, pending the ensetment of a censorship law by the Congress, may be accepted as outlining the views of the Government and as indicating the probable scope of special laws which would quickly follow a declaration of war.

There will not be much fault found with five of the regulations as outlined, as they are practically in effect now in all newspaper offices. But there is ground for objection to the sixth regulation, which says:

"It is requested that no information, reports, or rumors ATTRIBUTING A POLICY TO THE GOVERNMENT in any international situation, not authorized by the President or a member of the Cabinet, be published WITHOUT PIRST CONSULTING THE DEPARTMENT OF STATE."

The regulation is phrased with diabolical eleverness, "Attributing a policy to the Government" is a phrase well calculated to disarm criticism of the regulation. It is well known to newspaper men that policies attributed to the Government are almost always policies in active contemplation by the Government. And it is also a fact that many a foolish governmental policy has ded in its infancy simply through having timely light throw upon it.

This corrective and constructive service of the press would be hampered through the acceptance of such a regulation as now proposed. For such a regulation would prevent the revelation and discussion of a Government policy UNTIL SUCH TIME AS IT SHOULD PLEASE THE STATE DEPARTMENT TO PERMIT SUCH DISCUSSION. It would shield a bungler from criticism and interference until he had put his bungling policy into full effect. It would thus destroy one of the most useful of the public-service functions of the press.

Newspaper men should see to it that no such grim "joker" as this sixth regulation should creep into any proposed censorship law. It is becoming obvious that if the freedom of the press to usefully serve the nation is to be preserved, its preservation must be the work of the newspaper men themselves. The constitutional guarantee seems to weigh very lightly with some of our public servants.

A S the annual convention of the A. N. P. A. draws near the membership of this representative body is showing gratifying growth. The A. N. P. A. does not but the "smaller publishers" from membership. They are welcomed and membership yields to them quite as substantial benefits, comparatively, as to the publishers of the larger papers. There should be many new faces seen at the coming convention in this city.

THE NEWSPAPER BUSINESS IN WAR-TIME

NCLE SAM'S reliance upon his third arm of defence—a free press—is already manifest. Ships and guns must be manned—and the supply of man-power must be stimulated through the newspapers. Without a free press our only recourse would be immediate conscription. With the aid of his third arm of defence Uncle Sam may be able to avoid conscription—even though some form of universal military training may have to be adopted.

The extent of the patriotic service possible to the newspapers is measured by the greatness of the nation's emergency. The full light must be kept on events, that their meaning may be understood by the people. In a Government OF the people the newspapers must see to it that Government is BY the people and FOR them.

The Canadian Government has recognized from the first that the newspapers constituted a third arm, and that arm has been systematically strength ened. The Canadian Government has proceeded on the idea that for useful service the newspapers should be adequately paid—and that, because of their important rôle in the national war task, they should receive Government protection and coperation. The Government has bought newspaper advertising space in just as systematic a way as it has bought munitions and supplies. And, in the final reckoning, it will be made plain that the advertising investment was quite as profitable as any other investment in connection with the war.

t'ncle Sam will become a great advertiser—and he will see to it that his newspaper press is freed from the meaner of ruinous charges for white paper and supplies. He will see to it that this third arm of his is not tied to his side through economic paralysts or rendered weak and futile through censorship restrictions.

To come to the purely material consideration, the making of newspapers in war times will not be a dissetrous business enterprise. We shall have no sudden stoppage of business activities, no financial panic, no prolonged period of business uncertainty. We have been, in effect, in a state of war for some time. The formal declaration does not come as a shock to the people—it has been anticipated and is welromed by the great majority of the people, who realize that it was inevitable and necessary.

It will be a period of commercial activity, with HiGH PRICES ruling for all commodities and for services. The average of camings will keep pace with the average of commodity prices. There will be little unemployment—none at all after conditions become normal. And by normal is meant war-time normal—such conditions as prevail in Canada and Japan now, although tempered for us because of our greater industrial and financial strength. Newspapers will prosper after they have adjusted themselves to the economic changes brought about by war.

Advertising rates will be higher, and advertising revenues greatly increased. Subscription prices higher, and circulations limited only by the supply of white paper available. The penny newspaper will practically disappear. This has already been assured by economic conditions in peace times. War will hasten the event.

THE work that is being done by A. G. McIntyre, special representative of the Paper Committee of the A. N. P. A., will not be properly appraised for another year or so—because its extent and usefulness will not be generally known in the meantime. Mr McIntyre is not working to the accompaniment of a brass band. He has set for himself the accomplishment of some difficult and important tasks for the permanent relief of the publishers from oppressive prices and shortage of supply—and he is working at these tasks with tine energy and intelligence.

SEW YORK newspaper men accepted the ansignment to cover the trip of the first armed American passenger ship through the "barred zone" with as little fuss as though assigned to cover a fire. Yet the assignment was one involving a game of due with the Grim Destroyer. Incidentally—and lampily—the newspaper men won. But the peril was faced without flinching—just as nine out of ten newspaper men would have faced it, if called upon.

PERSONALS

NEW YORK.—Erwin Wardman, publisher of the New York Sun, returned to New York after several weeks spent on the Pacific Const.

H. H. Ridder, publisher of the New York Staats-Zeitung, returned to his home in New York this week from a business trip to Washington.

Mrs. Honore Willsie, novelist and editor of the Pelineator, is spending some time in Savannah. Ga.. where she is making a special study of community health problems and infant mortality.

Miss Zoc Beckley, of the New York Evening Mail, is in Savannah, Ga., writing her impressions of that city, having previously visited Philadelphia, Baltimore, Washington, D. C., Raleigh, N. C., and Charleston, S. C.

Fire Commissioner Robert A. Adamson, of New York city, is with his brother, Tilden, visiting Savannah, Ga. He was formerly city editor of the Atlanta (Ga.) Constitution, and came from Atlanta to join the staff of the New York World.

Marie de Sarlabous has been appointed New York correspondent for Epocha, one of Madrid's greatest newspapers.

Mme. Sarlabous's work will be chiefly of an editorial or essay nature in that she will confine her contributions to reviews of the opera, musical and dramatic offerings; new books and new achievements in the art world. She will not attempt to cover what is ordinarily termed "news," but personal notes of especial interest to Spaniah readers will be included in her correspondence.

O THER CITIES.—H. D. Jacobs, former manager of the United Press at Dallas, Tex., but who resigned from the U. P. to join the staff of the Dallas (Tex.) Evening Journal, has resintered the employ of the United Press. Mr Jacobs has been assigned as manager of the bureau at Detroit.

Joe O'Brien, who has been State House reporter on the Oklahema ('ity (Okla.) Times, has been appointed private secretary to Gov. Robert E. Williams.

Clinton M. Garrett, formerly with the Chicago Daily News, is now making his headquarters in Detroit, where he represents the Fordowner for Michigan and Ohio.

Richard S. Wood has resigned as a director and advertising manager of Forest and Stream. Mr. Wood is enjoying life for the present at his country home in White Plains, N. Y.

Theodore A. Huntley, a Pittsburgh newspaper man, has been appointed secretary to Congressman Guy E. Campbell, of the Thirty-second Pennsylvania District.

Jerome D. Barnum, general manager and treasurer of the Syracuse (N. Y.) Post-Standard, is rejoicing over the arrival of Jerome D., jr., an eight-pound addition to his family.

Reed Moyer, advertising manager of the May Company of Cleveland, has resigned to accept a position as general manager of a department store in one of the Eastern cities.

Withur C. Hawk became advertising manager of the Atchison (Kan.) Globe on April 1.

H. H. Pease, for five years past editor of the Beemer (Neb.) Times, has resigned his position, and taken up the work of mail carrier in Beemer.

A. F. Sanford, publisher of the Knoxville (Tenn.) Journal and Tribune is one of those behind a movement for the

An Easter Sermon By The President

WE are at the beginning of an age in which it will be insisted that the same standards of conduct and of responsibility for wrong done shall be observed among nations and their governments that are observed among the individual citizens of civilized states.

We have no quarrel with the German people. We have no feeling toward them but one of sympathy and friendship. It was not upon their impulse that their Government acted in entering this war. It was not with their previous knowledge or approval.

It was a war determined upon as wars used to be determined upon in the old, unhappy days, when peoples were nowhere consulted by their rulers and wars were provoked and waged in the interest of dynasties or of little groups of ambitious men who were accustomed to use their fellow-men as pawns and

Self-governed nations do not fill their neighbor states with spies or set the course of intrigue to bring about some critical posture of affairs which will give them an opportunity to strike and make conquest. Such designs can be successfully worked only under cover and where no one has the right to cask questions.

Cunningly contrived plans of deception or aggression, carried, it may be, from generation to generation, can be worked out and kept from the light only within the privacey of courts or behind the carefully guarded confidences of a narrow and privileged class. They are happily impossible where public opinion commands and insists upon full information concerning all the nation's affairs.

A steadfast concert for peace can never be maintained except by a partnership of democratic nations. No autocratic government could be trusted to
keep faith within it or observe its covernants. It must be a league of honor,
a partnership of opinion. Intrigue would cat its vitals away; the plotters
of inner circles who could plan what they would and render account to no one
would be a corruption seated at its very heart. Only free peoples can hold
their purpose and their honor steady to a common end and prefer the interests of mankind to any narrow interest of their own.

We are now about to accept gage of battle with this natural foe [autocratic government] to liberty, and shall, if necessary, spend the whole force of the nation to check and nullify its pretensions and its power. We are glad, now that we see the facts with no veil of false pretence about them, to fight thus for the ultimate peace of the world and for the liberation of its peoples, the German peoples included; for the rights of nations great and small, and the privilege of men everywhere to choose their way of life and of obedience.

The world must be made safe for democracy. Its peace must be planted upon the trusted foundations of political liberty.

We have no selfish ends to serve. We desire no conquest, no dominion. We seek no indemnities for ourselves, no material compensation for the sacrifices we shall freely make. We are but one of the champions of the rights of mankind. We shall be satisfied when those rights have been made as secure as the faith and the freedom of the nations can make them.

An extract from the address of the President of the United States to the Congress,

officers in the Naval Reserve; the former as junior lieutenant and the latter as eneign. They have been assigned to the recruiting service.

Lewis Wood, Washington correspondent of the New York American, was hurried from the Capitol to his home in Columbia, S. C., recently, owing to his mother's illness. She died a day after his arrival. Mr. Wood has returned to his Washington duties.

Albert E. S. Smythe, editor of the Toronto World, lectured in Buffalo last Sunday evening on "Theosophy, the Real Christianity."

Capt. William Carroll and Private (leorge Carroll, both Waterbury, Conn., newspaper men, were among those who responded to the call of the President when Connecticut military units were called out recently.

A. C. E. Schonemann, formerly of the Dea Moines (In.) Register and Tribune, has been appointed editor of the Mason City (In.) Times, succeeding F. H. Conaway, who goes to Cedar Rapids to become secretary of the Commercial Cinb.

Everett Ewing, for some time a reporter on the Richmond (Va.) Journal, has resigned and gone to Wilmington, N. C., where he will enter business with his father.

Charles W. Bowman, editor and proprietor of the Lebanon (Pa.) Daily Times, with Mra Bowman, has just celebrated the forty-fifth anniversary of his wedding. Congratulations came to the worthy editor and his wife from many friends.

J. Lyman (tollegly, for some time editor of the Black River (N. Y.) Democrat, has become a member of the staff of the Utica (N. Y.) Press.

Visitors to New York

John Glass, publishers' representative, Chicago.

W. H. Jeffries, business manager Binghamton (Ala.) Age-Herald.

J. B. Pinkham, business manager Los Angeles Examiner.

A. W. Preston, advertising manager Boston Herald.

erection of a large new hotel in Knoxville.
Skiney R. Cook, for the past ten years editor and publisher of the Weymouth

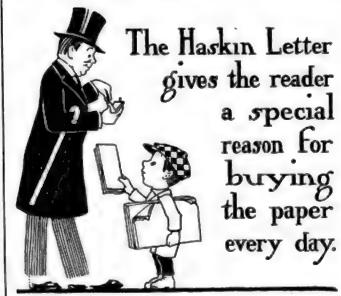
Sancy R. Coos, for the base can years editor and publisher of the Weymouth (Mass.) Times, has placed his Weymouth interests in the hands of City Editor Arthur Davis and moved to Montreal. Mr. Cook has purchased an interest in Canada's Monthly, and is now employed as managing editor. He was formerly connected with Collier's Weekly.

James Burke, of the staff of the Quincy (Mass.) Patriot and Ledger, has quit his newspaper career for a time to act as secretary to Mayor Whitton.

Ray Garrison, formerly of the Des Moines (Ia.) News, and Jack Luddy, late of the Sait Lake Heraid-Republican and Omaha Bec, are new members of the staff of the Moline (Ill.) Dispatch.

Farley A. Dare, editor of the Walker (Minn.) Pilot and member of the State Legshalture, has gone to the Mayo Hospital at Rochester, Minn., and may undergo an operation. He has been ill several months.

R. B. Campbell, exchange editor of the Minneapolis Journal, and Ted Nelson, former cartoonist of the St. Paul Pioneer Press, have been commissioned



THE EDITOR & PUBLISHER FOR APRIL 7, 1917

PERSONALS

(Continued from page 22)

B OSTON.—Fred W. Peters, labor editor of the Hoston Journal and sergeant-major of the Fifth Regiment, has applied for a captaincy in the Reserve Corps. Peters's service in Cuba and as a regular for two years in the Philippines, together with his experiences as an officer on the Mexican border has been further reinforced by high class recommendations from sound lussiness men and officers under whom he has served.

Frank Gorham, who has been a memher of the Globe staff for some years on the night copy deak, reading sports, has resigned.

Last reports from William Hardy, who went from the Sunday Post to a Cleveland paper, say that he is a member of the staff of the Detroit news. "Bill" wrote a Boston friend that Cleveland was all right with the exception of not having a press club.

President James White, of the Boston Press Club, is pushing to completion a fund for the purchase of a large American flag. Curiously enough the club has never had a flag, although there have been times when one has been donated for use.

Frank Sibley, of the Globe, vice-president of the Press Club, is billed for a talk soon at the public library, on his experiences on the Mexican border as a war correspondent.

PROVIDENCE, R. I.—John R. Hess, ir., of the Providence Journal, and Ralph E. Halley, of the Providence Tribune, are among reporters in this city, who are expecting a call to arms at any minute. Both are in the State militia.

Herbert Bluyton, formerly a newspaper man here, but later city editor of a paper in Detroit, Mich., has returned to this city to recover from an attack of rheumatism.

Frank Jones, telegraph editor of the Providence Tribune, is seriously ill as the result of a shock suffered last week.

A. A Gardner, night rewrite man on the Providence Journal, will leave next week for Waterbury, Conn., to become telegraph editor on the Republican.

PHILADELPHIA.—F. T. Richards, is exhibiting 189 drawings at the Sketch Club, which are culled from the year's output on his paper, and from many which have appeared in Life during the post twenty-eight years.

Gordon H. Cilley, advertising manager for John Wanamaker, Philadelphia, addressed the Poor Richard Club this week on preparedness, urging the members to attend the Platisburgh camp, as even a higher duty than the St. Louis convention Mr. Cilley did his turn at Platisburgh list summer and has been an enthusiast over the training ever

Among the newspaper men and news photographers who did the "death watch" over the interned German sailors who left League Island last week for Georgia, were: Carl T. Thoner, Samuel Myers, tierhart Crate, Walter McLoon, of the Press: D. K. Coolidge, Mutual Weekly, Charles Traub, Selig-Tribune; Marquis James, New York Times, Abe Weintraub, International News Service; Arthur Borrenson, Hearst-Pathe-Weekly; James F. McGovern, the Evening Telegraph: Gordon MacKay, John Coughey, and Morris Smith, the Ledger; John Fitzgerald and Charles Clark, the

Bulletin: George Cunningham and Bart Andreas, the Inquirer; Ben Armiger, North American, and John Cummings, the Record.

Richard J. Beamish, directing editor of the Press, is in Washington, writing articles on the opening of the special session of Congress.

Cyrus H. K. Curtis is chairman and Rowe Stewart secretary of the publicity committee, made up of representatives from the local newspapers, which as part of the citizens' committee is fostering enlistments in the Naval Reserve, A special recruiting station has been established in the "Ledger Central" at Broad and Chestnut Streets.

John F. McClarren, who has been a newspaper reporter for twenty years, has been made special inspector in the Department of Public Works by Mayor Smith.

CHICAGO.—Gerald Kylic recently left the Chicago Examiner to join the staff of the Chicago Tribune.

Reporter J. C. Waldron is now Provisional Ensign Waldron, attached to the staff of the Great Lakes naval training station at Lake Bluff, Ill. Mr. Waldron will not as aid to Commandant Moffett. His work will be along the line of directing publicity for recruiting

Walter Hanson of the Chicago Examiner staff, has been appointed to a similar position in the naval recruiting station in Chicago. He is an ensign under Lieut. L. M. Stevena.

Word has been received that William L. Evers is driving an ambulance for the American Ambulance Corps in France. Mr. Evers's wife, Maude Martin Evers, is a well-known Chicago newspaper artist.

Shortly after the President's war measure was received in the office of the Chicago Tribune, Mark Watson, New York correspondent for the Tribune, telegraphed that he had enlisted for national service.

The publishers of Wilbur D. Neshit's mitriotic verse, "Your Flag and My Flag," are offering a prise of \$100 for a stirring tune to fit the words. Amona the Judges is Karleton Hackett, music editor of the Chicago Post. Manuscripts must be submitted by April 15 to P. F. Vollard & Co., Chicago.

MILWAUKEE, WIS.—James Schermerhorn, editor of the Detroit Times, is keeping his promise with the "dry" workers in Wisconsis. Sunday night he will address a meeting in Madison and is scheduled for several other talks in the State.

Miss Clara Bloom, well known to the newspaper workers of Milwaukee, has succeeded her father as editor of the Neemsh (Wiss) Daily News. Miss Bloom is a graduate of Ripon College.

Manning Vaughan, Burdette Kirkham, and W. Rowlands, Milwaukee sporting editors, have returned from Texas, where they spent two weeks with the Milwaukee American Association team, as the guests of President Timme.

T. S. Byrne, of Chicago, has joined the staff of the Milwaukee Froe Press.

J. E. Morlarly and James Martin, newspaper men of Milwaukee, have given their services to aid in recruiting the army and navy up to war strength. Working through the Wisconsin Defence League they have obtained free advertising space from practically every paper in the State and are writing the ada changing them daily. Their work has already had a good effect upon recruiting in Milwaukee.

Louis Mann, the actor, was guest of

honor at a dinner at the Milwaukee Press Club on March 28, and was the principal speaker at the weekly ladies' night at the club.

Arthur Herwig, of the Evening Wisconsin, accompanied the Milwaukee pacifiets to Washington and covered their doings for his paper.

Mrs. Mae Daly, switchboard operator in the Sentinel editorial rooms, is on the job again after an absence of three weeks while her little daughter was recovering from scarlet fever.

Gene Herman, formerly marine reporter on the Milwaukee Free Press and later on the Sentinel, is now publishing the Great Lakes Weekly, a paper for marine men.

Joseph S. Smith, instructor of journalism at Marquette University, Milwaukee, and editor of the Wisconsin Motorist, will speak on "Trade Journalism" at the annual convention of teachers of journalism in Chicago, April 7.

S AN BENITO, Tex.—The first issue of the San Benito Dally Light, an afternoon paper carrying full United Press reports made its appearance on Merch 21. A F. Stephenson, editor and publisher of the San Henito Light, which up to this time had appeared as a weekly, is publisher. The paper is of two columns, but as soon as new equipment that is now ordered is installed, it will be enlarged to six columns. The weekly edition of the Light will be discontinued.

PittsBi'RGH.—Col. C. A. Rook, president-cittor of the Pittsburgh Dispatch, was in Washington at the opening of the special season of Congress.

Robert M. Ginter, managing editor of the Pittsburgh Gazette-Times, was a New York visitor the past week.

Albert W. Grotafend was elected editor-in-chief of the Pitt Weekly, the official publication of the University of Pittsburgh. Emery G. Francis was made managing editor.

FIRST AID TO ACCURACY

Newspaper Information Bureau Established by Police Commissioner.

Henry J. Case, secretary to the Police begartment of New York city, has sent to all the newspapers in the city the following letter:

"In the end that every effort may be made to continue the present unruffled conditions in the city, the Commissioner directs that I ask you not to print statements in your newspaper concerning any details or movements of police without first confirming the same at these headquarters. Also, not to print any statements concerning outbreaks of disorder or excitement which may occur in any part of the city without having actual, first-hand information or confirmation from Police Headquarters.

"In order that any newspaper may have quick confirmation, denial, or some statement in any such events, the Police Commissioner has directed that a Bureau of Nowspaper Information be maintained all night in the chief imprector's office, to which he directs inquiries to be made when it is impossible to reach either himself or any of his staff.

"If you can cooperate in this manner with him at this time, the Commissioner will greatly appreciate your assistance."

Join Publishers' Association

Five Florida papers have joined the Southern Newsjaper Publishers' Assocation recently. They are the West Pain Beach Post, the St. Augustine Record, the Pensacola News, the Miami Metropolia, and the Miami Heraid

OHIO'S A. P. EDITORS MEET

Hold Conference, Business Session, and Banquet at Columbus.

Fifty editors and publishers attended the annual meeting of the Associated Press editors of Ohio in Columbus April 1 and 2.

The conference opened Sunday with the third annual meeting and banquet of the Associated Press Good Fellowship Chib of Ohio, at the Chittenden Hotel. Paul Cowles, superintendent of the Associated Press, Chicago; Kent Cooper, chief of the traffic department, New York; Milton Garges, division traffic chief, Chicago, and R. J. Dustman, correspondent at Columbia, spoke.

The organization after the banquet elected the following officers: H. C. Batey, Jr., Columbias, president; Mrs. Caudia Walters, Springfield, vice-president; Earl C. Miller, Lima, O., secretary-treasurer.

The account session, a husiness session, was held Monday afternoon in the Chamber of Connerce auditorium. Furing the session the editors adopted resolutions pledging loyal support to the President in maintaining the rights and honor of the United States.

A banquet at the Deshier Hotel Monday evening closed the conference. Joseph Garretson, managing editor of the Cincinnuit Times-Star, acted as toastmaster, and during the banquet read the President's message as it was received in takes from the Columbus offices of the Associated Press. The message was cheered as the diners waved flags.

C. W. Hinman, president of Marietta College and former publisher of the Chicago Inter-Ocean, was the first speaker. Dr. Hinman declaced that there was no business in the world where there was more moral courage than there was in the newspaper business. He added that the tenseness of the hour and the way the newspapers of the country were meeting their obligations proved his point.

F. R. Martin, assistant general manager of the Associated Press, New York, spoke briefly of the Associated Press, recent suit assists the international News Service, and said that Justice Hand's decision was a distinct triumph for the news-gathering profession. Mr. Martin also spoke of the censorship and assured the editors present that this country would have a reasonable censorship.

Other speakers were Mr. Cowles, of Chicago; Mr. Cooper, of New York; Joseph S. Myers, head of the department of journalism at the Ohlo State University, Columbus; James Faulkner, politiest writer, Chichmati Enquirer.

The new officers of the organization are Mr. Carretson, president; G. W. C. Perry, publisher of the Chillicothe Gazette, vice-president, and Mr. Dustman, of Columbus, secretary.

WORLD BUYS COAL MINE

Will Be Used to Supply Pulp Mills Owned by Paper.

The New York World has bought one of the largest operating coal mines in Jefferson County, Pa. The Stewart Coal Co. has made an agreement for the sum of \$125,000 cash, the mine to continue in operation, the coal to be shipped to the plants that manufacture news print paper for the World. One pulp mill is located in the Advondacks the other in Canada.

The daily capacity of the mine is 500 tons employing 125 men and the Timblin mine is considered one of the best equipped in that part of the State.

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William A. Thomson, of A. N. P. A., Tells Western Advertising Agents How to Win a Market-Campaigns May Be Started and Stopped Overnight, as Conditions Demand.

William A. Thomson, director of the Hureau of Advertising, American Newspaper Publishers Association, spoke at the first annual dinner of the Western Advertising Agents' Association, held at Chicago, March 30,

In the course of his speech, the subject of which was "The Newspaper as a National Medium," Mr. Thomson said: "Many persons, particularly those who work for a living, look with envy, born of admiration, upon the advertising agent. And viewed from one or two angles, the agent's job does seem like a pretty soft thing.

THE APPEAL OF THE NEWSPAPER.

"I think I may fairly describe newspapers advertising as offering the modern successful method of distributing and selling a product nationally. The supreme position of the newspaper as a local medium is well understood, and the fact that \$200,000,000 was spent in newspaper space last year by merchants in the United States and Canada offers substantial evidence on that serve. In passing, it may be said that the modern national distributer who employs newspaper advertising has learned something from the success of local merchants who advertise, for after all the national campaign is merely the sum total of many local campaigns.

"Modern business has developed a passion for efficiency and under this head came thoroughness exactness concentration of effort, economy of operation. The first appeal that the newspaper makes to modern business is the fact that it reaches everybody everywhere every day. It is a fixed habit in our daily lives, part of our home town, a messenger in well known garb reciting the news of the day. Ho, while It does not follow that everyone who reads a newspaper must be a customer, it is true that every customer reads a newspaper. Given the vehicle, modern business employing advertising is sure of the newspaper on the score of thoroughness

"Modern business is looking for logical and profitable markets for spots to go where the going is good. It finds the newspaper ready to its hand whereever, on the broad map, it elects to make its fight for sales. Does it want one city or 100, one State or twenty, or a whole continent? Whatever territory it elects to call its oyster, is covered by the newspaper. Modern business buys what it needs in newspaper circulation-no more, and no less. And thoroughness here links bands with concentration of effort.

GOOD WILL AN ABSET.

"Modern husiness nees more clearly every day that the dealer who handles a product can make or mar that product, pretty much as he chooses Intelligent good-will of the man behind the counter is as great an asset, or perhaps the greatest asset, a manufacturer can have. Knowing, therefore, that the dealer, himself a newspaper reader, understands or can be made to understand, the widesprend consumer demand for things advertised in the newspaper, modern business uses newspaper advertising as a quick and economical method of obtaining distribu-

tion, and, at the same time, the most practical means at hand to-day of forestalling substitution.

"I congratulate you advertising Agents who are successfully building business in the modern way through newspaper advertising. Handling a newspaper campaign is a man-sized tob and sometime. I confess you have my aymnathy. There is a weary lot of routine, patient plosding and digging, oceans of correspondence, not to mention a few difficulties in the way of getting laboral position at run of paper rates. For the benefit of one or two of you who don't do business with newspapers, I might explain that island position does not mean buying a sign board in the middle of a river. At the end of a campaign you must face the responsibility of your own work, for the rales manager's figures will answer, city by city, the advertiser's query, What did we get for what we spent? But if the sales manager has been on his job and you on yours, you have the satisfaction of knowing that your client spent his money and paid your bills to some real and productive purpose.

WORK OF THE BUILDAU.

The Bureau of Advertising, working in behalf of all newspapers, wants you to understand that it is also working for you, and for your clients. Through the newspapers of this country and Canada the Bureau has interested retail dealers in all lines in newspaperadvertised goods-goods for which there is widespread demand in the town where the dealer does business. Operating with the hearty support of the newspaper special representatives, the Bureatt is encouraging newspaper publishers to mather facts about their own markets for the guidance of advertisers to extend useful and reasonable cooperation to advertisers, and to adopt standard forms of business procedure in dealing with national accounts,

"And, by the way, we need your help in determining the meaning of the word 'colineration.' I am certain that a little thoughtful discrimination on the part of the men who ask essperation will be followed by a corresponding response from thuse who are asked have seen some requests for cooperation that ignored the 'co' in the word and made the 'operation' so complete that the publisher, if he survived, would retain only his sense of honor and a few cupies of yesterday's paper. I hope to see the day when every newspaper will maintain a national advertisers' service department, and, considering the strides that have been made in that direction. the day is not far off. The Bureau of Advertising invites you agents to use Its services in connection with your newspaper problems.

"One more thought in closing: The manufacturer who goes into a market with his product in one hand and a newspaper campaign in the other stands a guest chance of getting that murket. It must follow, therefore, that the advertiser who relies for a market upon any form of advertising less broad in its appeal than newspaper advertising is in danger of losing that market. And I believe modern business will endorse the view that an advertiser, instead of meking representation everywhere and distribution nowhere, may better turn his attention to intensive cultivation, beginning at his factory door, planting his volume as near home as he can. going farther afield only where he sees profit and opportunity linked together and using the medium that makes this kind of commercial farming possible the daily newspaper."

JOURNALISM SCHOOLS ORGANIZE

Efficiency of Instructional Methods.

Operate to The Corres are Pressurem. CHICAGO, April 5 .- Preceding the formal opening of the seventh annual conference of the American Association of Teachers of Journalism here to-day representatives of ten universities met and formed the Association of American Schools and Departments of Journalism. The purpose of the new organisation is to improve the education now given in preparation for journatism. Members of the new organization must meet certain requirements such as offering at least twenty-four hours of journalism which shall include certain courses, such as reporting and editing. No institution which has not a separate school or department of journallam shall be eligible for membership. The charter members of the organization are the State Universities of Washington, Missouri, Wisconsin, Kansas, Indiana, Oregon, Ohio, Texas, and Montana and Columbia University of New York city. Walter Williams, dean of the Missouri School of Journalism was named president of the organization. Carl H. Getz, of the Ohio State University was elected vice-president, and Willard G. Bleyer, of the University of Wisconsin was named secretary-treasurer. Seventy teachers of journalism attended the opening session of the teachers' conference here to-night James Melvin Lee, of New York University, president of the organization. and Carl H. Getz, of Ohio State University, secretary, presented their reports.

KAISER IS A PRINTER

Learned Trade When a Boy, Working at Case with Max Oppenheim.

BAVANNAH, Ga., April 4 .- It may be interesting to know that William Hohenzoltern, the German Kaiser, is a printer by trade, and once worked in the same shop with Max Oppenheim. editor of the Staats-Zeitung, published at Atlanta.

The princes of the royal house in Germany are each required to learn some useful trade, and when Emperor William was a boy he decided he would like to be a printer. So they sent him to a print shop in Berlin. Max Oppenbeim was then a boy of about the same age as the future war lord of the German Empire, and says he worked side by side with William at the old fashioned type case. The prince called his fellow apprentice Max, and the latter addressed him as William.

Oppenheim has been in the United States for forty years, and his German language paper has a large circulation. He says he believes the German population in this country will be loval to America.

If you bluff you must be unersared to crawfish, unless the other fellow calls VOII.

When one marks time, he demonstrates that there can be motion without negroes.

A. B. C. Recruits

The following newspapers have recently applied for membership in the Audit Bureau of Circulations: Halifax (N. H.) Chronicle, Echo; Huntington (W. Va.) Herald-Dispatch.

WORLD'S ANNUAL SUPPER

Universities Form Association to Further Usual High Order of Stunts Marked Big Yearly Gathering.

The annual supper of the combined editorial and art staffs of the morning and Sunday World drew about 150 World men and members of the World alumni to Healey's last Saturday night. The affair was the most enjoyable of any of a similar sort yet given by the World.

Itabert H Lyman aggletant manuer. ing editor of the World presided, as chairman of the Supper Committee. The guests of honor were Ralub Pullt. ser president of the Press Publishing Company: J. Angus Shaw, treasurer of the company: Sherman Morse, former city editor of the World, and John J. Spurgen, managing director of the Philadelphia Public Ledger.

The supper was good. World "hymns" were vigorously sung as usual, and the stage programme, entirely by World staff talent, included many timely skits and hits. Among the participants were Messrs. Swope, Slaght, Boothby, Beazell, O'Neill, Summerville, Vivian, Butcher, Wallace, Stettenbenz, Bliss, Dever, Gannett, Jackson, Eddy, Dailey, Brown. Fickelin, Herie, and others. Frank Warren sustained his reputation as musical and stage director.

William P. Beazell was chosen chairman of the 1918 committee.

Press Club Pledges Loyalty

The board of trustees of the New York Press Club has adopted resolutions pledging loyalty and support to President Wilson.

A near bargain is high priced.



24

THE POEMS OF EDGAR GUEST .

ANNOUNCEMENT. We have just closed for the exclusive rights to Edgar Guest's daily poems.

For years they have been a great feature in the Detroit Free Press.

And gradually Edgar Guest has risen to national fame. Exchange editors the country over found him first. Then people everywhere began to "Who is this Edgar ask Guest?"

If you don't know the work of this man you are missing something too good to miss. You, as a newspaper man, will get inspiration out of

these poems - the regular day's work of another newspaper man.

Your readers - your good home folk readers - will cat Eddie Guest, as a feature of your editorial page.

THE GEORGE MATTHEW ADAMS SERVICE 6 W. 40th ST., NEW YORK

HOW THE PRESS AGENT PUTS IT OVER PAPERS

Old-Time Yarns Would Not Go To-day, but Clever Publicity Men Still Get for Their Clients Much Space Without Paying Anything for the Advertising Some Amusing Stunts.

By JOR A. JACKSON.

Some men who should have known letter used to say, "The public be damned." All that's been changed now. These same men are now busily engaged in telling the "dear peepul" just how much they really think of them. That's where the press agent comes in. And the press agent has come in to nearly every business.

Theatrical producers discovered him and had a monopoly on him for some time, but other discerning people have found what a useful adjunct be is to their business. You will find him now in the employment of Wall Street operators, all kinds of businesses, society leaders, and even governments.

Press agenting in its swaddlingclothes was a crude business compared to its present state of development. City editors would laugh merrily today at some of the most famous stories that the romancers of the past "put over." The yarn about Anna Held's milk baths wouldn't get very far in a newspaper office to-day.

GRITING GOOD MATERIAL.

Seeking publicity for the stage and those who tread it is still a business for an imaginative person. I visited recently the office of a friend who is in the publicity department of a big moving picture producing company. On his desk was a handbook of curious information, scattered about were dozens of newspapers, and a set of bulky encyclopedias rounded out the scene. These, plus a fertile brain, furnished his ideas.

The book of curious information was his most helpful ally. He would run through it until he found something startling and then he would write how a film star had made an unusual discovery or had had an odd experience. He read the newspapers for jokes to put in the actors' mouths and scanned the encyclopedia when the wells of his imagination ran low.

"How many stories that you send out are true?" I asked.

"About one-third." he answered with more pride than shame.

One of the main devices to break into print is to give out a sensational interview by an actor or actress. As my friend put it: "They'll stand for anything to get their names in the paper. We don't even consult them."

No less a light than Channing Pollock belonged to the "Guild of Ananias." as he calls it, in the good old days. "I think I may say without undue egotism," he afterwards boasted, "that during the period of my membership, I fied industriously, conscientiously, and with a fair degree of success."

SOME NOTABLE NOTICES.

If you like your fiction raw you should look up one of these attractive fakers, who knows the traditions of his craft, and induce him to relate some of the good yarns his brothers have fostied upon the public. There was the one about Mrs. Patrok ('amphell which was printed all over the world.

The stage had to be set to give an air of reality to this stunt. The street fronting the theatre in which Mrs. Campbell was giving "Beyond Human Power" was covered with tanbark that her delicate nerves might not be un-

atrung by the noise and clatter of passing vehicles. A. Toxen Worm, one of the best press agents who ever battered a typowriter, was responsible for this.

His also was the scheme of having Mrs. Pat sent from hotel to hotel, being refused accommodation at all of them on account of her dog, the shivering, hairless Pinky-Panky-Poo.

Channing Poliock also confesses how he foisted the story of Miss Margaret Mayo's twenty-four-hour play. It was anounced that the author of "Polly of the Circus" had made a wager with Theodore Burt Payre that she would complete a four-act drama in the space of one day. The newspaper men were invited to witness the feat, and Miss Mayo walked the floor and dictated wildly (while the reporters were there). Of course, the play had been written in advance.

USED BY MIG MEN.

Hut to the more serious side of attracting attention or winning public approval:

There is no more important man in a Presidential campaign than the prose agent. No candidate has as yet been presented to the public as the victim of a diamond robbery, but both representatives of the two leading parties posed for the movies. The candidates publicity departments are run like a newspaper, and are manned mostly sy trained journalists. Robert Woolley and David Barry were in charge, respectively of the Democratic and Republican verbal batteries.

One of the big men in the Democratic bureau told me while the campaign was on:

"Our office is just like a newspaper shop, only we are as busy every day as the newspapers were when the Lusitania was sunk."

Nome idea of the way the publicity man has intrenched himself in big business is shown by the fact that the Standard Oil Company, one of the last of the powerful corporations to yield to the new idea, now pays Mr. Ivy Lee \$1,000 a month.

Wall Street took its cue from Broadway, but it must operate in a very different manner. Accuracy, for one thing, is a cardinal necessity. The representative who gave the financial reporter a wrong tip would never be able to get another line into print.

The Bethlehem Steel Company recently conducted a country-wide goodwill campaign in the newspapers. This was accompanied by paid advertisements. Every favorable notice was reprinted in a pamphlet, which was mailed back to the editors and also to college professors, public men, and voters in general.

Thomas Fortune Ryan has had as many as three press agents in operation at one time. In some cases the legal counsel fills the rose in Wall Street, which also coined the term publicity representative. It is more dignified.

An Old Stand-By

Among Western Papers The Northwestern at Oshkosh shows Signs of Reliability—Nearly Fifty Years Under One Management. If you Go into Wisconsin You must use it.

G. LOGAN PAYNE COMPANY, Representatives PERSE AGENTS TO ROYALTY.

Nearly every European sovereign has a press agent, although he is not called by that name. Often he is the court photographer, while a great deal of the work may fall to the private secretary. The reason for his existence is simply that, for various private or state reasons, kings may want to be regarded in a certain light by their subjects. The only way to obtain this is by skilfully booming the king's doings in that line and by distributing photographs representing him in that light.

For instance, several years ago, rumor spread that the pale, stooping King Alfonso was excessively delicate, and was dying of tuberculosis—an idea borne out by most of the photographs that had till then appeared in the press.

The report that Spain was governed by a weakling was doing the royal presition immense harm and might have endangered the existence of the throne. So the King's secretaries and photographers began to picture him as an athlete. Newspapers all over Europe were flooded with snapshots of the Kinaplaying polo, driving a high-powered motor car, shooting, riding, and fencing. Innumerable paragraphs told of his physical prowess. Most of the photographs you see of Alfonso represent him in this light. Others are discouraged

MAKING A KING TALL.

Much of this kind of boosting has been done in the case of King Victor Emmanuel. of Italy, whose lack of inches is his greatest annoyance. Pictures by royal photographers have been reprinted by the thousand, showing the king at the head of his military escort. He looks very impressive, the precaution having been taken to choose some of the smallest men in the army to act as royal guard.

The deposed Czar of Russia is said to be the best exploited man in all Europe. He was always peculiarly fond of being photographed as a man of muscle. Pictures showing him rowing on the Neva were distributed all

> The Best Known Slogan in St. Louis



Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

Daily Capital

Average net paid circulation for the six months ending Sept. 20, 1916, as sworn to in Government report.

34,238

And as confirmed by report of The Audit Bureau of Circulations

Atha Capper Publisher TOPEKA, KANS. over ituscia a few years ago by his

Nearly Every department of our own Government has its press agent. The Reclamation Service, which has charge of the gigantic Federal irrigation projects in the West, was the pioneer. Requests for information were so numerous that department heads did not have time for other work.

Gifford Pinchot followed suit by placing a former newspaper writer in the Forestry Bureau for the dissemination of useful information. The Agricultural Department next began to exploit its work. And so it went.

Audited by the A. B. C.

The Audit Bureau of Circulations reports the auditing of the following newspapers: Binghamton (N. Y.) Press and Leader, Republican-Herald; Bloomington (III) Pantagraph; Dubuque (Iowa) Telegraph-Herald, Times-Journal; Duluth (Minn.) Herald, News-Tribune; Elmira (N. Y.) Star-Gazette; Lawrence (Kan.) Journal-World; New Bedford (Mass.) Standard and the Morning Mercury; South Bend (Ind.) Tribune.

Helm Seeks Second Place

Members of the Southern Newspaper Publishers Association are bosoning George E. Helm of Knoxville, Tennfor vice-president of the A. A. C. W. Mr. Hilm is actively in the field, and his campaign committee is headed by Henry K. Milward of the Lexington (Ky.) Ad Club.

Letters to Successful Publishers

THE TELEGRAM, Worcester, Mass.

Gentlemen:

In strength and influence, The Telegram ranks high among the papers of New England.

You conduct a complete newspaper, carefully edited. You have an enviable position in the esteem of advertisers.

We take pride in calling the attention of publishers in New England, and in all other parts of the country as well, to the fact that you have found our illustrated service constantly useful it you for a period of several years.

Very many successful publishers have come to find that we give good value for comparatised) little money. We are glad that you are in the list.

Your friends.

THE CENTRAL PRESS ASS'N.

New York and Cleveland.



New England Association Will Hold Its Third Session New Wednesday A. E. McKinnen, Guest of Honor, Will Speak-Interesting Topics for Discus-

Next Wednesday, April 11, the New England Association of Circulation Munagers will hold its third meeting at the Hotel Hancooll, Worranter. The meeting will open at 10 A. M., and continue until open, when lunthese will be served. The sassion will be reserved at two o'clock and continue until daished. Momes Schofeld, of the Worcester Gazette, and Cristy, of the Worcester Telegram, are the Iseal committee in charge of the arrangements, and H. A. Wenige, of the Worcenter Past, is arranging for what he terms "a big surprise" for the mem-

The guest of the specting will be A the Palisdeights North American, and He will have a measure to deliver to also on the coming around session of

MANY INTERBOTING TOPSO Among the topics that will be discussed are the following: "Why Is It



Geo. M. HETNELDS. Just as important for a Small Town Daily to Hove a Coculation Manager as for a City of 100,0007 D. T. Will J. P. Barry: "Carrier Delivery-Rela-Sependent Carrier or Office Controlled." A. Noton; 'How to Establish a Sunday Edition with 20,000 pet Paid Circulation for Two Years," R. C. Webster; "Jorransing the Dealers' Rate from 1 1-5c to 1%c to Dealers Whose Orders Are Less than 25 Daily," E. J. McHurch: "How I Counted lin Virgin Dealors and Increased News Stand Duncan. In addition to them there will George M. Reynolds, vice-president of

The New England Association has been invited to take part in the pro-

vention in Atlanta in June, and Secre- LAW AGAINST NEWSIES (Conn.) There is making the necessary

The following is a list of the members of the Association; D. T. Williams, North Adoms Transcript: H. M. Wheeler, Hartford Times; P. F. Vites, Hart-ford Courant; Roy C. Webster, Hart-



ford Courant; J. A. McNell, Strangeport Telegram: F. A. Nauffton and F. Wiltion Marnel, American News Venders Corporation: W. C. Swith, Meriden Becord: W. S. Mitchell, Portland Ex-press: E. V. Manon, Westerly Sun; Sun: T. J. Moore, Lewiston Journal: A. G. Staples, Lewiston Journal; Ray Julian, Foringfeld News; C. M. Scho-Detc. Worsester Gozette: C. W. Pul-

ner, Wormschot ('gil; Hidney Hilley Flichburg Scotlast; H. E. Duncan. Fitebburg News: L. F. Merciput mend, Jr., Boston Transcript; H. A. Wenlay, Worcester Post: Roger Cristy, olds, New Belford Standard; Edward J. McHogb, New Hedford Times; F. E. ter, Newport News; F. A. Chapman. Providence Tribune: J. P. Barry, Prestdence Journal: Baymel Pitter, Wester-

ly Sun. Baising The Price

Effective April 1, the Dullas (Texte) vening Journal, published by A. H.

Fashian Show for Newsies A fashion show extraordinary has teen added to the list of navellies for the Nevelops' Benefit that will be given under the auspices of the New York

Laird Made a Senater Licat Col. H. W. Laies, of Regina. tinel-liteview. Then he went to Regina gramme of the I. C. M. A. at their con- nigning to enter hunters a year later

Neighbors of Los Angelos Organias to Fight Legislation Aimed to Bar Them Off the Streets Unless They Are Fourteen Years of Ase or More Adopt Strong Resolutions.

Newsles of Los Angeles, Cal., intend to fight the proposed law, now before tware of upy an opportunity of making a living. The tops have aroused the community with a series of meetings. een of which was addressed by well

Bardreds of letters from mothers told of the good effects apparent in their hove as a result of selling news. pepers. Examples of sevoles who had made good and become leading citizens of Los Augeles were cited. The gutherfor was addressed by Dr. Olen Mar-Williams and former Mayor Owen Mcltsy Goldberg, a newsle, who has been

or accumulating a savings bank actrains the boy to be polite and to become good judges of hursan nature. Harry Scatter, another newsboy, total by the earnings of the buys who sold

At the conclusion of the speaking, to contribute to the family, would be a legal barrier to a boy's pursuit of of idlegers. It would the resolutions went on to recite, remove the chance oney the boy might earn himself war of cities whose population is less than that number. It was urged to the resolutions that selling newspapers

the present laws beyo may not sell papers during school bours, while the

FINE CLUB FOR NEWSBOYS BRINGS OUT PROTEST Governor and Mayor Helped Providence

Journal Open New Rooms. The Providence (R. L) Journal Newsrooms were officially opened Wednesday the acrees and vaudoville artists so-

The main clubrown is large-4,000 square feet-with a stage to one out. showers, a library supplied with books. plane, and all the other accessories

It was appropried last make that a Howard Southe, who has muneuon? boys' clubs in Massar hissetts, will be the

gavernora include S. O. Metralf, Cor-Beeckran, Mayor Gainer, Leon Sasy-Every percebey or carrier who foliothe amortalism pays an initiation for of resuth. All of this meety will go into a sick benefit fund for the members.

For Better Business in Baltimore Concentrate in

THE BALTIMORE NEWS

Net Dolly Circulation, 93,013 March, Goin over M 18,000 Handsomely printed folder,

DAN A CARROLL Tellune Building, NE First Nat'l Book Bldg.CHICAGO

INTERTYPE



Don't you wish that your single-map the machines of other than Intertype samplecture could now be converted the two- and three-magazine models? If your simple magazine machines scere standardized Intertypes son could at any time convert them into Invo- and This is one of the advantages of In-terrope Standardization.

INTERTYPE CORPORATION rminal Blds. BROOKLYN, N. Y

STANDARD OIL ADS FOR PACIFIC COAST DAILIES

Small-Town Newspapers and Weeklies in the Extreme West Will Be Used for an Advertising Campaign in About Two Weeks New Business Going to the Newspapers.

THE H. K. MCCARN COL'S San Francisco office is getting out the Standard Oil Company's advertising, which will start in small-town dailies and weeklies published on the Pacific Caist. The emmpaign will commence in about two weeks. The McCann Company is also preparing copy for the California Packing Corporation, formed a few months ago by the amalgamation of a number of fruit, vegetable, and salmon concerns.

PHANK SKAMAN, 461 Elighth Avenue, New York city, is placing twenty-fourinch one-time orders with newspapers generally, for the American Ever-Ready Works, "Hashlights," Thompson Avenue, Long Island City, N. Y., and 504-line eight-time orders for "Fathata" eignrettes, with newspapers generally. for the Laggett & Myers Tobacco Com-

pany, St. Louis, Mo.
This Assurated Ast Press, 1457 Broadway, New York city, will place an extensive advertising campaign for "X.1. Challenger," golf balls, made by the J. B. Cochrane Co.

THE BUSCKMAN-ROBE CO., 95 Madison Avenue, New York city, is again placing orders for copy for "Tom Moore," "Owl," and "Tom Keene," engure, made by the General Cigar Co., (formerly United Ogar Manufacturers) 119 West 40th Street, New York city.

PELMONICO, WALLACE & CUTLER, 299 Madison Avenue. New York, handles the advertising for "Why Not" golf balls, for Samuel Buckley & Co., 16 East 33d Street, New York city.

THE DUNGAP-WARD ADVERTISING CO., 35 East Washington Street, Chicago, Iti, is placing orders in the magnaine sections of newspapers for the "l'hilo Burt Appliance," of the Philo Burt Co., Odd Fellows Building, Jamestown, N. ¥.

THE Jon. ELLNER Co., 35 West 39th Street, New York city, is placing fullpage one-time orders with a number of Western newspapers for the Emergency Peace Federation, 70 Fifth Avenue, New York city.

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, is again placing copy with newspapers in selected sections for the "Ever Ready" Safety Razor, of the American Safety Bazot (%, 596 Sixth Avenue, New York +58 W.

HENRI, HURST & McInnaid, People's Cas Building, Chicago, has the account of the Kroehler Manufacturing Co. "Hed Davenports," Chicago, Ill.

Loss & Thomas, Mallers Building, Chicago, Ill. are placing orders with large city newspapers for "Ta-15 d," of the United Table-Bed Co., Chicago, and the Sundard Varnish Works, 2606 Federal Avenue, Chicago, with a number of newspagners.

LYBON & HANDSO, Cutier Budding. Rochester, N. Y., and 200 Fifth Assume. New York, are placed new contracts with newspapers for 'Hon Opto," modical, for C S Clark, 205 Pearl Street, Rochester, N. Y.

C. W. Pwe, Ame a St National Bank Building Balamond, Va. by playing agmel, observe orders with South and measures for "Burbay," shoes of the Stephen Philips Show the thile andol Va

THE POMERTY ADVERTISING CO., 225 Pifth Avenue, New York city, is again placing orders with newspapers in selected sections for "Redfern" "Warner's" rustproof corsets, for Warner Bros., Bridgemert, Conn.

THE FRANK PRIMINEY CO., 456 Fourth Avenue, New York city, is placing new achedules for "Bull Durham" and "Tuxsdo" tolsicco, for the American Tobacco Co., 111 Fifth Avenue, New York cits.

THE Sourmen ADMERSTRANCE Candler Annex, Atlanta Ga., is placing four-inch, two-times-a-week orders with some Southern newspapers for La Creale Hair Dressing.

VANDERHOUF, CONDICT & COMRIE, 140 South Dearborn Street, Chicago, are placing orders with some Maddle West newspapers for the Parts Fashion Co.

MILTON F. WELCH, 35 Nameau Street. New York city, is placing orders with some large Western newspapers for the American Rights League, 2 West 45th Street, New York city.

THE RICHARD A. FOLEY ADVERTISING t'a, of Philadelphia will place the advertising campaign for "Feis Naptha Soap," of Fels & Co., Philadelphia.

Ewing & Minist, Times Building, New York city, handle the account of the Houk Wire Wheel Co., Buffalo, N. Y.

THE JONES ADVERTISING AGENCY, Central State Bank Building, Jackson, Mich., handles the account of the American Oil Corporation and Steels, Day & Co. of Jackson, Mich; the Lewis Spring & Axle Co., Chelsen, Mich., and the Benlamin Pulverizer, of Chicago

THE ATLAS ASSERTISING AGENCY, FARMers' Trust Building, South Bend, Ind., handles the advertising of the Schmidt Color and Chemical Co., Porter, Ind.; the Liveraid Co., the Farmers' Trust Co., and the Millimore Corporation, of South Bend, Ind.

LORD & THUMAS, Maliers Building. Chicago, handle the advertising of the Marshall Ventilated Mattress Co., Chicago.

THE DORLAND AIMERTISING AGENCY, Preston Building, Atlantic City, N. J., is placing orders for "Camphorole"

THE WM. D. McJUNKIN ADDRESSING AGENCY, 35 South Dearborn Street, Chicare, is making contracts for the Barlev Motor Co.

THE MOISE ADVERTISING AGENCY, 35 Milwaukee Avenue, West Detroit, Mich., is renewing contracts for "Newbro's Herpteide," of the Herpfelde Co., Detroit, Mich.

POWER, ALEXANDER & JUNICIAE, Detroit, Mich., handle the advertising of the General Engineering Co., 120 Eighth Avenue, Detroit, Mich.

HOLT'S SERVICE, INC. bandles the advertising account of the President Suspender Company, Shirley, Mass. A big space campaign is to be combieted. The Boston office of Hoyf's Service is handling the account. This agency also has the advertising of the Penn. Tobacco Company, Wilkes Parre, Pa. A newspaper campaign on Honeymann Smaking Toleron will be started in various

Join Ohio Select List

The Nenta (O) Inits Gazette and Morring Republican bave been admithad been placedly in the Select Last of thing the he want wid be existed be replied control in the National Adversage Pold or the mention of also fisher for the 1 to line to 1. Wind Now York and the co

BOSTON VETERAN HONORED

Fellow Newspaper Men Celebrate 50th Year of Service by William Nightingale.

HOSTON, April 2.-To-night was a big night in the history of William Nightingale, better known, perhaps, as "Uncle INIL" for it was the occasion of the celebration of his fiftieth anniversary in the advertising and pewspaper field.

Scated at the head table with "Lincle Billy" were Charles E. Ware, jr., toastmuster, of the Journal; A. H. Marchant, of the Post; Charles H Taylor, of the Globe; George Richards, Charles R. Talliot, Albert Fox, George Young, Edward Dunbar, Charles Pierce, and W. D. Nument.

Naturally enough it was first of all a Journal night, for Mr Nightingale has been associated with the Journal in various capacities for a full half century. But there were men from all of the Hoston newspapers present to do him honor, as well as representatives of many of Boston's leading husiness houses. Collier, the Journal cartoonist. was present with animated cartoons. The undercurrent of deep affection that was manifested for Uncle Billy was first shown when an engrossed set of resolutions signed by all present, was handed to the guests of honor.

Then came the hig surprise of the evening. Two boys with stentorian voices rushed into the room bearing copies of the Journal, marked "Extra," the glaring headlines declaring:

"UNCLE BILL COMMITS

ATROCIOUS OVERT ACT. "NIGHTINGALK SINKS COLLEGE HALF CEN-TURY IN WAR ZONE."

The entire first page was devoted to Uniele Billy's career and a regular war map sketch showed his voyage through the troubled and unchartered seas of journalism to happy anchorage on the les share of the Island of Success.

Letters were read from Police Commissioner Stephen O'Meara, Edgar D. Shaw, Edwin A Grozier, and others.

CAN GET CANADIAN PAPER NOW

Threat to Bar Shipments to Hearst Papers Not Carried Out.

MONTREAL, April 2. - Much interest has been aroused in Canadian newspaper and news manufacturing circles over the Government's action in connection with the Hearst papers. Some time ago the Canadian Government hanned the Hearst papers from the Canadian mails. Later an agitation was started about the inadvisability of allowing William Randolph Hearst to secure his news print paper from Canada. Under pressure, the Government finally forbade any news print manufacturer to supply Mr. Hearst with white paper. This induced Mr. Hearst to come to terms, and he is said to have promised the Government to "be good," with the result that he is now getting his supply of news print from the north side of the forty-ninth parallel.

Dinner for New York Sun Staff

The editorial staff of the New York Sun enjoyed a dinner at Murray's In West 42d Street, New York, on Saturday evening, March 21. Keats Speed. managing editor of the Sun acted as rogeting ster and kept the fun going fast and furnous. Entertainment was furanshed to the cabaret it Murray's, It was decided to make this dioner an innual duar

TAKING TIME BY FORELOCK

Syracuse Ad Men Preparing to Welcome Affiliation Next October.

Committees of the Syracuse Advertising Club are already hard at work making preparations for the October meeting of the Convention of the Advertising Affiliation, which is to meet in that city October 25 and 27. The last meeting was held in Cleveland in Februsry, and was the most successful ever held by the organization.

Two round-table sessions will take place Friday afternoon and Saturday Governor Whitman and morning. Mayor Stone will be among the speakera on the first day. The crowning feature of the programme will be the hanquet Saturday night, at which the souvenirs will be among the finest ever given at a banquet of advertising men. Prizes will be given for the largest delegation, greatest distance travelled, etc. The general convention committee is in charge of Walter B. Cherry, with Donald M. Dey, John Ayling, and Thorpe Hiscock assisting.

Record-Breaking Bank Ad

The Lansing (Mich.) State Journal printed on Saturday, March 31, what is believed to be the largest bank advertisement ever published. The ad marked the opening of the new building of the Lansing State Savings Bank, and It occupied six pages in the Journal.

New Orleans States

Member Audit Bureau of Circulations. Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest while home delivered evening circulation in the trade territory of New Orieans. To rears a large majority of the prospects in the local turritory the States is the logical and economic medium. Circulation data sent on request.

The S. C. SECKWITH SPECIAL AGENCY
Sole Foreign Representatives rw York Chlongo St. Low

se. Louis New York

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO. 26-28 Beaver St., New York Tel. Broad 383L.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

AD FIELD PERSONALS

CARROLL J. SWAN, one of the bestknown advertising men in Boston, was toustmuster Monday night at the annual dinner of the Boston Hotel Men's Association. As usual, he kept things moving at a lively pace.

HOMENT S. GARDEN, a well-known New York newspaper man, has been made advertising manager of the American Angler, of New York.

GAYLE AMEEN, JR., for three years advertising manager of Maison Bianche, in New Orleans, La., has severed his connection with that company to assoclate himself with the Chambers Advertising Agency, of the same city.

Al. F. O'HEEN has been appointed advertising manager of the Daily Times, at Davenport, Ia., to succeed Forrest K. Rambo, who resigned to embark in the advertising business for himself in Davenport, Forrest Frazier has been promoted to the position of assistant advertising manager of the Times, and Dean Fortman has been placed in charge of real estate and classified advertising.

E. C. RAINEY, a newspaper man of Morgantown, W. Va., has been added to the copy staff in the advertising department of Deere & Co., at Moline, Ill.

HERRET R. SCHAEFFER, of the Martin V. Kelley Company, in recovering from an operation for appendicitis in St. Vincent's Hospital, Toledo, O.

A. S. PPENOCK, formerly with the Interstate Advertising Company, of Trenton, N. J., has joined the advertising forces of the A. B. Kirschbaum Company, of Philadelphia, Pa.

I. E. SWINEHART, formerly with the Carl M. Green Advertising Agency, in Detroit, Mich., has joined the forces of the Duniap-Ward Agency, in the same

Russitt. T. Gray, former advertising manager of the Haynes Auto Company, has resigned to accept a position with the Shuman Advertising Company, of Chicago, 111.

W. T. PICKERING, of Boston, has joined the staff of the Southwestern Advertising Company, of Dallas, Tex. Mr. Pickering was formerly connected with the Brown & Sharpe Company, of Provldence, R. I., well-known manufacturors.

H. J. Eirer, formerly of Magilt, Weinsheimer and Company, and L. F. Baker, formerly of the United States Printing Company, of Chicago, have joined the art department of the Western Advertising Agency, of Racine, Wis.

THE GROMER B. DAVID COMPART, New York, has been appointed national advertising representative of the Mt. Vernon (N. Y.) Argus.

THOMAS H. FLETCHER, formerly retail sales manager of the Acolian Company, of New York, has been placed in charge of the company's advertising department.

RICHARD B. CONKHITE, formerly with the advertising department of the Western Electric Company, has joined the staff of the Taylor-Critchfield Clague Company, Chicago.

I. S. Jonas, formerly advertising manager of Macy's, New York, the Shepherd-Norwell Co., Boston; Chamberlain, Johnson & Du Boise, Atlanta, Is now advertising manager of the Macy Co., Cleveland, succeeding Reed Moyer in that position.

Riches count for little, for after all is and and done a man works for his board and clothes.

MISSING REPORTER IS HEIR

If Comer Can Be Found He Will Get \$5,000 from Estate.

A newspaper reporter, helr to \$5,000, is being sought by the attorneys for the estate of a Boston man. The man sought is known as James Vance Hackett, who realty is William P. Comer, jr., of Boston. As Hackett he was known as a reporter in St. Louis, Chicago, Memphis, New York, and New Orleans, that ing the last place he was heard from.

Comer's father was a travelling agent for the Youth's Companion, and when he died, it was found that he had left \$5,000 to his son. E. S. Avery, a Boston lawyer, immediately took up the work of finding the young man so that he might secure his inheritance and permit the closing up of the estate.

The missing man became one of the best-known reporters in Chicago and in St. Louis, where his friends did not know he had another name than Hackett. Aside from his ability as a news reporter he was known as a big, handsome, good-natured fellow, willing to share his last penny with any one.

Back From Treasure Island

Mr. and Mrs. John T. McCutcheon have returned from their honeymoon on "Treasure Island," the romantic spot in the West Indies recently purchased by Mr. McCutcheon. The story of their adventures has found easer listeners. Tradition says Capt. Kidd and bis fellow pirates buried some of their treasure on the island, but the Me-Cutcheone were unable to find it. En. route to the island, they spent some time in Cuba during the revolutionary outhreak. Mr. McCutcheon had resumed drawing cartoons for the Chicago Carey Orr, who recently Tribune. joined the Tribune staff and whose work appeared on the front page during Mr. McCutcheon's absence is now doing a daily "strip" under the title, "The Tiny

Seymour's New Responsibilities

J. R. Seymour, formerly publisher of the Chicago Herald and New York Evening Post, and for several years past with the Crowell Publishing Company, New York, has been appointed vicepresident in charge of thance for that company. George D. Buckley has been appointed 'vice-president and general manager, Lee W. Maxwell, manager of advertising sales for the Woman's Home Companion, American Magazine, and Farm and Pireside; Frank Braucher as manager of Eastern advertising for the Woman's Home Companion, and Kenneth F. Luthy as manager of Eastern advertising for the American Magazine

Jason Rogers to Talk

"After upward of thirty-five years' experience in the newspaper business and investigations of newspaper conditions in nearly all the more important cities of the United States and Canada. I find myself almost a 'cost fan.' writes Jason Rogers, publisher of the New York Globe, who is to give the principal address on May 18 at the Third State Conference on Printing and Newspaper Publishing, to be held at Madion. Wis., May 17, 18, and 19.

Houston Post Has a Band

Houston (Texas). Post has a brass land among the employees of that The band is uniformed and fulpaper. ly equipped and recently gave a pubThe Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

The PERTIDISPATOR sells more papers in Louis every day in the year than there are men in the city.

Circulation colley year, 1916;

ALABAMA	MONTANA MINER			
NEWS Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest compatitor in 1916.				
CALIFORNIA	NEW JERSEY			
EXAMINER	PRESS-CHHONICLS Patrices			
MERCURT HERAED	COURTER-NEWS Pleinfield			
GRORGIA	NEW YORK			
JOURNAL (Ctr. 67,581)Atlanta	COUNTER & BNQUINERBuffalo			
CHRONICLE	IL PROGRESSO ITALO-AMERICAN. New York			
ILLINOIS	DAT			
FIERALD NEWS (Circulation 15,190) Jellet				
IOWA	оню			
THE REGISTER AND TRIBUNEDes Moines Circulation, \$5,000 Daily, 70,000 Sanday, Covers Des Mulles in a complète manner.	VINDICATOR			
SUCCESSFUL PARMING Den afebre More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureks of	PENNSYLVANIA			
Circulations.	DARLY DEMOCRATJohnstown			
KENTUCKY	TIMES-LEADER			
MASSINIC HOME JOURNALLouisville, Ky. (Semi-Muntily, 33 to 66 pages.) Generatised largest circulation of any Massole publication is the world. In arous of 90.000 cooles mostly.	TENNESSEE			
LOUISIANA	BANNER			
TIMES-PICATURE New Orleans				
MICHIGAN	TEXAS			
PATRIOT (No Monday large), Jarkson Last Gev. Statement-Daily, 11,468; Sunday, 12,768. Hember A. B. C. and A. N., P. A.	CHRONICE.8			
Flat Rates—One time ada. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.				
MINNESOTA	UTAH			
TRIBUNE, Morning and Brening Minnespolts	HERALD-REPUBLICAN Solt Lake City			
MISSOURI	VIRGINIA			
POST DISPATCH	DAILY NEWS-HECORD			

ROLL OF HONOR

The following publishers guarantee circulation and stillingly grant may advertisce the privilege of a careful and exhaustive investigation.

NEBRASKA

WASHINGTON

PREIM PRIMER (Cir. 128,384)Lincoln

NEW YORK

ILLINOIS BEANDINAVEN

.... Chienge HOFLLETTING DELIA SERA..... New York

THE EDITOR & PUBLISHER FOR APRIL 7, 1917

ADVERTISING POLICY CHANGED

Great Concern Will Use Newspapers Instead of Circulars.

The Acme Tea Company, which was the first important concern to abandon the use of trading stamps, is one of the leading figures in the \$24,000,000 merger which was incorporated as the American Stores Company, in Delaware, last week. The other members of the combine are the Bell Company, Robinson and Crawford, Childs Grocery Company, and George M. Dunlap Company, Samuel Robinson, senior partner of Robinson and Crawford, and dean of the local chain stores since the death of Thomas P. Hunter, is president of the new orguntzation. The American Stores Company owns a controlling interest in the common stock of the Acme Company, and will acquire outright the four other Philadelphia chains, operating en bloc 1,223 retail stores in Eastern Pennsylvania, Southern New Jersey, Northern Delaware, and Northern Maryland, with a clientèle of more than a million customers and an aggregate annual business of nearly \$50,000,000. The stock in five warehouses is turned over once a month.

There will be issued at once \$3,000,000 shares of first preferred stock, which will be sold to the public below par; \$1,500,000 of second preferred, which will be taken largely by the organizors of the company, and 126,000 shares of common.

Chandler and Company, Inc., of Philadelphia, who handled the financing state that in place of the old method of house-to-house circular advertising there will be largely displays in the newspapers. The new chief has announced that none of the old employces will lose their positions through the merger, since it will be the policy of the company to extend the territory and open more stores in cities already oc-

Buffalo's Soldier-Journalists

Lieutenant Frank H. Bloomer, of the staff of the Buffalo Evening News, who recently returned from the Mexican border, again is with his regiment. Paul Townsend, also of the News's staff, has enlisted in the regiment. Richard J. Murray, a private in the same regiment, who is a member of the Buffalo Times staff, also is back with the regiment. Lieutenant Harry L. Gilchriese of Battery A, Third New York Field Artillery, who is a son of Frank L. Gilchriese, of the Buffalo Commercial, has enlisted for service in the American Ambulance Corps, in France. He plans to sail for Paris soon unless his regiment is called out.

Daily Gives Recruiting Office

The Providence (R. I.) Evening Tribune has donated a section of its office for use by the Rhode Island Naval Militia officers as a recruiting office. Official headquarters of the militia were cramped, and when the officer in charge appealed for more room, the superintendent of the building set aside a prominent place in the business office on the first floor for the enlisting of mobilers.

Metal Prices Still Advance

Reports from the Southern States are to the effect that linetype, monotype, and stereotype metals are still advancing, due to the fact that antimony bus doubled in price and tin advanced from 46 to 35 cents per pound.

LIVE TOPICS DISCUSSED BY OUR READERS

Under this explies we shall print, each work leiters from our exaders on subjects of instructs connected with necessage print individual to the connected with necessage print individuals. Any publishes who desires help in the coluition of his problems, or who has promounced wirms on any subject connected with the badence, is enough to contribute the badence, is enough to contribute this column. We are confident that such a column dan to made of great column through the operation of our residers.—The

U. S. Needs Ad Manager

W. H. BANKIN COMPANY, CHICAGO, 144., MARCH 24, 1937.

THE FORTOR AND PURLISHER:

The United States needs as advertising manager to-day. One of the biggest and best ele-ments of preparedness this country has it adver-

Over on West Madison Street, across from the Northwestern station, this morning I saw a couple of members of the recruiting corps. men are really selling the idea of culisting in the symp.

And when this country contents itself with this mothed it is going about its problem of merchanduling membership in its military forces nive se great a handicap as a national manu facturer would be if he wrot men riom door door instead of talking his story to a whole city at a time by printing it in the newspapers.

There is some advertising being done to en-corrage collectment. But what is peeded in the bouch of the professional planner and writer of

Advectining is the greatest force in national Afterming to the greatest teron in automatific in America to-day. The Government will no doubt bake nitrantage of the experience of Great Britain. The British army was built by advertising, für Helder Le Bas, the London publisher, showed Lord Kitchener that the printad page would reach its thousands where the recruiting segment was reaching his team.

If we get into war the Covernment will find

ready for its service the big advertising or ganizations, composed of experienced man, skilled in the business of reaching and convincing the There will be opportunities for handling of news and other publicity-a softer method of describing the con-Paul Derrick, formerly a well-known advertising man of Chicago, his been appointed Controlles of Publicity for the Office of Euroling De-

This is what will be needed here-and such a position is important enough to command the service of the heat advertising man in the comtry, whoever he may he, and he should also be made a member of the President's Cabinet.

This country to-day is restining the difference Ann country wounty in revising the different between the business of particulum and the particulum of pundances. Those who follow the first idea are the next who in time of peece are the biggest war-tablers the ones who copitaline enthusium and patriotism for their own horiest. The othern are the lustment men of this country—the manufacturers, producers, distributers, and merchandters, who have created organized units of efficiency which are atreagth of this country.

The quiet way in which great business or-ganizations at over the country have offered their industrial resources to the autional defonce descentrates this.

These great business organizations are all advertisers. A successful nation has to be a successful organization. The success of this country in creating an army and navy will be havened a thousand-fold when the Government utilism the appeal of the printed word-when it has its own Department of Advertising.

Full impro in the newspapers and magazines, with a coupon to be detached, signed, and west to the proper efficials, will recruit our forces Hierally by the tens of thousands. mail-order strucy and many is the solution of our present difficulties, the mail-order facilities ready to hand and can be mobilized over

Witness D. Nassey, Vice-President

The Evening Mail

New York

Last year GAINED 178.965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

Mr. Pettibona Refutes Charge

THE DETROIT PRES PRESS. March 28, 1917.

THE EDITOR AND PUBLISHER:

The statement made in your published report of the revent conference in New York between the publishers and the representatives of the Trade Commission that abuse of the return privilege more than 10,000 tons of news print are wasted annually in Detruit" reducts on the intelligence of the Detroit publishers as a whole and should not pass un-challenged. The assertion is too ridiculous on the face of it to require controlletion or refôtal, and the fact that Detroit publishers have worked harmoniously in a quiet, manner to correct existing cvits and to con-serve white paper supply, without "playing to the gailery" has very evidently resulted in the impression in certain quarters that we have been remise to our duty to our fallow publishers.

The total consumption of news print in 1916 by the four Detroit dellies and two Sunday papers was in round figures 41,319 tens. Is it reasonable to suppose that even if the managers of these splendid properties were so crim-limity inefficient or indifferent to the interests of these papers as to permit the wanton waste of nearly 25 per cent. of the raw material reed in their business, that these properties could sur-

The Free Press has always operated on a limlied return bands. weight of returns for the year 1916 was 257 tons, 46 compared with its total consumption of white paper for the autos period of 12,000 tons. I feel safe in the assertion, moreover, that the "operation of the return privilege in Detroit" did not in 1916 very much exceed 1,000 tons, or one-tenth of the amount claimed.

Through the mutual connection of the Detroit publishers during the latter half of 1916 various remamies were but into effect with the idea of cutting down the consumption of white paper by the elimination of returns, free copies. the cutting down of waste, etc., etc., and by mustual agreement all the Detroit newspapers have adopted a strictly non-returnable effective April 2.

Aside from dropping the magazine supplements various economies in space have enabled us to otherwise reduce the size of the Sunday news papers here in the face of increased volume of salvertising. This with the Free Press amounts to an average of 11% follo pages per issue for the first quarter of 1916 and has been accom-plianed by dropping two pages of "comic" and substituting therefor our "Boys and Girls" section previously run as an 8-page quarto-fold; reduction in the also of our Feature Magazine; the columnary reduction in the volume of our classified advertising by a rule probibiting the breaking of column rules and the use of type larger than 12-point; the number and also of

Magazine Feature Pages

supplied in mat form, 20-inch or 21inch size, and in selections of any number. Every page a complete and timely feature on subjects, such as

WAR. SPORT, CHILDREN. MOVIE

and many general subjects of great interest—all well selected. Line and half-tone cuts.

World Color Printing Company R. S. GRABLE, Mgr.

Established 1900

ST. LOUIS, MO.

We can increase your businessyou want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURREI

60-62 Warren St., New York City Established a Quarter of a Century illustrations in certain departments, the per

utage of advertising per page, etc.
We were strendy on a 2-cent basis, but have increased our rate to carriers, wholesalers, and rural delivery.

I feel that fletroit is doing its share and know of no city where more has been done, and few that can meet our record.

W. H. PHITIBOHR, Busines Manager.

What the Journal Has Done

THE DETROIT JOURNAL April 2, 1917
The Engree and Publisher:

White H. S. Scott, of the Detroit News, pretty thoroughly covered the matter of teturan, so far as the Detroit papers are contest lesse, it may not be out of place for me to may that the actual returns on the Det oft Journal for the year 1916 amounted to a frac-

tion less than 305 tess. To the best of my knowledge and belief, the total returns of all the Detroit papers amounted to less than 1,000 time for the year; and in if I am right, the chap who gave the figures as something the 10,000 tons ordering

I not live in dry territory. That the Journal has been doing its just commercation of naws evidenced by the fact that during the past old months we have out out one salition, raised our subscription rates through carriers suitable the city ten cents a week, increased our an absolutely non-returnable basis.

Yours very truly, R. S. Wein, Business Manager.

Don't retail your troubles to others. If a man asks you how you feel, smile and tell him how bright the world seems to you. It requires only a little practice along this line to discover that this old earth is a tolerally habitable place after all.

The Bos on **Evening Record**

Independent, optimistic, published in the interest of its 41,000 readers, and growing every week because people believe in it.

Rate, r.o.p. 12 cents a line, flat

I. A. KLEIN

Metropolitan Tower, New York

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN FRANCISCO

11 1/2

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

New York-Robert Hamilton Corporation; advertising agency; \$5,000. Directors, F. W. Lawson, F. B. and R. B. Hamilton, 237 Fifth Avenue, New Yark.

New York - Scrobner Printing Company; publishers; capital \$10,000. Directors, P. Kunemund, F. E. Griswold, 1. 1. Drake, 118 East 17th Street.

New York-The American Authors' Publishing Company; general publishing business; capital \$40,000. Directors. Maxmilian Kahn, W. J. Harrison, and S. M. Zerze.

NEW YORK-E D. Gibbs Company. Inc.; general advertising; capital \$10 .-000. Directors, J. F. Gibbs, S. Moffitt, E. D. Gibbs, 219 West 81st Street.

New York-News Print Engraving Company; engravers, etc.; capital \$25,-000. Directors, D. C. Broderick, New York; J. A. Corbalis, Yonkers; J. T. Stack, Brooklyn.

New York-Loyal Press; printers and publishers; capital \$5,000. Directors. B. H. Mautner, Frederick H. Cowden, and Charles S. Butler.

NEW YORK-All Slavonic-American Advertising Association; capital \$50,000. Directors, T. P. McCormack, A. Anderiet, J. Homolka, 598 West 177th Street.

New York-The Yorkville Home Printing and Publishing Company; publishers; capital \$5,000. Directors, J. A. Sullivan, J. and J. O'Sullivan, 410 Riverside Drive. The Harlem Home News Printing and Publishing Company, has the same objects, capital, and directors.

New York-American Bankers, Inc.: publishers; capital \$50,000. Directors, C. D. Steurer, C. D. Steurer, jr., W. S. Cousing Williamsbridge, N. Y.

BROOKLYN, N. Y .-- The Gabryel-Dattner Company; advertising agency; capital \$20,000. Directors A. Chianese, A. Gahryel, A. Kiedrowski.

BROOKLYN, N. Y. - The National Church Press, Inc.; publishers; capital \$20,000. Directors H. H. Heyson, J. F. Clamcey, O. M. McMillan, jr.

Dover, Del.-United Dealers Copperative Association; general advertising; capital \$3,000,000. Directors, Frank A. Selan, Blanchard P. Atkinson, of Brooklyn, N. Y., and Frank A. Clarke of New York.

UTICA, N. Y. -- Clinton Publishing Company; publishers; capital \$500. Directors Francis P. Eddy, C. T. Wienke, C. W. Bushinger.

GREENVILLE, O. - Greenville Tribune Publishing Company; capital \$50,000. Directors, James Sharkey, Roy Honnes, W. H. Sunders, G. L. Sharkey, B. B.

WILMINGTON, Dol. - The Charles M. Smith Company; general printing and publishing: capital \$50,000. Directors, Charles M. Smith, Harvey E. Booker, Leon Wall, Donald P. Smith.

CLEVELAND-Funter Company; general advertising; capital \$10,000. Directors, E. A. Foster, C. F. McConnell, H. H. Krause, W. H. Badthe, G. C. Hafley,

PHIENIXVILLE, Pa -Fraternal Publish. ing and Supply Company; general publishing; capital \$69,000. Directors, R. G. Shaeffer, Alfred Stover, Addison R. May, Pottstown, Pa.

LITTLE FAME, N. Y .- Kingston Paper Company; capital \$20,000. Directors. P Kowalsky, H. Horwitz, P. Kingston,

FORT WORTH, Tex .- The Lowdon Company; capital stock \$10,000; printing,

publishing, and stationery business. Directors, R. R. Lowdon, E. K. Lowdon, G. D. Babcock, and others.

BUSINESS CHANGES

FORNPELT, Mo.-H. E. Bartlett has sold the Tribune to M. C. Harty, formerly editor of the Puxico Index.

MARSHALL, Mo .- Edward Brandecker. who has been connected with the local Saline Citizen for the past few years as foreman, has purchased the half-interest in that paper formerly owned by the late John G. Miller.

STEINALES, Neb.-T. W. Shaunemey, who has been connected with a newspaper at Altijon, Wash, has leased the Star from C. W. Peckham.

OCHILITRIE, TOK .- M. B. Hereley has bought the News from R. W. Jones

Augona, Mo -The publishers of the Advertiser have purchased the Daily World, which paper will be called in the future the Aurora Daily Light. A new typesetting machine has been ordered for the paper.

Calpwin, Kan,-C. M. Hunt, of Cornett, and J. R. Bennett; of Topeka, have purchased the Advance from Mrs. Clartre McIntyre.

Laori, Kan.-Edward Case and Lee Oldham have purchased the Leoti Standard from C. K. Gerard, and have taken charge.

New ORLHANS, La.-William E. Krebs, until recently editor and publisher of the Lake Charles American-Press, and of the paper. G. Debaroncelli, editor tluspe, a local French and English weekly, have purchased a controlling interest in the New Orleans Abeille, a French daily

SMITH CENTER, Kan.-The Gaylord Sentinel, the second oldest paper in the county, has been sold by George Leary to Rev. D. D. McSkimming, the new pastor of the Congregational church at Gaylord.

CHANGES IN INTEREST

JEANNETTE, Pa.-The Dispatch has been leased by James W. P. Hart, formerly of Washington, Pa., and the name changed to the Westmoreland Patriot. The policy of the paper has been changed from Republican to Democrat. Mr. Trescher, since 1888 publisher of the Dispatch, has moved to Washington, Pa.

McGrazon, Tex.-C. B. Hall and H. C. Connaily have purchased the Mirror from E. E Talmage, Messrs, Hall and Connally were employees of the Mirror office. Mr. Talmage has acepted the position of managing editor of the Bryan (Tex.) Daily and Weekly Engle, and will take active charge of the plant at Bryan on April 15.

NEW PAPERS

DOOR CITY, Kan .- The Daily Journal is a new daily being issued, with Howard E. Kershner as editor and J. W. Kelse as managing editor.

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Dalling HARRY B. LASHER
Tribine Build'ng CHICAGO

Kussman Neh-John A. Barker, former owner of the Franklin Progress. has started a newspaper here, called the Kenesaw Progress.

ORANGE, Tex.-The Leader Printing Company, closed on March 14, has resumed operation under the management of Wilmer A. Steidly, and a daily paper is now issued by the same company

EQUIPMENT

KANSAS CITY, Mo.-The Beck Printing Company has taken a five-year lease on the south half of the fifth floor of the Coca-Cola Building, 21st Street and Grand Avenue.

Laurent Tex .-- L. H. Bridges editor of the Signal, has purchased a new model 5 Mergenthaler linetype. The machine, installed and fully equipped, will cost

LIBERAL, Kan -Through its travelling representative, Bruce O'Connell, the Liberal News has purchased a new Intertype, to be installed about May 1.

FIRES

By Louis Mo .- A loss of \$2,200 was suffered by the Modern View Printing Company, the Bowman Printing Company, and the Shelly Printing Company in a recent fire at 208-212 Olive Street.

RAGAN, Neb.-The printing plant and building of the Ragan Journal were badly damaged by a recent fire. liam Howell is the editor and publisher

COLUMBUS, N. M .-- The building and plant of the Columbus Courier have been completely destroyed by fire. Editor G. E. Parks estimates his loss at \$5.000, one-half of which was covered by insurance.

NEW ENTERPRISES

THE WARREN, PA., Publishing Company has been formed by former Postmaster E. R. Allen and others and expects to begin the publication of a new daily about May 1. Machinery worth \$40,000 has been installed, including a new sixteen-page perfecting press. The name will probably be the Morning Republican. Mr. Allen will be at the head of the management.

> Food Medium of. New Jersey Trenton Times A. B. C. -12c Per Week

KELLY-SMITH COMPANY 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

Colorado Springs and THE TELEGRAPH An A. B. C. Paper

J. P. McKINNEY & SON New York Detroit Chicago

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement) Sunday 68,942 Daily 55,365

NEWSPAPER ACTIVITIES

The newspapers of Washington, D. C., are advocating the growing of vegetables in the back yards and vacant lots as a practical way of reducing the high cost of living. The Washington Times, as an inducement and encouragement to those who will attempt gardening in their back yards, offers a prize of \$100 in gold for the best gardens-a first prize of \$50, a second of \$25, the third \$15, and the fourth \$10.

One of the most successful promotion stunts that has ever been worked by any newspaper has been the series of weekly "Talks on Current Topics" of the Brooklyn (N. Y.) Eagle. Every Tuesday morning, from one to four large auditoriums are filled with the crowds of Eagle readers, who come to spend one hour listening to discussions on various current themes by wellknown speakers. Usually there three speakers on three subjects, the European war having furnished the topic for one of the speakers for a num-ber of weeks past. The talks are all free to the public, no charge or fee being exacted in any way. They are advertised regularly in the columns of the Eagle, and every one, reader of the paper or not, is welcomed.

Read a good book. It makes no difference whether you like it or not. Read it Some of the thoughts will stick.

National Advertisers

select mediums that bring results. That is why they choose the Free Press in Detroit.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & | Foreign

You MUST Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWEST Sunday Circulation 150,000

The Vittsburg Disputch

Possesses a clientele all its own representing incomes above the average. It reaches the actual buying power, therefore heat for advertisers.

WALLACE G BROOKE Brenawich Building, New York THE FORD-PARSONS CO., Feoples Gas Building, Chicago H. C. ROOK, Real Estate Trust Building, Philadelphu

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

A. KLEIN. Metropolitan Tower. N. Y. John Glass, Peoples Gas Bldg. Chicago Foreign Advertising Representatives

LLOYD BRYCE DEAD

Distinguished Editor of North Amerirum Review Led Busy Life.

General Lloyd Bryce, former Minister to the Netherlands and for many years editor of the North American Heview, died on April 1 in his home No. 1025 Fifth avenue, New York, of pneumonia. Funeral services were held Thursday morning from Grace Church.

The death of General Lloyd Bryce removed from New York one of its most picturesque figures. He has left his impress on letters and diplomacy. He served as minister to the Netherlands. His public life was as a member in Congress and as Paymaster-General on the staff of former Governor Hill. For years he was editor of the North American Review.

He was born at Flushing. L. I., on September 20, 1851. He was the eldest son of Major J. Smith Bryce. His early years were spent in Georgetown, D. C. He attended school at the Jesuit College of Georgetown, When the Civil War ended his parents took up their home in New York and he became one of the pupils of Professor Anthon.

In 1849 he entered Christ Church, Oxford, from which he was graduated after he had gained a B. A., and an M. A. When he returned to his own country he studied law in Columbia College Law School.

Despite his political activities he found time to engage in literature. He wrote a number of essays and several navels

His wife was Edith Cooper, daughter of Mayor Edward Cooper and granddaughter of Peter Cooper. She died a year ago. The General is survived by his daughters, Mrs. J. Sergeant Crum and Mrs. Gifford Pinchot, and his son, Peter Cooper Bryce.

PHOTOGRAPHER'S TRAGIC DEATH

Irving W. Smith, of N. Y. Evening Poet, Killed in Elevator.

Irving W. Smith, a photographer for the New York Evening Post, who was on an assignment in Huffalo, was crushed to death Tuesday evening, March 27, while riding in an elevator in the Hotel Statler, Buffalo. Mrs. Smith, who was a passenger with her husband, collapsed and had to be placed in a doctor's care.

Mr. Smith was twenty-five years old. He lived at \$3 Nevins Street, Brooklyn. He had been in Buffalo about a week. He and Mrs. Smith got in the elevator on the ninth floor. The lift stopped at the third floor to let passengers aboard. As it dropped away from the third floor, witnesses say, Mr. Smith was jolted forward and was caught between the wall and the moving elevator.

Death was practically instantaneous. Deputy Medical Examiner Cook issued a certificate of accidental death. The body was brought to New York for burial.

Edmund Mitchell Dead

Edmund Mitchell, author and journalist, was found dead in his room in a New York boarding-house a few days ago. He was fifty-six years old. While still young he engaged in journalism, becoming an editorial writer on the staff of the Glascow Heraid, the Times of India; The Melbourne (Australia) Age, and the Los Angeles (Cal.) Times. He was also engaged as correspondent in Europe, Africa, Asia, and the East Indies. Mr. Mitchell reported the va-

rious international expositions in Europe and America, and was a constant contributor to English and American magazines and newspapers. Mr. Mitchell-left a wife and child living in Los Angeles, Cal.

Cartoon Character Dead

Esther Starring, original of "Mamma's Angel Child," the childhood character known to thousands through "Penny" Ross's comies, died March 31. Mr. Ross conceived the idea of the series seven years ago, when he was asked to create a character that children would enjoy. There was no time for invention, and Mr. Ross adopted the caprices of Eather, who was his piece, for his drawings. The idea was a success and became one of the popular features of the Chicago Sunday Tribune. Miss Starring was married four years ago to George P. Riehartz. Besides her husband, she leaves a daughter, Eleanor, three years old-

OBITUARY NOTES

DEAN B. KIRKHAM, aged thirty-five, former city editor of the Milwaukee (Wia) Daily News, and later with the Free Press and the Sentinel, drowned himself in the Milwaukee River this week. His body was recovered and sent to Juneau, Wia, his birthplace, for burdal. He was a brother of Burdette Kirkham, sporting editor of the Milwaukee Free Press.

MRS. ALICE HARVEY, mother of the late John Harvey, for many years business manager of the Milwaukee Free Press, and grandmother of Alfred Harvey, night editor of the Free Press, is dead at her home in Milwaukee.

COLONEL WILLIAM A. MORGAN died in Hutchinson, Kans., March 24. He went to that city in 1871, and published the Chase County Leader for thirty years.

F. D. Copping, an Oklahoma newspaper man, died in Miami, Okla., recently.

DAYID K. BIMONDS, aged seventy-asven, for more than thirty years editor and proprietor of the Manchester (VL) Journal, died at his home, in Manchester, on March 29, in his seventy-eighth

William Arthur Ross, for many years in charge of the circulation of the San Francisco (Cal.) Recorder, died recently, at his bome, in San Francisco. He was a native of Memphis, Tenn.

William J. Mastesson, for twenty years, connected with the advertising and circulation departments of the New York World, died March 21, at the Long Island College Hospital, in Brooklyn, where he had been for two weeks.

JOHN JOHNSON, aged sixty-six, for many years managing editor of the Troy Press, and former owner of the Saratoga Eagle, died March 30 at his home in Lake Pleasant, Mass.

PHIR M. MHAIM, aged seventy-neven, at one time editor of the Lockport edition of the Buffalo Express, died at his home in Buffalo, March 27.

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

WEDDING BELLS

Miss Florence Meredith Burgoyne, daughter of the late Arthur G. Burgoyne, the well-known paragrapher of Pittsburgh, Pa., and Charles J. Murray, a newspaper man of Cleveland, O., were married at the home of the bride's brother, Arthur G. Burgoyne, of the Pittsburgh Gazette-Times Staff, on March 27. They will reside in Cleveland.

Lester Markel, night city editor of the New York Tribune, and Miss Meta Edman, of New York, were married April 3rd at the Hotel Astor by Rev. Dr. H. Pereira Mendes. Arnold Markel, a brother of the groom, was best man and Mrs. A. J. Markel was matron of honor. Miss Mirkam Seadler was the bridesmald. About 200 guests were present. Mr. and Mrs. Markel are enjoying a wedding trip to the South.

Miss Susan Wilbur and Llewellyn Jones, literary editor of the Chicago Evening Post, were married last Saturday at the home of the bride's mother. Mrs. George W. Wilbur, of Oak The marriage was the culmination of a poetical friendship. After graduating from Wellesley College, Miss Wilhur attended the graduate school of literature of the l'niversity of Chicago where Mr. Jones obtained his dictoms. At the time of his graduation he was acknowledged the best noet in his class. Later he published the "Chicago Anthology" which contains some of Miss Wilbur's work.

('harles G. Mullen, business manager of the Tampa (Fla.) Daily Times, is to be married on April 12 to Miss Virginia Louise Hopkins, at Lincolnton, N. C.

Will Discuss Power of Press

"The Power of the Press" will be discussed at the next meeting of the Humanitarian Cult at Carnegle Hall, next Tuesday evening. The following well known newspaper men will speak: Abraham Cahan, of the Daily Forward; Royal J. Davis, of the Evening Post; Hans Van Keltenborn, of the Brooklyn Eagle; Isaac Russell, of the Evening Mail; Robert Bayard Swope, of the New York World, and Jason Rogers, of the Globe.

Don't air your opinions. Maybe they are best treated with silence.

Buffalo News

Editor and Publisher

"The only Buffale newspaper that omsors its advertising columns. Many of our advertisors use our columns exclusively. The above is one of the many rea-

MEMBER A. B. C.

Foreign Advertising Representation
KELLY-SMITH COMPANY

see Fifth Avenue NEW YORK

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



Lytton Building CHICAGO

CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kanna City, China

DRY MATS ECONOMICAL

San Antonio Light Effects Saving Since Introduction in that Office.

The experience of the San Antonio (Tex.) Light with any must be told by Charles S. Diehl, in the Bulletin of the Southern Newspaper Publishers' Association, as follows:

"The net results in use of dry mats in our case may be summarized as follows:

"We are able to go to press from fifteen minutes minumum to forty minutes maximum earlier, under exactly the same conditions as prevailed before we installed dry mata

"We are able to save 1-73 of our white paper cost, and may be able to save 1-40.

"We are saving a gas cost of approximately \$500 a year.

"We are saving 1-73 of our postage account on outside circulation.

"We are able to have cold forms returned for immediate distribution without waiting for the forms to cool.

"We are obviating the destruction of type metal through expansion and contraction of the metal through going under the steam tables.

"We are saving 66 per cent. of that portion of our stereotyping room which was occupied before by the molding machine, steam tables and apron.

"It is, in short, the greatest saver of time and money which we have been able to arrange within the last five years, and with it all we are enabled to print a paper greatly improved in typographical appearance."

If you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

Chicago Evening Post Indianapolis Star Muncie Star Terre Haute Star Rocky Mountain News Denver Times Louisville Herald

PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street,

Chicago



Building New Homes

THE vital values of advertising in any community, lies in its HOMES. Home-folks are constant buyers.

They are close readers of advertisements in the HOME NEWS-PAPERS.

Where HOMES flourish, business grows in a thousand ways.

In 1916, the assets of the New England Building and Loan Associations increased over the previous year.

\$11,929,654.00

That's a big sum!

Yet it is but a single spoke in New England's gigantic financial wheel which is ever revolving and covering more ground.

It signifies that the working people are building new homes.

New homes bring inspiration and aspiration.

Both call for larger expenditures in everything that has to do with the homes, the comforts and the conveniences of the people.

The clear-visioned National Advertisers will see the point without glasses!

248.7	ASSACI	HUSETTS.		
		Not Paid	2,500	10.000
		reulation 380,281	lines	lines
Boston America	(#)	321,425	.40	.40 .35
Boston Globe	(ME)	242,457 290,523	.30	.30
Boston Herald- Traveler	(ME)	196,794	.28	.25
Boston Journal	(M)	58,921	.16	.135
Besten Post	(M)	14N3,572 1320,276	.45	.45
Boston Record	(EG)	35.123	.12	.12 ,
Boston Transcri	pt(E)	30,277	.18	.18
Hermld	(10)	7,585	.02	.02
Fitchburg Sentinel	(E)	5,065	.02	.0157
Lynn Item	(E)	13,927	.054	.0357
Lowell Courier- Citisen	(ME)	17,048	.035	.035
New Bedford St. & Mercury	andare (ME)	20,774	.04.	.04
Pittsfield Engle		18,422	.0307	-0157
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Springfield Repu		34,062	.00	0.0
Springfield New (E)	19,417		.00	,06
Springfield Republican	(8)	17,542	.005	.0-6
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Population, 1,114,756

The New York Globe

In keeping with its policy of fair play to all—advertisers, readers and other newspapers—announces a program effective from date, which, if followed in principle by other newspapers, will help solve the print paper problem.

- 1. Under no circumstances will the Globe print more than 210,000 papers per day.
- 2. The Globe will limit size of its issues to an average of 16 pages or less per day.
- The Globe will limit volume of space from any advertiser to keep newspaper inside this limit and still care for some representation for all advertisers.
- The Globe has cut off all returns and stands ready to go to two
 cents per copy if necessary to effect further conservation of
 paper supply for use of newspapers unable to obtain supply.
- 5. The Globe will publish no baseball extras or seek to serve any but present regular daily subscribers.

This policy means a saving of 10 tons per day below 1916 use or nearly 30 per cent. saving, and yet the average sale of the Globe is from 20,000 to 35,000 per day over 1916.

The average net sale for the year will probably average over 200,000 a day. The Globe's advertising rate would be low for 150,000 of the class it represents. With present demand it could be upwards of 250,000 if we supplied all the newspapers ordered by newsdealers.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3 a Year (Copyright, 1017, by The Editor and Publisher Co.) NEW YORK, SATURDAY, APRIL 14, 1917

10 Cents a Copy



We All Eat

And most of us are quite interested in what we eat. The wife or mother may be the purchasing agent for the family, but the father, son, and daughter have considerable to say about what she purchases.

So the wise food manufacturer addresses his copy to the entire family, and places it in those mediums which reach and appeal to the entire family.

The Chicago Daily News is just such a medium.

It is an evening paper and is brought into the home at night instead of being taken out of the home in the morning. It is read at a time when the entire family have the leisure to read and be influenced by the advertisements. Moreover, its news and features appeal to every member of the family. Proof of this is the fact that The Daily News is read by over 85,000 more families in Chicago and suburbs than any other newspaper, daily or Sunday.

Sellers of food products appreciate all these facts and therefore buy more space in The Daily News on its six publishing days a week than they buy in any other newspaper on the same days.

If you want to reach practically everybody who eats in Chicago, follow the example of the sellers of food products.

THE CHICAGO DAILY NEWS

Over 425,000 Daily

"It Covers Chicago"

A Master Salesman On Your Pay Roll

YOUR selling organization comprises two kinds of salesmen; if not two kinds, then two functions are performed by the individuals employed. There is the work of telling the customer about your goods and there is the work of selling him.

The telling consists in bringing to the attention of the prospect all those facts about your product which he wants to know and which you think he ought to know. There are questions to be asked and answered. There are comparisons to be made, objections to be overcome, cost figures to be presented, and possible savings to be pointed out. All this is preliminary to the final operation, the selling, when the prospect is brought face to face with the "Please-sign-here" line and does sign and so becomes your customer.

Think now what a large proportion of your salesman's time is consumed in the preliminary telling. Suppose you could do all the telling to a thousand, yes, ten thousand and more prospects within the next week and that your solicitors need only emphasize the points already made and close the deal. Their task is shortened. They would see more people in a day. One call would be equivalent to two under the system of letting one man perform both functions.

Put a printer on your pay-roll as your advance salesman. Pay him for the telling and your salesman for telling and you will find profit in this separation of functions. But the printer must be a master salesman, if the man who follows him is to reap a satisfactory harvest. The story of your goods must be in such form that it will be read. It must truly represent the character of the house about which it talks. It must leave an impression that will be remembered when the salesman calls later on.

THE NATION PRESS is a service organization that will take an interest in your own specific problem. It also has had an experience in such matters that puts it in the master-salesman class. Consult them today. If they cannot help you they will say so, but the chances are that they can.

NATION PRESS, Inc. 20 Vesey Street Phone, Cortland 83

We Also Maintain a Highly Efficient Law Printing Plant

OHIO FIRST

OHIO is First in the Central Division of states in its number of municipalities.

It has 52 cities and towns of over 8,000 population, the most important of them being represented by the "OHIO FIRST" newspapers whose names appear on this page.

In these 52 cities and towns lie the energy, enterprise and wealth of Ohio's 5,150,356 people, who buy every day immense quantities of such staple articles and luxuries as are used by progressive American communities, where there is a plentiful supply of money.

These cities and towns throb with vitality.

They and their environments are thoroughly covered by these "OHIO FIRST" newspapers.

The system of communication and transportation in Ohio, is of the most modern character.

It reaches out like a giant hand with thousands of fingers. whose tips touch every important buying centre in the great state.

		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	**29.360	.04	.04
Canton News (E &		**12,613	.0214	.0214
Gazette	(E)	**2,380	.0057	.0057
Chillicothe News	(L)	4,000	.0037	.0037
	/EX	2.451	.0085	.0072
Advertiser	(E)	2,451	.0063	.0072
Cincinnati Commercial	1315	440 222		00
	(M)	*60,723	.11	.09
Cincinnati Commercial				
Tribune	(S)	*26,339	.14	.12
Cincinnati Morning				
Enquirer, Sc. (M &	k S)	56,583	.14	.12
Cleveland Leader	(S)	*145,000	.17	.15
Cieveland News	(E)	*125,000]	.18	.16
	(-)			
Combination L. & N.		°270,000	.30	.26
Cleveland Leader	(M)	*85,000	.15	.13
Cleveland News	(E)	*125,000]	.18	.16
Cleveland News	(_)	125,000	.10	.10
Combination L. & N.		*210,000	.27	.23
	/3//3	**138,023	.18	.18
Cleveland Plain Dealer				
Cleveland Plain Dealer		**192,891	.22	.22
Columbus Dispatch	(E)	*75.302	.11	:10
Columbus Dispatch	(S)	**71.119	.11	.10
Dayton Herald**	(E)	+22,114	.05	.035
	& S)	†22,430	.05	.035
**Combination (
Dayton Journal	(S)	†22,000	.07	.045
Dayton News	(E)	33,958	.045	.045
Dayton News	(S)	20,388	.03	.03
East Liverpool Tribune	(M)	4,392	.0115	.01
Findlay Republican	(M)	5,989	.0107	.0107
Lima News	(E)	†9.322	.02	.0172
Mansfield News	(E)	+7,631	.019	.019
Marion Daily Star	(E)	**7.728	.0129	.0129
Newark American-	(-)			
Tribune	(E)	**6287	.0085	.0085
Piqua Daily Call	(E)	4,012	.0072	.0072
Portsmouth Daily Times	/EX	9,411	.015	.015
	(M)	**4,301	.0093	.0093
Sandusky Register			.0093	
Springfield News (E &		12,453		.02
Steubenville Gazette	(E)	3,620	.0143	.0071
Toledo Blade	(E)	51,971	.12	.10
Youngstown Telegram	(E)	**17,725	.035	.035
Youngstown Vindicator	(E)	18,658	.03	.03
Youngstown Vindicator	(S)	16,716	.03	.03
Zanesville Signal	(E)	**11.452	.02	.02
Zanesville Times-	-			
Recorder	(M)	**17,023	.025	.025
Totals,	. /			
To annual to the same of				

†April, 1916, Gov. statement. *I'ublishers' statement.

Other ratings Gov. statement Oct. 1, 1916.

National Advertisers and Advertising Agents wishing detailed in-formation in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

April, 1917, Gov. Statement.

Thus, in Ohio, the question of delivery is definitely settled.

Because of their definite influence, "OHIO FIRST" newspapers stand FIRST in their ability to build reputation for National Advertisers and create sales!

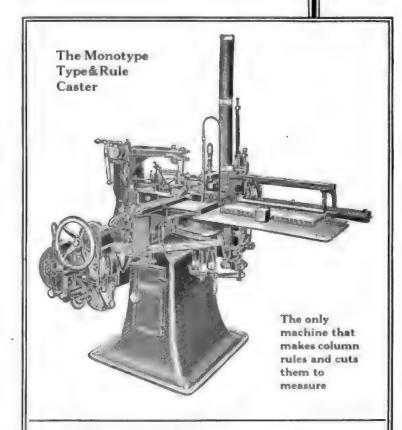
THE TABLES TURNED

"A prophet is not without honor save in his own country and among his own people," saith the proverb; but we have reversed this, for now

SIX OUT OF EIGHT OF PHILADELPHIA'S DAILY PAPERS

Are using the MONOTYPE
Type&Rule
Caster in their
Ad Rooms

And the seventh is using two Monotype Type Rule Casters to make possible the use of other machines for display ads



NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type&Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK, World Building BOSTON, Wentworth Building

CHICAGO, Rand-McNally Building TORONTO, Lumsden Building

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday perceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Frank Row, New York City. Private Branch Felsystens Exchange, Berkman 4330. The Journalist, established 1884: The Foliator and Publisher and The Journalist, 1907. Themse Wright Brown, President: Edwin Doddridge DeWitt, Socretary and Tressurer

Vol. 49 Computed 1915, by the Edward College Co. NEW YORK, SATURDAY, APRIL 13, 1917 No. 41

NEWSPAPER MAN SHOULD DIRECT CENSORSHIP

United States May Avoid Repeating Disastrous Early Blunders of European Censorship By Placing Trained Journalist at Head of Bureau, with Full Co-operation of Efficient Army and Navy Officers-Patriotic Service of Newspapers Must Not Be Hampered Through Needless Restrictions.

[Freedom | May Martin speed the total policy resembled by the lifted actions mics. There a would reconciles may be

Water make under Calted states need not be particularly The gradual construction of this tea-

reffer from physical or mental goal and non-frequently, to the State Depart- so uniformly about of the Cabrett in (4) R most possible these problemes who have been conducting recent con. Creat invitals—the shortage of muni-



ment, averaged in contravertible. Those formering the dangers confronting

who limbs upon union "bond stories"

to publish rescurling sulltary desclopthat are the presented of publication mants thereby making the entire nation

in this leaving the field to the German The London newspapers have been

those and the occupity for conscription closures of the mishakes of office-hold Since presquer men in this country

to that war, gained at our Southern thehe, and in Perio Sico, was that no-

"The date of the tearnalist is the wave on that of the historian-to seek And statecraft cannot in these the closic of a state of war. CHROSEPHICAS CHROCUSTON

It may seen that, with more than country, an officient pross conservation prographical extensiveness, there are empensating advantages. A paper in Maino or Childernia may publish a reset forces with Coline officers in Wartit is a long way from Portland or San trans are alread within gunshed of Paris, and English papers reach Ger-

News recentling shipping will probof its own ships. (As late as April 5 inc. Was Department unders published to New York newspapers gave by name ustary oversership could have issued effective orders to discontinue the distary stuff officers counted conduct news-

SEVEREST OFFICESS, BUT FORE CRIMINAL

Structing to the "horrible example" of the Brench consumbly, one incident started Sir Reginald Breds, of the Was Office, and Utl. Churchill, an able listsish officer, were struggling with the community. Heth were capable scattemen in their own thes of effect, but eliffe or Lord Lawson would have been in remmend of the Iron Duke or the Arcthum. Their recours, mostly super to implicitly that when the Associated Prom endeavored to cable the Admiralty's official report of the Helipsiand fight-which the Generament might uprirrulate throughout the world-they planation of this trant- seh given to me by Hir William Tyrrell, of the Foreign Office, was that the cenof individual ables should not be mon-

itefore committing suicide, which reader to my superiors in New York. that I could not creds the explanation. You credit it or you reflect on the bearety of my associates," said Col. mat I credited the bonesty of his nomortales, but from it impossible to comment on their intelligence. (It is only fair to say that both those gentlemen were but victims of unpreparedness and

thorsed and the Admiralty report had

mentioned individual shape.

THE APPEAL OF COLUMN ---------When it became apparent that the military and Cabinet secrets and men possess the confidence of the Ge ment, the task was given to für fitunby Duckmaster, now Lord Burkmaster. business, but devoted bloomir amiduqualy to learning it, and is one of the most nations men who ever bold a puband night. He built up the present system with the positioner of Sir Edward Cook who had been editor of the Pall Mail Canette, the Westwinster Gapette, and the Dally News, but is best Frank A. Swettenham also assisted. the the day when Lord Nuclemanics

terame Lord High Chancellor 1 met

Structure, of the Spectator, the bent had during this war in London, and phily been a more constant nulminer to With characteristic maybly be anthe orem. An American probably would have admitted a part of the in-



PRESS GALLERY GIVES JAMES D. PRESTON AN AUTOMOBILE. to recognition of his services of twenty years as superintendent of the the Chango Bally Nows. Lee R. Serk, of the San Antenio (Tex.) Light, being modest, is haling below the windshootd.

value up the walls of St. Paul's and the sacrable quite as effectively. It will need itus all the dreadful layers of the British creserably and all its inequaliten can be avaided by the United States. ed rules reveal its slow growth. Our community can develop equal efficiency

LIST TRAL PUR STYPEDWARD OF SECUL In England they do not try to supress everything now, for they have learned the value of publicity for mainry of the ortreat from Money Har Ed-

sunk at Galligodi, as the Germans classeshifted that, after the Juliand fight, the cartain of the Warspite tavited an An-

exclusive knew that the rottish supply Reportio ratio over London might have lean just no harmicesty told as they these threes, for they had no reodern

ders of feeding pap to the public that needs red meat. It can present decreeof urbanity in this country; like the in a few works to conducting its even after publish a world; whiches

operation of the army and navy, who press, to help it serve the American it to death, for it cannot be choked P. B.-The head censor, nowever of-

now by editorial writers, paragraphers cartooulsin, and stage comedians, if he will look up "detestable" or "odious" in

Critician British Consur-O. H. W. Massingham, editor of the cranes was given be stated. The Naterpret it, "yet the American public or understanding between British and

"Army Lancheso" in Pimbergh 'Army Lunchese" to-day. The object

Discontinues Daily Issue Fried Anterwa, who has published Street, We do not produce that type adaptable to the Arrestmen selection and though the duty officies and will bere-

NEWSPAPERS WILL HELP PAY WAR INDEBTEDNESS

Hame Wass and Means Committee Comsidering Various Schemes of Imposing Taxes on Advertisements, Gress Rtcuipts, and Other Revenues, Also Increasing Postage Rates.

Washington, April 12.—The formation bill which will raise the taxes for the ment of these lawes, are now under con-

whether or not it will be foughto to in-Secondly, it has been suggested that the length of houl or zone rate may be placed in force to collect additional rev-

Things, some way of taxing the adn tax on all advertisements placed in avanagers or other publications Fourthly, a tax on the gross receipts

on second-rigor postal rates, it is making revenue from newspapers will in the first attempted. In the last Confrom postal sources. This would necdrup letters from two cents to three cents or possibly four cents a letter and an increase on all classes of mail It has always been the general plan

proposed bills are temporarily drawn,

Congress to held public hearings

in which the public generally are

AFTER ALIEN ENEMIES

New York Evening Telegram Organises Reulers to Aid Gavernment. The New York Evening Telegram

inst Sunday afternoon printed in a bun lor, the United States Marshal's office. the office of the United States Deportthe tox was a story advising Americans ment, taking care not to report trivial things which would hamper the agen-

SEVEN NEWS PRINT MANUFACTURERS INDICTED

Federal Grand Jury, Sitting in New York, Returns Bills Against George H. Mead, Philip T. Dodge, Edward W. Backus, George Chahoon, jr., G. H. Gould, Alexander Smith and Frank J. Sensenbrenner, Charging Violations of the Sherman Anti-Trust Law-Allegations of Restraint of Trade—Bail Fixed at \$5,000 by udge Cushman.

RIMINAL indictments were returned against seven news print manufacturers by the l'nited States grand jury, sitting in New York, Thursday afternoon, on a charge of engaging in a conspiracy in restraint of trade and commerce, in violation of the Sher-

The manufacturers against whom the indictments were found are:

George H. Mead, of the Spanish River Pulp and Paper Mills, Ltd.

Philip T. Dodge, of the International Paper Co.

Edward W. Backus, of the Minnesota & Ontario Power Co.

George Chahoon, jr., of the Laurentide Paper Co., Ltd.

Gordias H. Gould, of the Gould Paper

Alexander Smith, of the Abitibi Paper

Frank J. Sensenbrenner, of the Kimberty Clark Co.

George F. Steele, secretary of the News Print Manufacturers' Association. was not a defendant, having testified before the Federal grand jury in response to a subperna.

When the indictments were accepted by Judge Cushman, Special Prosecutor Bainbridge Colby asked that bench warrants be issued, and that the bail of the defendants be fixed at \$5,000 each. The motion was granted.

CHARGES ON WHICH TIPEY WERE INDICTED.

The seven men are charged, as man; aging officers of the companies with which they are connected, and their and through the News subsidiaries, Print Manufacturers' Association, which they are members, of entering into a conspiracy in restraint of trade and commerce.

It is alleged in the indictment that they planned together not to compete with each other, to restrict production. they would keep posted as to the grade and quality of news print they manufactured, and simultaneously circulate reports as to the alleged increasing cost of materials that enter into the manufacture of pa-They agreed, the indictment alleges, to discourage the erection of new mills, and were in a position to induce and coerce others not to compete with them by unfair methods. Production of news print, the indictment states, could have been increased, except for the poljey of these men in keeping machines on other grades of paper.

The News Print Manufacturers' Asnociation is described as an organization without constitution and by-laws, which kept no minutes of its meeting. and was in effect a clearing house through which the concerns with which the indicted men were connected, sent information to one another, and by means of which they were enabled to increase prices, reduce consumption, and compel newspapers to accept an inferior grade of paper.

The grand jury went into the matter of subsidiary companies and the selling concern of the Canadian mills, for all

paper disposed of through it to newspapers in the United States, and laid bare the plan by which, it charges, they agreed, among other things, not to allow claims for damaged or waste paper. and not to compete with each other in matters affecting credit.

PRODUCTION CUSTAILED.

According to the figures shown, it was possible for the concerns named to have increased the production of news print paper by at least 564 tons a day, had machines or parts of the plants been kept on news print, instead of being diverted to the manufacture of other

P. T. Dodge, of the International Paper Company; Alexander Smith, of the Abltibi Power & Paper Company, Ltd : George H. Mead, of the Spanish River Pulp & Paper Mills, Ltd.: George Cha. hoon, ir., of the Laurentide Company, Ltd., are four of the seven men who signed the request to the Federal Trade Commission that that body set the price of news print for six months March 1.

The indictment explains that since December, 1914, back to which time the inquiry extends, that news print paper has been manufactured in large quantities in the different sections of the United States and in Canada. The paper has been sold in this country largely, though some of it has been shipped to Europe, South America, and Austrails. The daily output of this grade of paper, in the United States and Canada, the indictment states, approximates 4,300 tons, worth in the neighborhood of \$250,000. Of the total amount, 5,600 tons a day, valued at something like \$225,000, was manufactured and shipped by the corporations with which the indieted men were connected

The corporations the indictment names as news print manufacturers,

The Abitibi Power & Paper Company, Belgo-Canadian Pulp & Paper Company, Ltd., Berlin Mills Company, J. R. Booth, Brompton Pulp & Paper Crown-Willamette Company. Paper Company, Canada Paper Company, Cliff Paper Company, Edward Crabtree & Sons, Ltd., Champion Paper Company, 'leveland Paper Company, Cheyboygan Paper Company, Consolidated Water Power & Paper Company, Donnacona Paper Company, 1.td., Della Paper & Pulp Company, E. B. Eddy Company, Ltd., Finch & Pruyn & Co., Plambeau Paper Company, Gould Paper Company, Grandfather Falls Company, Henneph Paper Company, Itasea Paper Company, Kimberly, Clark Company, Laurentske Company, Ltd., Minnesota & Ontario Power Company, Nekoosa-Edwards Paper Company, Northwest Paper Company, Oswego Fails Pulp & Paper Cempany, W. H. Parsons Company, Pettibone-Catacact Paper Company, Powell River Company, 1std., Remission Paper & Power Company, St. Maurice Paper Company, Ltd., St. Regls Paper Company, Spanish River Pulp & Paper Milis, Taggarts Paper Company. End Paper Company, Watao Pulp & Paper Company, and the Wisconsin also vice-president of the Minnesota and River Pu'p & Paper Company.

Approximately 1.000 tens of news print manufactured daily were shipped by the paper-making concerns to New

All of the defendants named in it, except George P. Steele, who is not a defendant, have during the last three years engaged in an unlawful conspiracy in restraint of trade and commerce. the indictment alleges.

George H. Mead, it is stated, as president, is the directing and managing officer of the Spanish River Pulp & Paper Mills, Ltd., and of its subsidiary, the Lake Superior Paper Company, Ltd. and also president of the George H. Mead Company, of Dayton, O., which concern acted as an exchange sales agent in the United States for the corporations, and also for the Abitibl Power & Paper Company, Ltd., which controls the sale in interstate trade and commerce the indictment charges.

CHARGES AGAINST MR. DODGE.

Philip T. Dodge, president, is also directing and managing officer of the Iuternational Paper Company, which company, in addition to its regular output, the indictment charges, could produce 500 tone of news print daily by utilizing certain portions of its plants appropriate for the making of news print of that grade, but which had been used in the manufacture of other grades of paper. Mr. Dodge, the Indictment goes on to say, controlled the sale of approximately 1.289 tons of paper a day.

Edward W. Backus, the indictment says, is president, directing and managing officer of the Minnesota & Ontario Power Company and its subsidiary, the Fort France Pulp & Paper Company, and controlled the sales of about 250 tons of paper a day

George Chahoon, Jr., is president, sales and managing officer of the Lauentide Company, Ltd., the indictment alleges, and an officer and sales manager of the Canada Export Paper Compuny, which acted as sales agent in the United States of the Laurentide Company, Piric Brothers, Ltd. Belgo-Canadian Paper Company, Ltd., Brompton Pulp & Paper Company, Canada Paper Company, Ltd., and the St. Maurice Paper Company, all of which controlled the sale of approximately 700 tone of news

G. H. Gould, as president of the Gould Paper Company, the indictment says, was also managing officer of that corporation, the Donnacona Paper Company, Ltd., and the St. Regis Paper Company, all of which corporations controlled the sales of about 320 tons of

Alexander Smith is described as a leading banker who is engaged in the flotation and sale of securities in paper manufacturing corporations. Mr. Smith. and the investors he represents, it is alleged, were largely interested in the Minnesots and Ontario Power Co., the Spanish River Power and Paper Mills, Ltd., and its subsidiaries, the Lake Superior Pulp and Paper Co., and the Abitibl Power and Paper Co.

Ontario Power Co., and the Abitibl Power

Frank J. Sensenbrenner, as vicepresident and managing officer of the Kimberly Clark Co., the indictment says, controlled the sale of \$1 tons of news print daily. The indictment says that the Kimberly Clark mill could produce 145 tons of news print a day if necessary. Mr. Sensenbrenner, the indictment goes on to state was largely interested in the manufacture and sale of sulphite so necessary to the manufacturer of news print paper.

MR. STEELE NOT INDICTED

The News Print Manufacturers' Association is described as a voluntary organization comprising all of the firms mentioned. It has no constitution or by-laws and no minutes are kept of its meetings. Hy reason of the fact that Mr. Steele testified before the grand jury in obedience to a subpuena, he is not named as a defendant.

The defendants and Steele, the indictment continues, by reason of their different interests with the companies with which they were connected have through the period of time under investigation, had the active management and control of the affairs and business of those concerns and because of this the defendants and Steele were in possession of knowledge of the affairs husiness of all the companies named and it enabled them to carry on, through these conditions, 55 per cent of the trade and commerce, and they had the facilities for carrying on a still greater part thereof, or 65 per cent. Mr. Steele the indictment says, was able to dominate the listed concerns as to the manner in which they should carry on trade and commerce, and the defendants and Steele were able through their knowledge to submit to the regulations, rules and decisions hereinafter mentioned. The seven indicted men, with Stoole, it is charged have continuously, through the period of time under inquiry, constituted themselves a body for regulating the trade and commerce of all the companies named, with the object of requiring, inducing, coercing each of them to carry on its trade and commerce subject to the rules, regulations and decisions of the defendants. Further the indictment says that Steele could prescribe and announce from time to time regulations, rules and decisions to regulate trade and commerce, as follows:

(a) To refrain from competing with each other or the Great Northern Paper Co., of Millinocket, Mc., in the matter of securing new customers for their paper.

(b) To refrain from competing with each other as to the quality of the paper to be sold.

(c) To refrain from competing with each other as to delivery of and furnishing storage for paper sold, but not delivered.

(d) To refrain from competing with each other as to terms of credit, rate of interest on open accounts, dates of beginning and ending of contracts, of

(Continued on page 44)

ADVERTISING AGENTS MUST STUDY CLIENTS

Solicitors Who Do Not Understand the Problems of the Concerns They Approach Are the Ones Who Lose Contracts—What They Must Know in Order to Succeed.

Many advertising agents who fail, may attribute their fail to the fact that they are not acquainted with the problems of the concerns whose business they seek. Not only that, but they are not always posted on their own medium, space in which they are trying to sell, said F. W. Nash, advertising manager of the General Chemical Co., in an address to the advertising staff of the New York Evening Post at the Hotel Majestic, Friday evening, April 6. After discussing the method by which the agency takes up an advertising campaign and the situation is analyzed, Mr. Nash said in part:

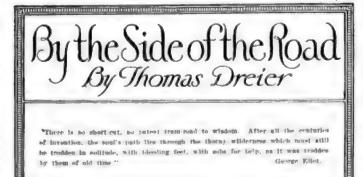
THE SOLICITOR'S GREATEST HANDICAP.

"As a solicitor you should sell the agent who is the schedule-maker," said Mr. Nash, "if you can sell him you have overcome an enormous handicap. Too often the solicitor does not understand the business of the man whose business he solicits. The manufacturer with goods to place on the market has intricate problems. The class of the article and the class of people who would consume it are factors to be considered. For a solicitor to seek a certain class of business for his medium with no knowledge whatever of the product, or of the copy that will tell the story, is a waste of time, both for the solicitor and for the advertising manager whom he interviews. The sad part of it is that there are a great many who do not even know their own medium, the class of people who read it, and their geographical distribution. There are only three things I want to know about a medium," said Mr. Nash. "Will the character of that publication make it a good sales medium for me? Is it one in which I, as the manufacturer of a certain product, should advertise? I want to see several consecutive copies. It will be useless to tell me of its rood features. I want to see them for myself. I always insist on seeing a circulation statement that is really informing as to the kind of people who read it. The third question concerns the rate. I wish to know whether I can buy space just as cheaply as anybody else in proportion to the space used.

"The advertising solicitor of the future, as I hope to see him, will be a man who can give me definite information on how to solve my advertising problems, who can give me a definite, acceptable reason why I can increase my sales at a minimum expense by using his medium. I will welcome him with open arms. To be able to do that he must know his own medium and he must know my product."

Many solicitors, Mr. Nash mid, never approach him until his advertisements have appeared in other papers and they are unable to give him any reason why he should use their medium, except the fact that he is using other papers. Often a solicitor falls to put up as strong an argument for his paper as the advertising agent did when he analyzed its strong points and its weak ones before the final rejection.

The salesman of advertising, like the salesman of other products, said. Mr. Nesh, must approach the subject from the "prospect" point of view. He must nate in the rôle of one who can be of genuine service.



and the state of the second state of the sta

IN SCILE OF THE FACT that Arthur Potter is a life theoremee man to whom I have paid much good money (with gudness, too, I contess) we are still friends.

He dropped in upon me this afternoon, gave me a big pencil, a calencar, and a note book, told me something about what he had been doing, listened to my own story, and then started to go.

Just before he left he turned around and said, "Here is a story you can write, it may help some of those fellows who refuse to give any service without getting paid for it immediately.

"One of our men down in Hartford did some special work for a New York bank three years ago. They had saked for some information and he spent a month of his time getting it for them.

"When he turned in his report they were so pleased that they sent him a check for \$500. He returned it with a note to the effect that he performed that work in the regular line of his duty and did not want any extra compensation for it.

"Last month they sent him some business upon which his commissions were \$33,000.

"That shows that it pays to do good work, even when you don't expect to get paid for it."

THERE ISN'T ANYTHING MORE POWERFUL than an example. And it is interesting, as a friend of ours pointed out the other day, how the example of those at the top of a business set the standards of the employees below them.

Two business houses recently engaged in a bowling contest. When the members of one team appeared their breaths smelled of liquor. They were bolstrous and indulged in a great deal of rough-horse playing.

A man who knows this business house said that these young fellows drank because the men at the head of the business drank. The executives not only indulge in intoxicants at night, but have their cocktails at luncheen, so, naturally, their employees should be effected by their example.

The executives at the head of the business of the other team, however, have little time for intoxicating itquors, knowing that intoxicants and efficiency do not go together.

The result is that, although nothing has ever been said to the men against drinking, they do not drink. This is probably due to the fact that they have discovered that the men at the top when they respect are testotalers.

If you want to reform your employees, reform yourself. And until you have reformed yourself you letter leave your employees alone. You

will only afflict them with your own bad habits.

It is easy to judge the quality of the men at the head of a business by the quality of its employees.

A NEW DEPARTMENT WAS CREAT-ED in a big corporation, and the man in charge was authorized to order the equipment he needed.

"You certainly are buying good stuff," said an associate who accompanied him on a buying expedition. "You don't care what money you spend, do you?"

The department head admitted that he was spending what looked like a great deal of money. But when he analyzed his purchases for his companion, the latter saw that the money had been invested wisely.

"Equipment that will save my time and energy, even if it does cost money now, will more than pay for itself the first year. Cheap equipment, inefficient and insufficient equipment cost too much no matter what price you pay.

"Experience has shown me that it is foolishly expensive for a man to do what a machine will do for him. It is easier to manage a machine than a person, and good mechanical devices cut down the number of employees needed.

"You will also note that I bought deaks, chairs, bookcases, and other furniture that looks good. I paid more for it than I would have had to pay for furniture of a cheaper grade.

"It happens that I have to live with that furniture for eight hours or so every working day of the year. I want pleasant surroundings. I want to be satisfied with the appearance of my office. The result of this satisfaction will be more and better work.

"You can see that my apparent extravagance is not what it seems to be. It is really efficient buying."

The manager who does not pay some attention to the appearance of his surroundings, who works in a dirty, disorderly, unorganized office, need not be surprised if he finds that his employees are dirty, disorderly, inefficient.

Physical surroundings affect the minds of people. An orderly office advertises an orderly mind And if the head of a department demands eleantiness and order and beauty, his associates will give him what he demands and will then demand the sampling for themselves.

SATISFACTORY SERVICE must ex-

ist his de a husine-a ristribut i fonc. It can be sent outside

PLANS FOR CONVENTION DOINGS OF PUBLISHERS

Gathering of Newspaper Men in New York During the Week of April 23 Promises to Be One of the Most Important Assemblages in the History of the A. N. P. A.

Plans for the American Newspaper Publishers convention, to be held at the Waldorf-Astoria Hotel during the week of April 22, are maturing rapidly. The committee having the matter in charge has not yet announced the list of speakers who will address the publishers at the conclusion of the banquet to be held Thursday evening, April 26, and will not, until the complete programme has been arranged.

The publishers' convention will open ten o'clack Wednesday morning. at ten April 26. On the first date, reports will be presented, the most important of which will be that of the paper committee. The subject of paper will attract more attention than anything else, and will draw a larger number of publishers to New York to attend the convention than has been the case on the occasion of any other similar gathering in The election of officers will the past. be held Thursday, and the annual dinner will take place that evening The final session will be held Friday.

The directors of the A. N. P. A. whose terms expire are, Jason Rogers, of the New York Globe; Hilten U. Brown, of the Indianapolis News and D. D. Moore, of the New Orleans Times-Picayune.

The Bureau of Advertising luncheon will be held Wednesday noon, when the annual report will be read, the progress made by the Bureau in increasing the volume of national advertising for the newspapers during the past year will be announced.

MEN WHO WILL SPEAK AT LUNCHEON.

Among those who will address the publishers at the luncheon will be Henry V. Brown, assistant general manager of the Victor Talking Machine Company; Percival 8 Hill, president of the American Tobacco Company; George W. Perkins, formerly of the firm of J. P. Morgan & Co., and Pomeroy Burton, editorial chief for Lord North-There will be present, also, as guests, prominent officials from Washington, who will have a great deal to do with the matter of advertising, as well as the heads of the prominent advertising organizations of the United States. National advertisers of preminence who have been invited have generally accepted the invitation.

The Associated Press directors will meet in the Chambers Street office Monday, April 23. The annual luncheon will be held at the Waldorf-Astoria Tuesday noon, April 24, and the election of directors will take place in the Chambers Street office April 25.

Following the annual dirner of the A. N. P. A. Thursday night, the Evening Mail will entertain 700 publishers at the Zieafeld-Dillingham Frohes, atopthe Century Theatre, at midnight

Ralph Pulitzer Enrolls

Ralph Pulitzer, head of the New York World, has enrolled at the mayal training station at Newport, R. L. as a lieutematt in the Coast Defence Naval Reserve. He will be assigned to scout particle work in the Second Naval District.

Plant De-troyed By Fire

The plant of the Arapaho (Okla.) for owned by J. W. Lawton, was formed to the ground last week. The toos was covered by insurance.

Written on New York Dailley Texts for Cenrus, and a Number Have Been Commissioned as Reserve Officers for the War with Germany Some De-

barred Owing to Imperfect Teeth. A number of New York newspaper in the Beerry Officers' there, and ure bare been notified that they have been avvepted, and others are in training. Sun an enough Bratemant: Stidney Blick archon, of the Herald, us capture, and Bionesson Bulger, of the Evening World,

ment Armony, at East 26th Street and

The first classes were organised in the fall of 1915, a number of the newspaper men of New York taking the matappointed two officers, Major Harrison Holl and Cart, Philip Matthews, to take Drille were held once a week, lectores were given and trips were made to one of the near-by forts, where they the writers went to Photonorph, and after their return, continued their studmen beld every Monday and Priday merning, from 11 to 1. The classes for the evening men are held at night, on

AUGUSCOS PETTORIO.

sabjects administration, tables or or gestiation, refusity-drill regulations, firig-service regulations, galifiary law. topography, and small-arms firing. Men Mexico and in Alaska, in sucking and of the Hotel Aster, has offered, without

much as imperfect torth or wision.

Press Club Dans Raised The by-laws of the Hoston Press Clair-

purelets new pay \$25 n aver, with an

NEWSPAPER MAKERS AT WORK



"ARTHUR BRISSANK!"

"Oh, yes, you seek the follow who writes editorials for the Hearst news ewspapers. I wish that I could write an simply and as directly as he does." So it poss every day,

Hore is no "inside" story of AHTHUH BRISHANE, a man who has made ore people think. THISSITIH THE NEWSPAPER-than any one man in Arthur Brisban- is fifty-two years old. He was been to Roffsto N. Y. Aribur stratege is http://www.press on the new Albert Brisbane, the great disclose of Charles Fourier, Proprie teacher of Socialistic doctrines

With only a casetry school education-most of it acquired in Pagesson as a humane "legger" (legger to newspaper purlance means small-salaried reto drawing the princely solary of \$12,000 a year, and is the office of the news-When he began his work under Charles Duna, then proprietor of the Sun.

he was told that his success depended upon himself and not upon the fact that by was the min of Albert Ethingson, one of Mr. Dana's heat friends Three years after beginning his work with the Sun, by was editor of the The secret of his species lay in the fact that he wrote what he someomate

One custance described by him to-day runs as fellows: "I was well up an andgement-up for it up ornhan senters. The relies on

rt and, nobuly hert, robuly reports. I ask a small boy standing on the scoke out, were in the sorrege word, and that he could not find there, knew that the mer-aye ward was directly above the beiler room. The firemany went there, and marriy racough, for down in the critics, were the charmed bodies of ALL the children who loopered to be in the surreys ward. The His much conquercents did not test long. He was west to London as car-

His curver with the Sun was short-level; seven yours in all. He was office the Evening Sun when Joseph Pultiper, of the World, held out an atthe offer, which was sexpled he the sound man limitage. Then William Minnistra Heard, and of Scanfor George Hearst, of California.

Many memopapers were for sale, but one, the Morning Journal, tempted him. (Concluded on page 45)

PROVIDENCE IOURNAL WARNS PROPAGANDISTS.

Long Object of Hatred by Garman Symnathings Newmann Gires Sound Counsel to Those Who Have Made Threats of Vielence Against It-No Farther Temporizing with Dishyalry. Permenon, R. L. April 12-ds an edithe Providence Journal and Evening

"Of the many thousands of threatenmy letters that the Journal has received during the past week. A number of we are serry to say, have been

and Penins propagandists who live is subject matter of these communications operated from a single headquarters and NOT WORKER BY TERRUPA "The Journal is smally able to take

there are in this State a ruraler of traiterous propogendists, some of them ocof the community, who must decide, keep their mouths closed and their against this reputite and its citizens. gorge its wences in Schoole Island. at the right secured. Most of the sur-

well for them to heed the warning of "The Store of the Sun" "The Story of the Sor," is to be printon and Frank M. O'Brien, a Sun mar-

tically be a condensed bingraphy of asurnaments of New York. It will appear in the Munsey Magnathe, published by

"Confidence is the basis of stable bustnot trust roomed, who will? But be sure of your ground for confidence."

JOURNALISM TEACHERS' ANNUAL CONFERENCE

Dr. Fred Newton Scott, of the University of Michigan, Is Named President of the American Association of Teachers of Journalism—Organization to Meet at Milwaukee During Xmas Holidays.

Seventy-five teachers of journalism, teachers of advertising, teachers of agricultural journalism, and college news editors, attended the seventh annual conference of the American Association of Teschers of Journalism, held in Chicago Thursday, Friday, and Saturday of lust week. Despite the tenseness of the hour occasioned by the war situation, which made it impossible for many of the speakers to keep their appointments, a splendid programme was given, and all who attended the different sessions agreed that their visit to Chicago was indeed a profitable one.

The first session of the conference was held Thursday evening at the La Salle Hotel. James Melvin Lee, director of the department of journalism at New York University and president of the Association, called the meeting to order, and after the usual business had been d sposed of, gave his annual address in which he outlined the history of the teaching of journalism in the colleges and universities. Mr. Lee was followed by Carl H. Getz, of the Ohio State I'niversity, secretary of the Association. who presented his annual statistical re-Following the routine business, Dr. Fred Newton Scott, of the University of Michigan discussed the censorship. Dr. Scott sald he disliked the term censor. He explained that it conveyed n negative idea. It is understood that the work of the censor is to keep out of the newspapers certain information. Dr. Scott said that this Government should adopt a positive policy, that it should establish a department of publicity, whose duty it was to see that certain information was made available to the press as well as see that certain news was withheld for military reasons. I'r. Scott said also that only a trained newspaper man, known nationally in his profession, rather than a military man, was the man who should be appointed censor.

The second session was held Thursday morning, also at the La Salle Hotel, W. J. Merrill, manager of the merchandising service department of the Chicago Tribune, was the first speaker. Mr. Merrill explained the methods employed by his department in analyzing marketing conditions in Chicago. Mr. Merrill also discussed the Tribune's retail merchants' service bureau, and in the course of his remarks said that in opening up n new market, 60 per cent of the responsibility for the success of a campaign rested upon the salesman and 46 er cent, upon the advertising Mr. Merrill emphasized the importance of the part played by the retail salesman In marketing a new product.

THE DAY OF EDITORIAL INFLUENCE.

Tiffany Blake, chief editorial writer on the Tribune, who spoke on "The Editorial," declared that the art of editorial writing was to-day in a state of revival because those are days when men and women are thinking seriously. Mr. Blake said that the strength of an editorial page increased and decreased as the people's interest in life arose and fell.

"This is a creative period," said Mr. Blake. "People to-day are thinking People are reading. The editorial pages of our newspapers are exerting a real influence."

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ.

Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

Mr. Blake insisted that a good editorial page must be human. He said that the New York World had one of the most effective editorial pages in the world, but quickly added that the writers never said anything about squash pie.

"The World's editorial page lacks that human element which I think is essential to a good editorial page," said Mr. Blake. "The reader must be made to feel that the men who write the editorials are human."

Dr. Robert E. Hieronymous, community adviser of the University of Illinois, was the last speaker.

A. H. Messing, publisher of the Chicago Examiner, was the first speaker at the afternoon session. Mr. Messing pointed out that years ago the problem of the publisher was to get the news. To-day it is a problem of what news to eliminate. Mr. Messing said in the course of his remarks that he believed the newspapers of Chicago as a group represented the best products of journalistic effort in the world.

Russell Whitman, managing director of the Audit Bureau of Circulations, explained the work of his bureau.

Wright Patterson, editor-in-chief of the Western Newspaper Union, talked for a few minutes about publicity methods.

APPRAISING THE REPORTER.

Charles N. Wheeler, political editor of the Chicago Tribune, took time to burn up all newspaper men who were not reporters and followed with the remark that after all there were but two jobs on a newspaper; police reporter and political reporter. Mr. Wheeler said there was no greater man on a newspaper than the reporter. He said that the trouble with so many reporters is that they wish to be editors when they should realize that to be a reporter is the greatest of all newspaper accomplishments.

thaul T. Gilbert, managing editor of the Cartoons Magazine, read a scholarly paper on what he called "Wordless Journalism." Mr. Gilbert was very critical of American cartoonists, and said that many Americans could not appreciate the letter European cartoons bacause they did not know enough about history and literature

The first session Saturday was held in the Harper Memorial Library on the campus of the University of Chicago. Frank B. White, managing editor of the Agricultural Publishers' Association, talked about the importance of agricultural preparedness, and discussed the importance of tural journalism in the community life of the American people.

Miss Josephine L. Peabody, mainiging cilitor of the Popular Mechanics Magazine, said that the purpose of Popular Mechanics was to translate and visualize the world's progress in science for the great mass of people. Miss Peabody described photography as the universal language.

Martin Johnson, publisher of The Dial. 1500, outlined what he regarded as the news and care education for a critic, and then addited.

ed that the field of criticism in America was very limited.

Hiram Moe Green, editor of the Woman's World, was the last speaker. Mr. Green described himself as a manufacturer, and said that he was turning out the kind of manuaine that his readers wanted, not the kind he necessarily would like to edit.

Saturday noon members of the Association had luncheon together at the Quadrangle Club, the University of Chicago faculty club. The final session was held also at the Quadrangle Club.

USKIRS NEWSPAPER MAN POR CENSOR.

The question of censorship was again taken up at the last session, and a committee consisting of Dr. Talcott Williams, director of the School of Journal, ism at Columbia University: Walter Williams, dean of the Missouri School of Journalism, and Dr. Scott, of the Untversity of Michigan, introduced resolutions addressed to President Wilson. Secretary of the War Baker, and Secretary of the Navy Daniels, asking that a newspaper man of national reputation, rather than a military censor, be ap-The resolutions were pointed censor. adopted.

The following officers were elected for the coming year: President, Dr. Fred Newton Scott, of the University of Michigan; vice-president, J. S. Smith, of Marquette University, Milwaukee; secretary-treasurer, Carl H. Getz, of the Ohio State University, Columbus; members of the executive committee, Grant Milmor Hyde, of the University of Wisconsin, and H. F. Harrington, of the University of Illinois.

The Association will hold its next meeting during the Christmas holidays this year at Milwaukee

Friday night members of the Association inspected the Chicago Tribuns plant.

During the conference men and women engaged in college publicity work organized the American Association of College News Editors. T. T. Frankenberg, of Columbus, O., who is publicity counsellor for the Western College for Women, Oxford, O., president; E. W. Smith, of Leland Stanford Junior University, vice-president, and Bernard Sobel, of Purdue University, secretary-treasurer. This new organization, which is essentially a division of the American Association of Teachers of Journalism, will meet again in Milwaukee.

The Association of American Schools and Departments of Journalism, which was organized during the conference, will hold its annual meeting during the Christmas holidays this year at the University of Wisconsin

Journalism Week In Missouri

The 1917 Journalism Week of the School of Journalism of the Pulversity of Missouri, is to be held at Columbia. Mo. May 7 to 11. During the week, meetings of the Missouri Press Association, the Intercollegante Press Association, the Association of Afternoon United and of other press associations will be held.

SCHOOLS OF JOURNALISI FORM NEW ORGANIZATIO

First Steps Toward Preliminary Star ardization of Instruction in Journali Taken When Representatives of T Universities Organize Separate Org ization.

Schools and departments of joint ism in colleges and universities whi wish to become members of the Asselstion of American Schools and Iepa ments of Journalism, which was organized in Chicago Thursday, must meertain definite requirements according to the constitution adopted by the qualization.

First of all, journalism must be orgaized as a school or department, a there must be at least two men with a rank of at least an instructor, sixifull time to journalism. The educati in preparation for journalism must cosist of at least a four-year course, which at least two years must be spein residence. The majority of the st dents carolied in the school or deparment must be regular candidates for t bachelor's or master's degree.

The constitution of the new Assocition also provides that each school department before becoming a memb of the organization, must offer at less twenty-four hours of journalism, which six must be devoted to report! four to copy-editing, two to the histor and principles of journalism, and two either editorial writing or feature wr ing. It is also required that the instrution in the professional courses inclulaboratory work of a practical done under the immediate direction instructors in Journalism. The Assect tion adopted a resolution that this la oratory work include publication of a shared work. This was not made a pr of the basic law of the organization, b was adopted merely in the form of resolution.

The charter members of the Assocition were represented as follows: Us versity of Missouri by Dean Walt Williams and Frank L. Martin; the Us versities of Washington, Oregon, a. Montana, by Ralph Cosey, of the Us versity of Montana; the University Texas by Walter Williams; Columb University by Dr. Talcott Williams; I diana University by J. W. Piercy; Us versity of Kansas by L. N. Plint and B. Brown; University of Wisconsin Willard G. Bleyer and G. M. Hyde, at the Ohio State University by Carl Getz.

Praises Country Field

In an address delivered before it women of Louisiana Sinte Universal at the time of a recent vocational-sal since week, Hugh Mercer Blain, profit or of Eosibsh and director of the Louisiana department of journalism, of clared that the real opportunity for winen who contemplated a newspaper of reser was in the country field. Profess Blain said that the opportunities if women in city newspaper work we limited, but that there was no limit the genuine opportunities in countries supports work for the woman of ability who was willing to work.

Walter Matteon, assistant city after toy of Milwaukee and for eleven year a newspaper man, resently address the students of journalism at Manquet I niversity, Milwaukee, on "The 1...

Every man ought to be doing som thing more than making a living.

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The evening paper is the NEWS paper. Eighty-five per cent. of the day's news breaks for evening papers. There is but one news service in America that is 100% interested in covering 100% of the day's news for evening papers and that has no interest in morning editions. It is

THE UNITED PRESS

A press association cannot serve two masters—one day and one night—and serve both well. Through serving one, and that one well, the United Press has become the world's largest and greatest evening news service with a clientele today of

728 Newspapers

All the news in time to print-TO-DAY



DINNER OF SPHINX CLUB MARKS END OF SEASON OF BRILLIANT ENTERTAINMENTS Ranguet in Grand Ball Room of Waldorf-Astoria Featured by Notable

Addresses by Hon. Job Hedges and A.C. Reiley-President Preston P. Lynn and Other Officers Unanimously Re-elected -Tecasurer Huntsman Presented with Mystic Ring.

postery little incident of the A one hundred and fifty-second disnor of the Sublex Club, on Wedpeaksy evening, in the Grand Ball Room of the Waldorf-Asteria, saide from the minatrel show, the giff to R. P. R. Huntaman, the singing of Mr. Othroy. the reflection of the officers and execu-Lend-the U. S. A," was the fire spirit Host worth of President Presion P. Long, and Owner Techicky; and of what is still more important, approvia-Mrs. Techicky was present to one of the first tier boxes, and when Job Hedger told the diners that she had Preston P. Lyan, general manager of meporalty candidate of the

Men's League; who, for the past two most speccasful years in Ma bloosy, tary and R. F. H. Husbanan was tw encied treasurer for the eighth conabout thirty during the year. The treasurre's report showed a cash balance of The executive committee includes W. R. Hotchkin, James O'Plaherty, Clarkson Cowl, Samuel Moffitt, George Ethridge, Clothett McCarthy, and Ladetr

SPRING SING PER STOTEMAN. One of the big surprises of the foast tion to lisbert P. R. Huntaman, advertiming manager of the Hookbyn Blan-

OFFI OFFI SAME THE P. S. A.

's the land of the house and face land that true hearts are ever terrie a head where the Sterr and Stripes are waving The guests of honor were the Presi-

dents of these constructive agencies in advertising: Association of National Advertisers, Association of Advertising Richard Club of Philidelphia Retley, Colina Armstrong, J. P. McKinney, Roy Atkinson, Harry Tipper, Rowe Stewart, and James W.

The speakers were Alan C. Hettey and Job E. Hedges, Mr. Lynn was MS. BELLY'S MORSON.

Mr. Heller's thome was "Public The sid saling that belongation recover

"The thing which dealey aware me from my

Three's a land where our chargins are ever contented shorters was a more symptom of the theleg fatereds, on we appreciate as should the eightly-way of the fact that their deal which would discriminate against those "Not it is not the possibility of the case

sings, the inventions will be certain to last it sanity and common arms. If these properties in themselves; it is below processifican in themselves; it in public stellan which may love taking them, waste in Why is it that these arrelation bloom on the

willing over and process, in adventising more most assume. The evidence explains the purpose of the critising frametics frames recently small and by the Association of National Advan-"The recents of the 260 preminent

I would like to say a few month in of

(Cartinard us user 10)

"OLD GLORY LOAN" IS PROPOSED BY AD MEN

National Advertising Advisory Board Suggests Plan for Selling Five Billion Bond Issue Through Spending a Million for Advertising During "Old Glory Week"-Will Stimulate Patriotism.

With a proposition to the national Government to save it \$25,000,000 on the proposed \$5,000,000,000 lean flotation. through an expenditure of \$1,000,000 through the newspapers, the National Advertising Advisory Board started its work for the Government at a two-day session held in Chicago this week. In addition to the saving in money to be effected, the Hoard also suggests the floating of the big loan in one week's time, designating that week as "Old Glory Week" and "thus stimulating patriotism as it never was stimulated be-

The members of the Board, and those who acted in an advisory capacity at the meeting, were: Herbert S. Houston, William H. Itankin, Major E E. Critchfield, Harry W. Fort MacMartin and Louis Bruch, S. DeWitt Cleugh. Hopewell L. Rogers, James Keeley, C H. Stoddart, R. T. Stanton, A. F. Connelly, Earl E. Rowe, Charles Daniel Frey, James O'Shaughnessey, D E. Towne, Thomas M. Bail, Wilbur D. Nesbit, and M. W. Cresap. This body met for two days and went into the matter of floating the loan thoroughly. As a result of their consultation they decided to recommend to the authorities that the loan be put out at 3 per cent. instead of 319, as at first proposed; that it be floated during one week to be known as "Old Glory ,Week," and that the loan be known as an "tild Glory Loan." The saving of the % per cent. per year on the loan would result in a saving to the Government of a total of \$25,000,000 in interest, and the proper enthusiasm could be worked up through the "Old Glory Week," by means of advertisements in the newspapers, at a cost not to exceed \$1,000,000.

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A MERCHANDISING PROPOSITION.

Wilbur D. Nesbit, one of those in attendance at the conference, speaking of It to a representative of THE EDITOR AND PUBLISHER, says: "This is a merchandising proposition pure and sample, wherein we propose, by the expenditure of \$1,000,000, to save to the Government \$25,000,000, through one continuous week of patriotic meetings all over the country. This would stimulate patriotism as nothing clse would. We are in a position now to differentiate between the business of patriotism and the patriotism of business. It is the duty of the Government to help every business man to be successful, as Harry Ford, of the Saxon Company, says; because through the successful business man comes the sinews of the country. America to-day is the kitchen and the workshop of the world. It is supplying everything to the entire world, and 'everything' means rnoney, munitions, food, clothing, etc. We are the producing centre of the world, and, as a result, our markets are in a very healthy condition. Conferences will be held in New York this week and will be continued with the national authorities at Washington next week.

"Of the \$1,000,000 we propose to be spent in advertising," Mr. Nesbit concluded, "over \$6 per cent, will go to the FLOWER DADECS."

At the conclusion of the session, a telegram was rent to Secretary McAdoo at Washington, stating the proposition in any market."

for "Old Glory Week," and saying, in support of the plan, that "the National Board, after thorough conference, is fully convinced that this loan can be floated on a 3 per cent, basis through the use of advertising along the same lines as those followed in the Bonar Law victory loan, which saved Great Britain 1 per cent., or \$50,008,000 per year. This was accomplished through the economic use of advertising. The people will subscribe through banks and other agencies to Old Glory loan at 3 per cent. instead of 314 per cent., and thus save the nation \$25,000,000 per year for term of loan.

FER SUCCESS OF PLAN.

"The members of the National Advertising Advisory Board invest miltions annually in advertising to secure economic distribution of merchandise, and they unite in giving it as their deliberate judgment that a cost of not to exceed \$1,000,000 for pald advertising this loan can be fully subscribed; in fact, oversubscribed. This should be done in connection with "Old Glory Week," which can be made the greatest patriotic demonstration ever seen in the United States, and stir the nation to such sacrifices as you so forcibly described when we were in conference with you at Washington. Every advertising club, every other club, every church, every lodge, every labor organization, every manufacturers' and agricultural association, as well as chambers of commerce, will be called upon to make this our greatest patriotic demonstration for the support of the President and the United States Government.

"In 1862 Jay Cooke used advertising extensively to place \$500,000,000 of bonds at 5 per cent., and he did it successfully. The efficiency and economy of advertising has again been confirmed by the recent 'victory loan.' This proved conclusively, in our judgment, that your \$5,000,000,000 loan can be floated to millions of people through advertising at from one-half to 1 per cent, less interest than without advertising. At five days' notice from you we will deliver advertisements and complete plan for the successful handling of this 'Old Glory Loan' in connection with 'Old Glory Week."

WILL EDUCATE COUNTRY.

"In addition to successfully floating the loan, this tremendous national patriotic week will educate the country as to why we are at war, thus mobilizing enthusiasm for national defence and aggressive action abroad. This will at once result in increasing emistment for army and pavy and strengthening the nation in every way. We confidently promise vigorous support of the press and of every organization listed above in making success of 'Old Glory Loan' and 'Old Glory Week.'"

Boston Papers on Guard

Hoston, April 10 -The various Bostion nowspaper offices are carefully guarded against attack by people hostile to the United States. At the Herald office, especially elaborate precautions have been taken, as the presses in the basement are exposed to the view of bessers-by on Avery Street. Steel nets protect the windows, and to gain admission to the building a pass is necessary, signed by Editor Robert Lincoln O'Brien. The doors of the Post Building are kept beeked, and various precautions are being taken by other newspapers of the

"A laugh is worth a hundred groans

Up-to-Date Facts About the Newly Awakened South

EOPLE think about the South as a big, bountiful farm. And it is. Its farm products in 1916 amounted to the stupendous and unprecedented sum of \$4,650,-000,000. But, besides-

The South is a vast storehouse of precious minerals-a mammoth stretch of valuable forests -- a maze of interlocking bays, lakes, rivers and gulfs swarming with millions of fish, oysters and clams. The South is an empire of live. thriving towns, full of big factories and mills, working full time and overtime manufacturing products valued at over \$3,690,000,000 annually; with important ports that exported \$1,137,891,807 worth of merchandise in 1916-nearly half the entire export output from New York, one of the great ports of the world. The South is the home of 35,000,000 happy people, a large portion of whom are classed as wellto-do, if not wealthy, and rolling in prosperity to an extent they have never enjoyed be-

Conservative estimates based on accurate statistics show that the South is adding annually OVER TEN BILLION DOLLARS to the wealth of the Nation in its production of lumber, coal, iron and other minerals, marble, granite, fertilizers, petroleum, sulphur, diamonds, and the output of its factories, streams, farms, market gardens and fruit orchards and groves.

Five years ago cotton was the Southern man's bread and meat, his necessities. Today cotton is his automobile, his luxuries. Cotton is still an all-

important crop, but the South's cotton for 1916 was only about one-third the value of Southern crops. The Southern planter is rapidly learning that it pays him to diversify his

The South today is America's best publicity field for exploiting special brand or trademarked merchandise for personal or domestic use-foods, household goods, farming implements, garden tools, hardware, motor boats, motor cars, motor trucks, musical instruments, heating systems, paints, proprietary preparations, etc. The Southerner needs all these things and buys them liberally in response to a well-directed advertising effort.

The most effective way to reach the Southern people is thru their daily newspapers, which circulate almost ex-clusively among the buying element and which enjoy the Southerner's confidence to an extent that cannot be claimed by any other class of periodicals published. Being strictly local in their respective fields, there is no waste or duplication of circulation. News stand sales are meagre. Nearly every copy goes right into the home of some family that may be listed as a purchasing possibility. It is certainly the giltedged circulation of Dixieland.

If you are interested, Mr. Manufacturer, in knowing how your proposition would "take" in the Southern field, write to some of the newspapers listed below. All of them are members of the Southern Newspaper Publishers' Association. Any of them will give you suggestions as to sales possibilities in their respective sections,

ALABAMA

Alexandra Age Herald Birmingkam Ledger Birmingkam News Gadesien Journal Mobile Begrater Montgemery Advartiser Montgemery Journal

ARRANSAS Little Bork Arkannas Democrat

FLORIDA Jackson die Florida Times Union

GEORGIA

Albany Herald Atlanta Constitution Atlanta Georgian American Atlanta Joarnal Augusta (Leonich Augusta Herald

GEORGIA (Cont.)

Macon News Macon Telegraph Savaninsh Moraing News Wayeross Journal-Herald

KENTUCKY

Louisville Courier Journal Louisville Hernig Louisville Times

NORTH CAROLINA

Asherille Citizen Charlotte Nava & Evenius Chronicle Charlotte Observer directory Daily News Rateigh Times Wilmington Dispatch Winstein Butem Twin City Bentlagl

SOUTH CAROLINA

SOUTH CAROLINA
Anderson Duily Mait
Charleston Evening Post
Columbia Record
Columbia State
Greenville News
Eparianters Herald

TENNESSEE

Chattanooga News Chattanooga Tame Knozville Journal & RESIDENTIAL SOURCES TO THE SENTING MEMORIA COMMERCIA Appeal Appeal Mashville Banner Nashville Tenessean & American

THEXAS

VIRGINIA Lynchburg News

A. N. P. A.

An Exhibit demonstrating the principles, advantages, and economies of the All-Slug System of Composition, including a showing of Multiple-Magazine Lundeypes and the Ludlow Typograph, and the latest labor-saving Lindeype necessories, will be made in the East Room of the Waldorf Astoria Hotel during the Convention of the American Newspaper Publishers Association

April 23 to 27, 1917

Publishers and their representatives attending the Convention will find in this exhibit a valuable means of measurement and comparison with which to estimate their present or future needs

A CORDIAL WELCOME AWAITS YOU





We want to acquaint all who attend the A. N. P. A. Convention with the skill and accuracy employed to make the Linotype "the machine that lasts."

An invitation is therefore extended to any group or individual who will honor us by accepting it, to visit the works of the Mergenthaler Linotype Company in Brooklyn.

Register at Linotype Headquarters in the East Room, and arrange for conveyance to the plant and for proper guidance through it.

COME AND LINOTYPE IN THE

Mergenthaler Linotype Company



PUBLISHER LAFAYETTE YOUNG, JR., TELLS HOW HE FIGHTS FREE PUBLICITY

Says That Elimination of Press Agent Stuff from the Columns of His Paper Has Not Been an Easy Task and Has Cost Some Good Advertising, Mostly from Automobile Concerns—To Offset This the Capital Has Gained In Standing and In Self-Respect.

By LAPATETTE YOUNG, JR.,

General Manager, Des Moines Capital.

The advertising manager of the largest life insurance company in Des Moines recently sent the Des Moines Capital a half-page advertisement of their annual statement, and with it a request for a half-column free reading notice. The half-page advertisement was not to be run unless the free reading notice was also run. The Des Moines Capital refused the free reading notice, and the half-page advertisement was withheld.

In August, 1916, the Des Moines Capital cut out the press agent forever. The above experience is typical of the experiences which the Capital has had since that time, and that any other newspaper will have which eliminates the press agent. The above experience is the biggest reason for the elimination of free publicity. I cannot conceive how any publisher can maintain his self-respect, or how he can have the respect of readers and the public, when advertisers can dictate what shall go into the newspaper in conjunction with absertising campaigns.

Previous to last August, the Des Moines Capital was giving away thounands of dollars' worth of free publicity annually. Practically all advertisers who sought free publicity were receiving it in a greater or less degree. Those who sent their advertising in with the threat, "Print this or don't run the paid advertising," received the greater quantity of free publicity.

The reasons why the Capital eliminated the press agent may be summarized as follows: It is absolutely unfair to run press agent matter for one advertiser and not run it for another. The great mass of press agent material has little value to the advertiser or to the reader. It has little value to the advertiser because it is usually carelessly written on uninteresting topics. It has little value to the reader because in most cases he does not read it. Of course, the press agent uses up good white paper, and crowds out legitimate news.

Every one recognizes the greed with which the automobile industry has sought free space, and yet the largest local retail advertiser of the Des Moines (pit l, in 1936, lought more space in the Capital than all of the automobile dealers and accessory dealers combined bought in the Capital during the same period. And yet this large retailer received not one line of free publicity; nor did he seek it.

DEST BUSIN APPOMOLITIC ADS.

In t, what have been the results of the C pt. In policy? The Capital has lost a f w pieces of bolated copy, as indiexied by the insurance incident related leac, but in the main the loss of copy I a been entirely from the local automobile desders. In justice to the automobile dealers it perhaps must be said that the Capital was partly to blame for this loss of tusiness. Our friends in the automobile business tell us they objected to the way we announced our policy, and the way we reiterated our policy to our readers and not to the policy itwif and that we so persistently named the automobile dealers as offenders and seekers of free publicity as to make and advertising patronage.

them the goat. There is some justice in their claim, Nevertheless, if they should buy newspaper space on its advertising productivity, they have no grounds for complaint. If any newspaper eliminates the press agent, that newspaper must inform its subscribers of the fact, and keep informing them. A newspaper must let the reader know he is receiving a better newspaper than those competitors which regularly fall for press agent material. With relation to local automobile copy our competitors were very assiduous in fanning the breezes of prejudice against our efforts, and turned on unusual streams of free stuff on their own part.

Outside of the automobile field the Capital has suffered little loss of business, has gained a tremendous amount of space for news, and certainly must have received increased respect from the reader. Also, the Capital has attained a greater self-respect, and feels that this newspaper is owned and conducted by its publisher, and not by its advertisers. The Capital has received innumerable compliments on its policy, and the biggest regular advertisers in Des Moines have endorsed the policy unqualifiedly.

ELIMINATION BRINGS TROUBLES.

From an editorial standpoint, the elimination of the press agent brings considerable difficulty. Every one recognices that there is a tremendous interest in moving-picture shows and theatricals. How far shall a newspaper go in viving notice to these attractions? The Cupital does not accept pressugent material from movies, nor from theatrical managers, but does assign its own staff members to the handling of these amusement enterprises, and gives such material as we believe will be of interest to readers. And there will be quite a few incidents in a year's time presented to the managing editor in which it will he difficult to decide as to what shall be done. The Capital attempts to decide all of these cases on their merits, has no intention of leaving out the legitimate news of the theatre or the news of the automobile world. The Capital handled the news of the recent auto show in the some news way that it regularly handles the State fair.

Those who are acquainted with the advertising and the newspaper businesses of course understand generally what constitutes press agent matter, and it is this that the Capital has attempted to climinate. We do believe that readers when once educated to the fact that the newspaper places a high value upon its space and its material, and does not give it away, will have a very much higher respect for such publications. We do not believe a newspaper can buy advertising with the last of free publicity in those quarters where the advertisers are sound students of publications. Giving away space is destructive of newspaper value, without very much gained in the way of increased business. Strong newspapers in every field will win on their merits. The great fear po the average newspaper man that to climinate the press agent means a loss of business. We believe it means a temporary loss of business, but a very blk permanent gain in advertising value

FOUND PUBLIC SERVICE FOR INVESTMENT NEWS

Trumbull White and Frank Parker Stockbridge, With Corps of Trained Assistants, Establish Syndicate to Meet Demand for Certain Kinds of Financial Information.

Trumbull White, formerly managing editor of Everbody's Magazine, and Frank Parker Blockbridge, formerly managing editor of the New York Evening Mail, have established Investora Public Service, Inc., with headquarters at 149 Broadway, New York. Associated with them is a staff of experienced writers and collectors of financial news and information.

The service has been created canocially to fit the broadened interest on the part of the lay public in financial affairs and to make it readly possible for any newspaper, small or large, in any section of the country, to furnish, at a cost commensurate with the value of the service to itself, special features on business subjects and prompt responses to any inquiries relating to financial and commercial matters. As the public has been turning more and more to the newspapers as sources and mediums for such information, it is felt that the new service will definitely solve a modern newspaper problem.

The fact that this service will be available to newspapers even of the most moderate resources, plus the experience and record of its heads and general staff, is considered as a virtual guarantee of its popularity.

Mr. Stockbridge, vice-president and general manager of Investors Public Service, points out that the service will enable newspapers not only to take advantage of an unquestioned medium for increasing circulation and advertising, but also to assist effectively in guarding the public against the army of those who, through crooked specu-

If the press agent was a producer of business and a producer of readers, the Curtis Publishing Company, and publications like Successful Farming and the Philadelphia Farm Journal, would make room for him. There is no more reason for newspapers giving away free space than there is for Mr. Curtis giving a reader for every double-page spread in the Saturday Evening Post. And the ridiculousness of the press agent matter is readily seen when that suggestion is made.

While the elimination of the press agent is definitely an individual problem for each publication, it is most important to newspapers in the asgregate, and Mr. W. A. Thomson, director of the Bureau of Advertising of the A. N. P. A., gives it as his definite conclusion, after several years of service as manager of the Bureau, that free publicity is the one thing that stands between newspapers and more advertising.

The Des Moines Capital does not attach any specific blame to advertising agents and advertisers who seek free publicity. Most newspapers give it. Advertising agents are compelled to seek it in self-defence. The party that is to blame is the newspaper that is sucker enough to give it.

We very much hope that the forthcoming convention of the A. N. P. A. will have a full debate and an "experience" meeting that will bring converts to the cause of the elimination of the press agent. This is certainly the reformation period in newspaper offices, and the biggest advance that could be made in the year 1917 would be a successful offensive against the press seent

lative ventures, are preying upon thousaids at a time when funds seeking investment are in larger amount than ever before.

WILL PROTECT THE PUBLIC

"Investors Public Service." said Mr. Stockbridge, "has only one end to serve, and that is the education of the public along wise and intelligent investment lines, and the protection of the unwary against fraud and reckless speculation."

Not an inconsiderable part of the duty of newspapers during the period of the war, Mr. Stockbridge feels, will lie in providing their readers with information and advice as to the new bond issues, taxes, etc., involved in the war financing. Investors' Public Service will present these matters in a way which newspapers will find popular among their readers and useful in serving the purposes of the Government. Of investment conditions which will make the service of special value, Mr. Stockbridge said:

"There is no cause for apprehension of hard times as a result of the war. The heaviest financial burden we can be called upon to assume is far lighter, proportionately, than that of any of the Allies. Canada and Japan are enjoying the highest period of prosperity in their history, just as the United States did in and after the Civil War. Commodity prices will go up probably in many instances above present high levels, but wages will also go up, factory outputs and profits will be increased, as will railroad earnings, and there will be even larger surpluses, looking for investment, than at present in the hands of every one, from wage-earner to capitalist."

MEN OF EXPERIENCE.

Trumbull White is a native of Iowa, a graduate of Amherst College, and was for a number of years on the staff of the Chicago Record, most of the time as a private correspondent in Europe, Asia, Africa, and Latin America. He was largely responsible for building up the Record's foreign news service. When the Red Book was established in Chicago Mr. White became its first editor, and left there to come to New York as editor of Appleton's Magazine, from which he went to the Ridgway Company, founding the Adventure Magazine, and later becoming managing editor of Everybody's. Mr. White is the president and principal owner of the Bay View Reading Club, of Detroit, publishers of educational magazines and books.

Kingsley Moses, well known as a writer of special articles for various magnatines and newspapers, has joined the staff of Investors' Public Service, as has also Kirtland Wilson, who has resigned from the position of managing editor of Daily Financial America.

Ad Agency Changes

The Corning Advertising Agency of St. Paul has been succeeded by the Curning-Firestone Advertising Agency. Inc. Leavitt Corning is president and treasurer, Allan L. Firestone vice-president, and George H. Moeller secretary. J. W. G. Curtiss, C. F. Ryan, and Louis-Melained are associated with the new sigency, and S. R. Thompson has charge of the movie department.

Roastfest Night in Rochester

Rochester, N. Y., newspaper men will enjoy their annual banquet this evenning in the Powers Hotel, when the Newswitters' (Tub will hold its roastfest. This is an event to which prominent men from all parts of the State look forward. Modern Arabian Nights will be presented for the editication and entertainment of the guests.

IMPORTANT ANNOUNCEMENT

THE undersigned are pleased to announce to Publishers and the trade in general, that the matter of conflicting patents relating to the so-called Scott "Multi-Unit" and the Duplex "Low-Down" construction of Rotary Printing Presses, which has been pending for some years in the United States Patent Office and the Courts, has now been adjusted to their mutual satisfaction, and licenses under their several patents referred to below have been exchanged.

This arrangement enables both the Duplex Printing Press Company and Walter Scott & Company to furnish publishers with these modern types of newspaper presses.

Warning

The patents above referred to are:

Scott Patents		Duplex Patents
No. 819,813, May No. 1,074,699, Oct.	•	No. 814,510, March 6, 1906 No. 1,139,154, May 11, 1915

The above patents absolutely control certain styles of newspaper press construction, which can only be lawfully obtained from either the Duplex Printing Press Co. or Walter Scott & Co., and notice is hereby given that all rights under these patents will be fully protected by the undersigned.

Walter Scott & Company . Duplex Printing Press Co.

DAVID J. SCOTT, General Manager PLAINFIELD, N. J.

I. L. STONE, Chairman of the Board BATTLE CREEK, MICH.

REDUCES SELLING COST

Association of National Advertisers, Inc., Shows That Prices Have Been Lowered or Quality of Goods Improved Through Publicity Campaign Which Created Demand.

The Association of National Advertisers. inc., with headquarters in New York city, is circulating some interesting facts to show that advertising lowers selling cost. The arguments advanced by the Association are these:

"The rising cost of living is the great universal hardship of the present day So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general tule. But the fact is that there have been numerous exceptions, and all of these exceptions belong to the same great class-that of nationally advertimed goods.

The old idea that the cost of advertizing raises prices dies hard. But the business man knows better. He knows that seiling goods is costly business-no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large male and thus makes selling easier is bound to reduce selling costs and thus helps to reduce prices.

THE PROOF OF THE PUBBING.

"But evidence is better than argument; facts are better than theories. The Association of National Advertisers an organization of 260 of the leading advertisers of the country, has been at great pains to collect the facts. It has secured an immense body of data from its members which proves that advertising does reduce selling costs and thus tends to reduce the selling price of advertised goods. 'The proof of the pudding' is the argument that settles everything.

To present all the evidence, instance by instance, is impossible within these limits. A few representatives cases will muffice.

"The makers of a farnous photograph. ic camera, when they began advertising twenty-eight years ago, made one camers which took a 2%-inch picture and which sold at \$25. To-day they make a far better camera, which sells for \$10 Another, which took a 4x5 picture, sold To-day they sell a far better for \$20. And so on through the line.

"A prominent hat manufacturer has. by means of advertising, reduced his selling cost seven cents per hat. Result: the buyer gets a hat of better quality at no increase in price; this despite increased cost of raw material and workmanship.

"When the manufacturer of a famour breakfast food specialty began advertising, his goods sold at 15 cents a nackage. To-day the package is 50 per cent, larger and the price has been reduced to 10 cents. Again advertising did it, the same causes producing the mame results.

"The producer of another well-known food specialty is selling his goods at 25 per cent less to the wholesale grocery trade than four years ago.

WHAT ADVERTIGING HAS DONE.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette-covered box. To-day a etick containing 20 per cent, more sump is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them alf-the automobile busitiese; and compare the \$5,000 or \$10,000 slipe back, he tries to catch up again.

TELLS HOW ADVERTISING card of ten years ago with the equally good cars of to-day, selling for a fraction of the money.

"And so on through a long list, In every case, the manufacturer either has been able to lower the price or improve the quality at no increase in price.

"How has he done it? By means of advertising, which has created demand on a larger scale and thus permitted production and distribution on a large scale. Result-improved manufacturing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have fairly doubled the price of goods,

"'A triumph of economical marketing is the only possible verdict for advertising in the face of these facts."

POSTMASTER GENERAL STRIKES AT PREMIUMS

Premiums or Commissions Paid to Obtain New Subscriptions Must Not Be in Excess of 50 Per Cent., to Be Entitled to the Cent-a-Pound Postal

The methods of a publisher in fixing the price of his paper or in soliciting new subscriptions by the giving of premiums, prizes, or other considerations as an inducement, or by commissions paid to agents, is to be carefully scrutinized by the Post Office Department in the future. Persons whose subscriptions are obtained at a nominal rate cannot be included as a part of the legitimate list of subscribers required by law, according to order No. 189, issued Postmaster-General Burleson, on March 30. Subscriptions, the order mays. are regarded as at a nominal rate when obtained in connection with the methods or offers affecting a reduction of the regular advertised annual subscription price, when it is more than 30 per cent. of the regularly advertised annual price for a single subscription, whether the reduction by a direct discount, or effeeted through a rebate, premiu n offer, clubbing arrangement with other publications, or otherwise, and whether the full premium is paid at one time or in instalments. The actual cost of a premium given with the subscription, together with the premium-subscription offer, must be filed by the publisher with the Third Assistant Postmaster-General, division of classification, and in determining the value of a premium, not only the cost, but the retail value and worth, or value represented to the subscriber, will be considered.

Commissions paid to agents or agencies must not be for more than 50 per cent, of the advertised price.

Publishers who have outstanding subscription offers or other arrangements effecting a reduction in the regularly advertised price, are notified to revise such offers at once. No copies of publication sent in fulfilment of subscriptions obtained under such arrangements made in the future will be accepted at the cent-a-pound rate for postage They will be chargeable with the translent second-class rate of one cent for each four ounces or fraction. Postmasters are required to report all subscription offers which contravene the provisions of the postal laws and regulations

"What we think or what we do, or what we believe, in in the end of lit-tle consequence. The only thing of consequence is what we do."

When a man quits smoking and then

CONVENTION OF TEXAS EDITORS

Many Vital Topics to Be Discussed at Galveston Meeting in June.

Sam P. Harben, of the Richardson (Tex.) Echo, secretary of the Texas Proug Americation is making accordements for the annual convention of the Texas editors to be held in Calveston June 14, 15, and 16,

Features of the programme, as arranged by the special committee and announced by Secretary Harben, are:

"The Publisher, the Advertising Agent and the Advertiser," W. C. D'Arcy, president D'Arcy Advertising Agency, St. Louis.

"Is It Good Policy to Give Pres Readers in Order to Secure Display Advertising " Henry Ellis, Herald, Denison

"Are Special Trade Editions Real Trade Bousters?" C. C. Watson, Reporter, Midland; James Howerton, Herald, Hallettsville.

"Editorial Fearlessness," Mayes, dean, School of Journalism, Austin; Lloyd P. Lochridge, Austin.

"Does the Typesetting Machine Pay in a Small Office," Harry Koch, Tribune-Chief, Ouanah: H. F. Schwenker, Standand Brady.

Should the Country Withhold Deplorable Local News?" F. Harigel, Journal, La Grange.

Then the High Price of Paper Justify the Severance of Exchange Courtestes? Joe J. Taylor, News, Dallas; Col. Frank P. Holland, Holland's Magazine, Dullas,

"Facts About the Paper Situation." Lee J. Rountree, Commercial, Georgetown.

TURN-OVERS NOW TABOO.

Toronto Star Makes New Rule Regarding First-Page Articles.

The Toronto Star has recently put into effect a rule that there shall be no turnovers of front-page articles, except in special emergencies, when one article may be continued over to the second page. The change has been made in the interests of readers of the paper. Disemoing the matter with a representative of Tuk Eorog and Pregneres, John R. Bone, managing editor of the Star, stated that he had had the idea in mind for some time, but had been impelled to carry it into effect after reading an article on Canadian journalism written by C. F. Hamilton, once a well-known newspaper man, but now in the civil MINTER

Mr. Hamilton had attacked the cusof indiscriminate continuation of articles most vigorously, on the ground that it was examplerating to readers of newspapers to have to turn back and forth chasing up the tag-ends of articles. He saw no valid reason for the custom. Mr Bone thought he would see if the matter could not be remedied so far as the Star was concerned. The new rule was put into effect, and so far it has worked successfully

Poppendeick Succeeds Park

John Poppendetek, ir., managing edifor and business manager of the Milwankee Sentinel, has been elected president of the Milwaukee Daily Newspaper Publishers' Association, to succeed William Park, who has held the office for many years. Michael Krutzka, of the Kuryer Polski, was elected vice-president, and V. J. Zalser, business manager of the Milwaukee Free Press, was named as secretary-treasurer. resigned as president following his retirement as hulf-owner and business manager of the Milwaukee Daily News.

Women and Newspaper Work

Addressing 500 young women attending the vocational conference at the University of Minnesota, Miss Helen M. Bennett, of the Chicago Intercollegiate Breau of Occupations, said: "Cirls, do you want to be newspaper reporters or journalists? Then study the art of judicious flattery, especially when dealing with the male sex, if they won't 'kick in' with the material for a news MADEY "

Miss Bennett advised aspirants for the newspaper profession to begin in a small town. She impressed the fact that the girl reporter's salary is small and the work arduous.

The World's Biggest Flag

At noon on April 4, while all Sa Francisco was awaiting the formal delaration of war by Congress, the Es aminer added the most spectacular fer ture of the enlistment campaign by wa furling across the junction of Marke and Third Streets, the largest America flag in the world. Participating in 19 ceremony were a company, each of the regular army, the navy, the marin corps, and the National Guard. Ty immense flag is suspended from a cable, stretched between the twelfth flo of the Hearst Building and the ro of the Mutual Savings Bank Buildin

A. McKim, Ltd., Reorganized

The new executive of A. McKim, Lin ited, advertising agency of Montreal, T ronto, Winnipeg, and London, Eng., h been announced. The staff, comprisis 140 employees in four offices in differe cities, remains the same. The person of the executive as now organized i. N. McKim, president and treasurer; Mo-Ansom McKim, vice-president; W. Somerset, general manager; H. E. Stepl enson, secretary; C. T. Pearce, manage at Toronto; Thomas Bell, manager Winnipeg; W. Keeble, manager at Lo don. Eng.

Old Time Printers Elect

The Old Time Printers' Association of Chicago, last Sunday elected Pel M. Belkan, president, and William Cahill, vice-president. The follows directors were chosen: Nels Johns S K. Parker, Michael Colbert, Pros D. Finn, William Sleepeck, and W tiam C. Hollister. Charles S. Peters has been appointed chairman of a mittee to represent the Association exercises to be held May 11 in Shepard School, Chicago, in comme oration of the sixty-third anniversa of the birth of Ottmar Mergenthal inventor of the linetype.

Hope Ads Will Find Heirs

From Atlanta, Ga., in the hope of ! ing relatives of Gen. D. C. McCat Civil War here on the Union side, a at tion-wide campaign of advertising now being conducted, in order that rall roud securities and other stock worth more than \$100,000 and papers of better torical value may be turned over to !! proper owners.

To Help Red Cross Work

The Buffalo Ad Club has adopt resolutions, pledging the support of members to Prosident Wilson. At ? last meeting President William P. 600. speed announced that the directors the organization have decided to P vide two beds for the base hospital? ing organized by the Buffalo chapter the American Red Cross Society.

Digitized by Good

A Newspaper Problem Definitely Solved

Trumbull White, formerly Managing Editor of Everybody's Magazine, and Frank Parker Stockbridge, formerly Managing Editor of the New York Evening Mail, announce Investors' Public Service, Inc., formed for the purpose of supplying accurate, unbiased financial news and information to newspapers throughout the country.

The position of newspapers as servants of the public has been strikingly emphasized in recent years by the increasing demand upon them for specific and expert information and advice on investment topics.

INVESTORS' PUBLIC SERVICE, Inc., offers a daily and Sunday feature service that combines interest, reader service and advertising stimulus. One paper in each city can obtain this service at a cost based upon actual value to the paper.

A plan has been worked out whereby the newspapers, at practically no cost to themselves, can provide information service demanded of them and thus take prompt advantage of the business-getting opportunities before them.

There is today more surplus money, among all classes of people, looking for investment than ever before. One result of this is that a larger and more ferocious horde of financial wolves is on the trail of the unwary public than at any time in recent history.

INVESTORS' PUBLIC SERVICE is not connected with any stock brokerage house or other market interest. It has no interest to serve except that of the investing public, but is working in close co-operation with banking and business interests that realize the growing tendency to reckless speculation and the dangers that confront the investing public.

Don't let the fact of war frighten you into thinking about "Hard Times." We are entering on a new era of prosperity, in which the demand for financial advice and information will be greater than ever. Canada and Japan are now enjoying the highest prosperity in their history, just as the United States did in the Civil War.

Newspapers using this service will be in a position to give patriotic service in laying before the people the facts in regard to the new bond issues, taxes and other means of war financing.

Prompt inquiries from publishers are invited

INVESTORS' PUBLIC SERVICE, INC.

149 BROADWAY, NEW YORK

TRUMBULL WHITE,

President

FRANK PARKER STOCKBRIDGE, Vice-Pres, and Gen. Mgr.

PROPOSED CENSORSHIP BILL READY TO SUBMIT

Final Draft Said to Meet with Approval of Sub-Committee Representing the A. N. P. A .- Will Probably Be Introduced in Congress at an Early Date-Details of the Bill.

WASHINGTON, April 12.—The proposed Censorship bill as finally drafted by the several departments interested, and which is said to meet with the approval of the sub-committee representing the American Newspaper Publishers sociation, and which, in all probability. will be introduced in Congress at an early date, reads as follows:

"Section 1. That when a state of war exists, the President may prohibit the publication or dissemination of any and all information, facts, rumors, or speculations referring to the armed forces of the Government, materials, or implements of war, or the means and measures that may be contemplated for the defence of the country, except when such publication or dissemination shall have been duly authorized, and he may issue such regulations as may be necessary to render such prohibition effec-

"Sec. 2. That after the President shall have issued such regulations as authorized by Section 1 of this act, it shall be unlawful for any person or corporation in his capacity or as such within the jurisdiction of the United States, to publish or disseminate or cause or procure, or willingly or through negligence permit to be published or disseminated, or to assist in the publication or dissemination of any information, facts. rumors, or speculations prohibited by the terms of the regulations issued un-

der this act, except when such publication or dissemination shall have been duly authorized under such regulations, and any person who so offends may be punished by a fine of not more than ten thousand dollars, or by a term of imprisonment of not more than three years or both. Any corporation which so offends shall be punished by a fine of not more than twenty thousand dollars, and any officer or director or agent of any corporation who shall consent to. connive at, or through negligence permit any violation of the provisions of this act by mich corporation or by any of its agents or agencies, shall be punished by a line of not more than ten thousand dollars, or by a term of imprisonment of not more than three years, or both.

NO RESTRICTION OF OPINION.

"Sec. 3. That nothing in this act shall be construed to limit or restrict, nor shall any regulation berein provided for to limit or restrict, any publication of discussion, comment, or criticism of the acts of policies of the Government or its representatives, provided no discussion, comment, or criticism shall convey information prohibited under the provisions of section 1.

"Sec. 4. That the regulations and the pains and penalties authorized by this act shall continue only during the exintence of a state of war, and shall cease to be operative with the cessation of military operations, except for pains and penalties for violation of committed prior to the censation of military operations."

It is thought that the enactment of such a bill as here outlined would give general satisfaction to all concerned.

All cats look gray-in the dark.

THE WALDORF-ASTORIA

PEACE AD MONEY TO SOLDIERS

Spokane Daily Refuses to Profit by Space Sold to Pacifists.

In its issue of March 31, the Spokane (Wash.) Spokesman-Review carried a full-page advertisement of the Emergency Peace Federation, urging the Americans of the West to keep the country out of war. The advertisement was printed in spite of the fact that its appeal is out of harmony with the stand the Spokesman-Review has taken.

The points made in the ad were answered, one by one, in a long editorial in the Sunday Spokesman-Review, this being reinforced with interviews similar temper from prominent citizens, and the money secured from the advertising was turned over to the National Guard of Spokane or for the use of their dependents.

W. H. Cowles, publisher of the Spokesman-Review, is a member of a committee of Spokane citizens who are backing a movement to guarantee each man who enlists in the United States army the same or a better position upon his being mustered out of service, and during his absence to care for his dependents.

ASKS FOR ADVERTISING SPACE

A. A. C. W. Copy Submitted to Publishers for Use on Last Year's Plan.

William C. D'Arcy, of the D'Arcy Advertising Agency, St. Louis, will have charge of the coming convention advertising campaign of the A. A. C. W. Newspapers and magazines and other publications are to be asked, as formerly, to carry this copy free. The first piece of copy is headed, "Advertising Lower Costs of Distribution," white

other pieces of copy are entitled: "Bring Your Facts and Figures to St. Louis
June 3d to 7th." "Advertising Visualizes the World's Work," "Advertising Is Americanism," "St. Louis Grand Headquarters of the Advertising Armies of the World. June 3d to 7th."

Founder Pulitzer Honored

Following a custom inaugurated two years ago, the third year class of the Pulitzer School of Journalism at Columbla University on April 10 marked the anniversary of Joseph Pulitzer's birthday by placing a wreath on Rodin's bust of the founder of the school which stands in the lubby of the Journalism Building. The annual dinner of the school, at which Mr. and Mrs. Raiph Pulitzer are expected to be present, was planned for Tuesday night, but the fourth year men are working every night this week on their newspaper, the News, and the dinner will be held April 19.

Entertained Fellow Scribes

J. Wilson Gibbes, clerk of the South Carolina House of Representatives, himself a newspaper man, entertained a dozen newspaper staff men at dinner, in compliment to two men of the craft who have recently taken up new work, John Elliott Puckette, of the State, becoming private secretary to Gov. Manning and William J. Cormack, of the Record, being promoted to managing editor of that

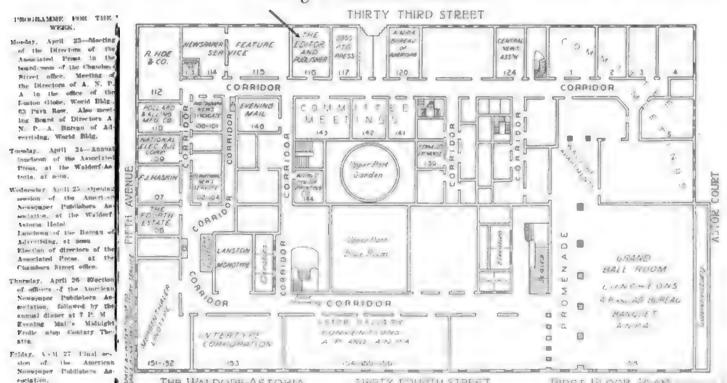
Agency Offers Aid to Baker

The E. P. Remington Advertising Agency, of Buffalo, through Carl J. Balliett, managing partner, has offered to Secretary of War Newton D. Baker to give the Government any kind of service it may be called upon for to help win the war.

FIRST FLOOR PLAN

CONVENTION FLOOR PLAN FOR WEEK OF APRIL 23

A. P. and A. N. P. A. Convention Arrangements for Waldorf-Astoria with Diagram Showing Location of Exhibits.



THIRTY FOURTH STREET









CONDITIONS TODAY NOW IN PITTSBURGH

Surely prove The People prefer The Evening Sun at two cents per copy; The Morning Post at two cents and The Sunday Post at six cents.

Note the following circulation figures, owers not said averages: For March, 1917. The Evening Sun., 60,409



April 1, 1917. April 1st, Govern ent Report, for six months preceding. The Evening Sun. 61,695 The Morning Post, 51,079 (week days) The Sunday Post, 94,558

Note your Leavenment report shows six months, part at old primy price, part at increased price. It there me give the figures NOW, Get the average raid for March, 1972, and have what circulation see see barrier NOW.





LOCAL DISPLAY Advertising in The five, and The Sun internand MG for the mouth of March, 1917, over March, 1916. V1917. Disease the advertising transpare of the local stors is used on investigation that the internace in subscription received the deci-tion is used to a investigation that the internace in subscription received depth of consideration of The Dots and The Sun in Sensor Wiles, our the local temporary published on Furtheright the channel and most complete in otres, features and advertising and the greatest white for the energy in the resident. At the new increased price (facility counts with the reader. Big type, 'Bull' and 'flock' dust good two cents per, Dosh and six cents Sunday. Remember, any information you want about The Post and The Sun any time

Pat The Post and Sun first on your list for your Patsburgh advertising. It will The Potengin Adventising gain in The Post and Sun for March, 1917, was over 20%. It will be 190% carb mench because if the foreign advertisers and agents will get the NOW detailation figures and conditions in Pittsburgh. Note the excellation of The Post and Sun is paid for in eash. No "Tin Sigo" irrelation; no copies breight is small town papers and given away as premium.





















TRYING TO REGULATE POLITICAL ADVERTISING

Owen Corrupt Practices Act, with Objectionable Features Retained, Reintroduced in Congress-Seeks to Impose Mandatory Business Policies, Limiting Freedom of Action.

WASHINGTON, April 11 -The superior advantages of newspaper advertising are recognized by the Owen Corrupt Practices act, which has just been reintroduced at this session of Congress, and which specifically states that it will not be unlawful to advertise ad Mb in newspapers or otherwise; and money spent for such purpose is one of the few exemptions made by the law for which there will have to be no accounting. Certain provisions of the Corrupt Practices act make new regulations governing newspapers that handle campaign news stories and advertisements. The provisions of the bill relating to the press are as follows:

"Any newspaper, magazine, periodical, bulle-a, or other publication in which during a tin, or other publication in which during a campaign shall be printed any information, specor general, concurning any bet or wager or the sale of pools on any such election shall be nonmalishle, and shall be excluded from the mails by the Postmaster-General, shall not be construct to problish the publicainformation regarding the violation the law, or of legal proceedings on account of

HARDSHIP FOR "CONSTANT READER."

"During any computes no newspaper or other perintical chall publish any letter or communiperintical cannot promine any perior or communi-cation on any pulliferal subject, composed by any person not an officer, editor, or employee of such newspaper or other periodical, unless the real name of the author thereof be appeared

thereto and published with such communication.

"No publisher of any newspaper or other periodical shall insert, either in the advortising columns of such newspaper or other periodical or elsewhere therein, any matter paid paid for directly or which is intended to or tends to influence, direcity or indirectly, any voting at any or primarion, unless at the head of said matter in printed in twelve-point caps the words 'P' Advertisement,' and unless there is also statement at the head of said matter of the name of the candidate or political committee in whose behalf the matter in inverted, and un-less also the price paid or contracted to be paid for such advertisement is stated at the head of said matter,
"No such publisher thall though for political

ndvertising in excess of his usual and customary charges for commercial advertising. If such publisher shall accept any political advertiseent he shall thereasum be b resides upon equally favorable terms the po-litical advertisements of all candidates and political committees, provided the advertisements tendered are not libelious, ecurrilous, or

EDITORIAL INFLUENCE.

"No owner or publisher of any nowspaper or no spent or employee owner or publisher shall, directly or indirectly solicit or receive or accept any payment, prom-les, or compensation, nor shall any person pay promine to pay or in any manner of or pressive to pay or in any manner compensate any such owner, publisher, agent, or employee, directly or indirectly, for the puggion of in-fluencing or attempting to influence, through any printed matter in such newspaper or other peclodical, any voting at any primary or other election through any means whatsoever, except through the matter inserted in such newspaper or other periodical as 'told advertisement' and en designated as provided by this act retrain shall withdraw or threaten to withdraw his patr-nage or advertising from such publication for the previous of influencing its attitude on collision questions. No person shall pay the owner, editor, rublisher, or seemt of any news tensor or perialical to induce him editorially to win rate or oppose any candidate for number selling or periodical to induce or election, and no such somer, edited publisher, or agent shall accept such joyment

Seaman, Inc., in Chicago

Frank Seaman, Inc., New York city, have discontinued the Detroit office and epened an office in Chicago.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



JUST AS THE EDITORIAL WITTEN GOT A NISBLE FOR A BIG IDEA, AFTER MUCH CONCENTRATION, THE CUB REPORTION STARTS A CAMPAIGN OF MUSICAL PROSIT-FULNESS. UNABLE TO STAND IT ANY LONGER, THE EDITOR TAKES THE SITUA-TION INTO HIS OWN HANDS.

D. R. Fitzpatrick, cartoonist of the St. Louis Post-Dispatch, belongs to the new school. He puts over his idea in the fewest possible lines. He tries to bring a single thought to the reader. That he is ancessful may be judged from the way he has illustrated the thought (and belligerent attitude) of the editor in the above. The cub is a goat-getter on general principles. But he adds to the enormity of his crimes by whistling (an unpardonable sin in a newspaper office) while others are working.

Fitzpatrick started with the Chicago Daily News, where he worked three years on comics and sports, and nine months on cartoons during the Illness of the late Mr. Bradley. He received his training at the Art Institute in Chicago. He is twenty-six years old and married

NEWSPAPER MEN THANK BAKER AND MacARTHUR

Washington Correspondents Pay High Tribute to Officials Who Have Made the Voluntary Censorship Feasible-War to Bring Many Changes in Assignments of Men at Capital.

Washington, April 11.-Newspaper men at the State, War, and Navy Buildings have sent a letter of thanks to Secretary of War Baker, and to Major Douglas MucArthur for the treatment accorded them since the establishment of a censor of military news: It follows:

"It seems quite likely that the days of action before us will see many changes in the corps of newspaper correspondents who have been assigned to the War Department for many months tural. Some of an will an assolding the and others into other fields of activity connected with the war. Changes will come, too, in the modernment of army officers whom we have learned to know here in the Department, and before that time comes, we wish to express to Ames Brown, Philadelphia Broods,

you, and through you, to Major Pougias MacArthur, our appreciation of the way he has dealt with us for all these months in his trying position as military censor.

HAVE KEPT THE FAITH.

"Our needs have compelled us to tax his nationce at all hours of the day and night. We have never failed to receive courteous treatment from him. Although the consorship imposed was but a revolutionary obligation upon the prese, it has been kept faithfully and we feel that it has been largely because of the fall, wise and liberal way in which Major MacVillur excressed his functions that this was possible."

The letter is signed by Edwin M. Hand Assentated Press, George S, clarevin, International News Streng, Carl D. Grout, Univil Press Associations, Richard V. Ochshan, New York Times, Lawrence Hids New York Son A. N. Jampson, Certial News, Grafton 8 Wheen, Chesco Termo, Lawrent Brean New York Herabl, Plank W. Connot, New York World Jown Parbeat, New York American, L. W. Moffert Cleveland Dady Iron Trade, L.

SCHERMERHORN SEES WORLD PEACE PROSPECT

Urges Early Assembling of Press Congress of the World to Devise Plan for Preventing Further Bloodshed President Williams in Sympathy With Dotroit Editor's Purpose.

James Schermerhorn, editor and publisher of the Detroit Times, in a recent letter to the Hon. Walter Williams, dean of the Department of Journalism of the University of Missouri, and president of the Press Congress of the World, snid:

"Diplomacy and the good offices of neutrals having falled to effect a stay of warfare, why not permit the press of the world to try its hand at devising a scheme for preventing further bloodshed, wastage, and suffering, and of bringing all nations of the earth into a covenant of enduring peace.

"I beg to propose that, instead of postponing the assembling of the Pres-Congress of the World, until 1919, the date to be set ahead one year, thus making it possible for the delegates to meet this summer, or fust as soon as all the national association can convene, and select their representatives. Have it understood that the sole purpose of this Congress is to have the best equipped leaders of all Christendom formulate a basis upon which the warring powers can subscribe to an armistice pending the adjustment of differences and the perfection of a permanent plan of international tranquility, to which all have already assented in principle."

in a leading editorial on the front page of the Detroit Times of April 9. Mr. Schermerhorn quotes the immortal words of Bulwer Lytton: "Beneath the rule of men entirely great the penis mightler than the sword."

In response to Mr. Schermerhorn's letter, President Walter Williams wired as follows from Columbia, Missouri. under date of April 9:

"Dear Mr. Schermerhorn: Beg to acknowledge, with appreciation of your high motives, your eloquent message invoking the aid of the press congress of the world toward the abolition of war and the promotion of peace. transmitting it to-day to the members of the executive committee who, under the Constitution of the Congress, must determine what action if any, shall he taken in response thereto. I will communicate further with you when I have heard from them. Permit me to thank you personally for your noble and inspiring message."

Stephen 1 Early, Associated Press; Hal-H. Smith, New York Times: Albert W Fox, New York Sun; Matthew F. Tighe, New York American; T. Holman Harvey, United Press; Arthur Sweetser, Associated Press; R. M. Bocckel, International News Service, K. L. Simpson, Associated Press; J. K. Dougherty, Washingt in Times, Leroy T Vernon, Chicago Daily News; W E Brigham, Boston Evening Transcript, R. A. Zachary, Brooklyn Dally Eagle: Harry B. Hunt, Scripps-McRae Newspapers. Afred J. Clarke, Washington Star; E. L. Bonn, Foreign Affairs News Service, O. McKee, jr., New York World and Amon B R senithal, Milwauke-

Washington Herald Two Cents

The Wishington (D. C.) Herald which has formerly sold for one centhas found a marksury to increase its sales rate to two mats per copy,

-101 -10

Canada's Growth

There is no need to give the figures of Canada's Agricultural development. It is the feature of the twentieth century in that line.

Canada's industrial progress is almost as great. Cities in the United States are justly proud of their increscence; but Canadian cities of equal size outrival them in proportionate growth.

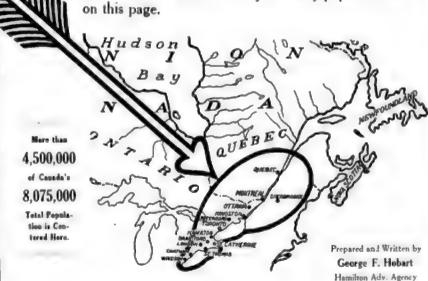
Here is the industrial record for the past five years:

Toronto, Canada -	82%	Detroit, Mich	59%
Hamilton, Canada -	111%	Bridgeport, Conn	30%
Ottawa, Canada -	69%	Rochester, N. Y	25%
London, Canada -	50%	Portland, Ore	19%
·	Baltime	ore, Md 15%	, 0

The standard of wages is as high in Canada as in the United States. Canadian workmen are well paid. They can buy the things that make life worth while, and their principal reading is the daily newspaper.

American Manufacturers! Canadian imports for 1916 were double those of 1915, and much of this increase was in the things you make and sell. Are you getting your share of this good business? If not, it is because you are not advertising in Canada's daily newspapers.

Seven-eighths of Canada's Manufacturing is done in the district covered by the daily papers listed on this page.



PROVINCE OF ONTARIO

Population 2,523,214.

	Circolation	a. Lie	0400.
	Net their	2,000	10,000
Brantford Expenteer (E)	7,500	.0178	015
Bruntford Courier (h)	4, 8072	.0105	.00%3
Linking News (16)	2,250	.01	.0071
Insulates Speciator (16)	28,200	.0425	0.6
fauilten liernig (E)	16,000	.04	.033
Lingston British Whig (E)	5,439	.015	10.
landon Advertiser (M. N. & R.)			
Lamiton Free Press (M. N. & R.			.04
Dittawn t falmen (M. & R.)	290,45350	.US	.05
Uttewn Journal Press (M. & E.			
Uttawa Lu Brott (E)	15,125	.0281	.0159
Peterburough Enaminer (E)	1,800		
St. Thomas Times (K)	U, JESO	.0125	.01
6t. Catherines Standard (E)	7,16000	.025	.0123
Foresto Globe (M)	56,900	.12	.uu
Investo News (E)	49,000		.03
Turumlu Nint (K)	97,005		
Jurusto Wurid (M)	46,926	åeu.	.446
Turunto World (2)	DUU, KU	.10	.07
Window Record (K)	M. 4530	.02	.013

PROVINCE OF QUEHEC.

Population 2,882,731-- English 397,392

Fracti 1,000,	2.19		
Southwal limity Made (M)	22,928	0.3	0.5
Montreal Ganette (M. (2r \$6 yr.)	24,388	, 10th	.05
Montreni La Patrie (E)	35,527	. PU	.445
Montreal La Presse (E)	140,000	.10	.05
Moutreal Le Devuir (K) (2c \$5) r.	114,900	. 603 56	0.1
Montreal star (h)	100,000	.11	. 493
Quebec La bulels (K)	35,000	.05	.03
Sherbrooks Recurd (E)	10,684	.43	.022
	991,472	1.4392	1.1460

The Newspapers Meted on this pape ager ZZE'sui accrage Litralizing at a total commend cost of \$1.10 per then one and uncost; strain of a cent per thousand.

Make your own deduction up to whether that he not love took advertising, bouring in wing that the territory to recent must interactly, and that it course footlass of the principal title of the must popular portion of impresses tunnel, and their solution, and cuters them test with hestopapers of high standing and Keynaldian.

Suppose you had this tremendous Publicity Porce working for you; don't you think you would suon feel the Comment?

(Continued from page 12)

and its come in ADVINETIBING. It has proved bat advertising, because it is a me accountful method of marketing, in an important actor in the reduction of marketing coats, which is turn tends to a reduction in prices. It has reved that advertising, because it opens wider narkets, helps also to reduce manufacturing unts. because it permits manufacturing on a armer and more scientific scale. It has proved arger and more occentible scale. It has proved that these results have been attained, despite die recent rise in the cost of labor and raw insterial. These facts can be proved by one example after another, taken from nearly all the Hann of industry represented by the Lane. advertising interests of this sciuring and

HEIDER'S SPERCH A CLIMAX.

Mr. Hodges's speech came last, and acted as climax. His subject was "National Advac-ising." He said that when the "scrap of climax. He subject was "National Advar-ising." He said that when the "scrap of spur was lighted which illumined the Kuiser eross the Belgian border, it inflamed the moral adignation of mankind." It was certain thea, e said, that seemer or later this country had o get tute the war or admit she had no morats. "If there were not to-day a Bettish and French Seel, we would have paid the price of this war by now." dectared Mr. Hedges.

Mr. Heiges, who got a big reception, said: "I came somewhat under the direction of Mr. Lynn, there hering a relationship between his suggest tions and my spicetrance. And yet I can forgive him for much he has done to and for me. I can forgive him because we have much in comcan regive mas updates a mark countries out the countries of the countries and that appeals to me. (Applance.) I have often wondered what it was that made my good friend Oscar appear to me as he does, and it is the fact that be has a mother whem he has trought here to-night. (Bising applance.) Con-dicentially, you should never speak of a woman's age, yet she is a few minutes above cighty, and if I am able to go around when I am eighty and he as a well received as she was to-night. and be as well received as she was to-night. I hope that my maturing years will be accel-I note that my maturing your crated. At every bangest there are speakers who have the subject that they discuss, and thuse who do not (laughter), and one who knows has spoken (laughter), and one who does not know about advertising is about to speak (laughtor).

"I really do not know much about adve tising, but a thought has occurred to me in resard to the topic of the protecual resard to the topic of the penticeum who has pecceded me on the public opinics in relation are pecceded me on the public opinics in relation of a several part it off or a purpose of arriving at a means of cunclusten. I often wonder what an means of cunclusten. I often wonder what an mixer said the opinion of everyday prices there would be no manufacturing, and if this passion adjustment thinks when he is a notice continuous of the advertising man was appeared bere with confidence able to think out aloud. And I often think

DINNER OF SPHINX CLUB in his belief he would know more than he now does. If you do not believe that live at a hotal.

Steme rears ago lawrers were sugaged in going through the affairs of the Enickerbocker Trest Company in order to get them out of the hands of the receivers, and so to-day if advertisers would give a little thought in this flovernmental crisis on the advantage in this troversmental crisis on the automatupe merely of selling at the same rate that they sell to the public it certainly would be a big help and greatly appreciated. I suppose the public has to take what is offered them in the

public has so take wast in ources uncered as we at it is given to them, or let it go at that.

"Seems day the public will late it go at that and many people will have to wort by the day as they absold. (laughter) As I understand the paychology of an advertising man, it is a man with an undoubted passion to demonstrate that someone wants simething he does not need and does not care for, and the intensity of his and these test care for, and the intensity of his emotion in personaling people to that conscrimes results in a contract and sometimes breaks friendship. There is one thing that appeals to me, however, about an advertisee, and we all advertisers in a way, and that is that con-fidence that he has in himself. Of course, in these days of efficiency it is more important for advectisers to be careful how they do it, because they have to be careful how they go There is a great deal of differen in expression an opinion and a fact, classificer, .

'The stambling blocks of a race are the fact

that the realization enables a man to enter and those realizations are the apinious of the people. The result is a happy or discontented public, and yet the public is every man who is not in the profession of the man who is working. The public is all the rest of the men who talk, With public is all the reas of the family of the decrased, to the decir it is the estate of the decrased, and thu few who jet remain. To the lawyer it is the man who has not yet experienced the advantage of a contest with numebody where the prices of the fee is indicated in the best of To the business man it is any one who has the price to buy anything from some one who can personne tim he can be convenienced. which would indicate to the casual mind that I know something about one side of advertising that has not been reported. One thing that transies me about advertising is that I have moved seen anything advertised that was normal in its character.

MUST BE NORMALLY HUMAN.

"It is always the best and only thing of its it is accompanied by a sort of a morn! valuation, so much so that if you do not moral valuation, as much so that it you so not purthaum now, when it is the accepted time of calcation it may be too late, and you cannot even pai it off for a purpose of arriving at a means of conclusion. I often wonder what an

what an advertising man must think when he is alone, and what he thinks of the construction and wealth of morals and laws. that you all look prosperous, which reminds me that appropries are deceiving, and I am wonon your mponumers and I am wondering also what you thick the pulse blinks of you and advantable and whether was think the public gots it right and gets it goes!."

In the Public Interest

Two New York nowspapers were instrumental during the past week in placing before the people at large full and correct information on the war situation. The New York American published in pumphlet form the address of the President to Congress on April 2nd, on the war situation, and the Evening Post printed the record in what it termed "The case of the United States Government against the Imperial Government of Germany," giving a summary of the entire correspondence between America and Germany leading up to the war situation. Both of these pamphlets were widely distributed by the newspapers named.

It's an old mathematical principle that nothing can contain something greater than itself.

INVESTIGATING A "LEAK."

N. Y. Paper Prints San Francisco Shipping News, which Is Suppressed There.

Somewhere around the San Francisco t'ustom House there is a "leak," and un investigation is being carried on by Collector of the Port J. O. Davis and other Kederal officials

A month ago, following the severance of diplomatic relations between the United States and Germany, instructions were issued from Washington to divulge no more shipping information. Since then clearances, entrances, and the contents of the manifests on steamers have been carofully suppressed. The manifests before that were copied by local newspapers and statisticians for big cor. porations, who kept tab on outgoing shipments. The local press and persons interested submitted to the rule in good grace. But to-day they are indignant.

A weekly publication printed in New York, it has been discovered, is printing San Francisco exports. They are as complete and as accurate as in the past. For two weeks successively they have enumerated the cargoes of outgoing

The Illinois Staats Zeitung

of Chicago, an American newspaper in the German language, has for 70 years guided and directed the Germans in America to good citizenship. It is distinctively an American newspaper for America under all circumstances and at all times. At this critical time it is one of the most potent newspapers in the Middle West. The following editorial in its issue of April 6th, very clearly defines its attitude

The Congress has adopted the -called war resolution by an erwhelming majority. Presioverwheiming majority. President Wilson will surely sign it and then the United States will be officially at war with Ger-

and then the United States with so officially at war with Germany.

True to its principles to the very last, this newspaper endeavored with untiring energy, unfaitering determination and convincing argument to keep these cauntry in its first proclaimed course of strict neutrality. It was not to be. Many other loyal American newspapers and very many patriotic American citizens will be mean the decision of our tengress to plunge our beloved land into the European machtrom of blood and carnage. Whatever the forces are that brought America into the war, we will not now analyze them.

Our country is in war. This newspaper abides by the decision of tongress and supports war.

God grant that our participa-tion in it will be limited to de-

fense.

God grant that entering the European war will not prolong the tilante struggle abroad.

God grant that our arms will be crowned with victory—the victory of a just and humane came.

cause. Good grant that peace may come to all the warring nations, that their peoples may be spared further bloodshed, suffering, privation and sacrifices.

Good grant that the awful hatrest of Christian spains christian will give way to a revival of true Christian; "Love thy neighbor as those!"

This newspaper candidly admits that the German government sinned against the United States and condenus again, as it has heretestore condenued the German government, for those

sins. The United States was justified in declaring war against German, in the opinion of our Congress and our administration.

Congress and our administration.
Heavy the the heart may be, dazed the the brain may feel. there is only one possible course of thought and action for every loyal American and that is to stand by the stura and stripes and support our duly elected officials in their efforts to direct a successful war.

The "unthinkable" thing has happened. Germany is the enemy of our country. We are at war with the Fatherland of millions of our citizens. It will not do to clench fists and breathe smothered outlis. We are all citizens of one republic, the greatest, the freest republic on earth, and our legally elected representatives in whom we reposed our trust to lend us right, have decided that Germany is our enemy and we will abide by that decision and accept it. We will so our regular ways, live in peace with our neighbors and obey the laws of our land. We will do our full duty as citizens we will heed our country's call. Our country needs men for every branch of the service. It will east credit upon Americans of Teutonic desent if they join the army and the navy of the United States.

The United States has been at war with Great Britain on several occusions. Americans of Anglo-Saxon descent joined the army and the navy of their adopted country and fought their own kin. It was the proper and the loyal thing to do. Americans of Teutonic descent fought at their side.

No one can read the future. No one can tell what the future holds. The Linted States may be at war with Great Britain or Mexico before another twelve months roll by

National Advertising Record

OF eight leading newspapers in the eight largest cities of the United States (except Philadelphia, figures not available) The New York Times published the greatest volume of National advertising in 1916:

	Aug te- Iltiere.
The New York Times	 3,496,514
Boston Post	3,253,136
Chicago Tribune	2,933,115
Detroit News, News-Tribune	2,519,077
Cleveland Plain Dealer	2,497,250
Baltimore Sun	2,307,218
St. Louis Post-Dispatch	$2,\!130,\!800$
Pittsburg Chronicle-Telegraph	 1,502,256

Covering the Great South for \$3.046 a Line

MORE THAN FOUR MILLION FAMILIES WAIT TO HEAR FROM YOU

, PAI	PERS WEL	COME	D IN S	SOUTHERN HOUS	BEHO	DLDS		
ALABAMA.	Net Paid Circulation	2,500	10,000	SOUTH CAROLIN		Net Paid		10,000
Birmingham Ledger (E	33,259			Columbia Record		Irentation	linea	2 8 may en
Birmingham Age-	, 04,400	.06	.06	tolumbia Record	(R)	11,325	.025	.025
Herald (M	17.000	.07	-			0.216	.025	.025
Birmingham Age-	, 17,000	*6.3	.05	Columbia State	(ME)	18,561	.05	.04
Herald (S	28,000	Company .		Greenville Piedmont		4,760	.014B	.014
Birmingham News (E		-95	.06		GROS	LGIA.		
Birmingham News (8		.00	.07	Atlanta Georgian	(18)	50.010	.06	.07
Mubile Register (M		.04		Atlanta Sunday				
Mobile Register (8		.0.5	.06	American	(8)	81.557	.12	.10
Mobile \cms-ltem (E		.03	.08		16	7.200	.0215	.017
				\ugusta Chronic. (M.	A.S.)	8.000	.035	.026
		.05	.04		(BE)	22.399	.04	.04
vertimer } (8) 20,783	.06	.05	Macon Telegraph	(8)	33.263	.04	.04
96 96	NTUCKY.				(E)	13.124	.08	.03
				Augusta Hernld	4 86 3	11.805	.08	.oa
Louisv'is Conr.Jour. (M		-10	.07	Savannah	(MIL)	14.037	.04	.08
Louisv'te Cour. Jour. 18		.12	.400		FLOR		,	
Louisville Times (E	43,H05	.10	.08	Penancula News	(18)	4.628	.0130	.018
Louisville Herald (M	49,096	. O T	.07		ME	5.309	.0172	.017
Loufaville Herald (#	42,408	.07	.07		(8)	5.809	0172	.017
Lexington Hernid (M	N. 239	.0170	.0179	Jacksonville Times-	(0)	0,000	.0112	
fextuation Herald (S	8,239	.0179	.0170	Union (M		26.714		.05
				Jacksonville Metropo	24-180		.05	.05
TES	NESSEE.						.04	10.0
Chattanooga News (E	14.000	.08	.08	· · · · · · · · · · · · · · · · · · ·		TANA.		
Chattanooga Times (M)	,				(86)	65,048	.10	.10
Chattanouga Times (M)		-06	.06	New Orleans Items	(35)	GH,ATS	.13	. 2.4
Memphia News-	1			New Orleans Times-	*			
	45.000		**		(RE)	55 236	.10	.10
Scimitar (E Memphia Commercia)	45,000	-11	.10	New Orteans Times-				
		4.00	4.0	Pleayune	(B)	68,299	.12	.2.2
Appeal (M	71,000	.13	.10	New Orleans Daily				
Memphia Commercial		2.4	2.00	States	(E)	37,492	.06	.06
Appenl (8) 112,600	.14	.12	New Orleans Daily				
Nashville Tennesseean		-	0.00	States	(8)	36.569	.06	.00
& American (M	36,665	.05	.05		VIRG	INEA.		
Nashville Tennesseean				Richmond News				
& American (S		.06	.0-8	Leader	6 BC 5	39.401	.06	.04
Vashville Banner (E		.07	-0.4	Newport News Press		COLEGE	100	.00
Knozville Sentinel (E) 19,659	.05	.04	Times-Herald (M	ALTERY.	10,255 1		
the state of the state of	CARCATECA			Newport News Daily		101000	.085	.085
MORTH	CAROLINA.				(8)	6.993	1000	4000
Asheville Times (E	7.140	.015	.015	Prem	(=)	4.444		
Charlotte Observer	12 309	.083	.025	Norfolk Virginian	(36)	25.691	.05	.06
					(200)	Tan-an-T	1490	
		.02	.025	Norfolk Virginian	4 60 4	mm en en es	45.49	.048
Daily News (6	15.000	.03	.025	I'llot	(5)	33,010	.00	.00

In a territory of 458,972 square miles—more than twice the area of the German Empire—lives and prospers a population estimated to have been

20,872,497 on January 1, 1917

This is about Twenty Per Cent. of the inhabitants of the Continental United States, assuming that the rate of growth between 1900 and 1910 has been kept up since the latest Federal census.

By the same reckoning the Great South sustains about

4,132,258 Families

The population of the Great South is only a trifle less than that of the entire United States in 1850. Through the newspapers here named, national advertisers address the prospering and responsive South at the rate of

\$3.046 a Line

NEW ENGLANDERS HAVE ANOTHER CONFERENCE

Circulators of Eastern States Hold Meeting at Wassester and Disease Prob-Icon of Making Papers Mere Useful to People Membership of Association Shows Healthy Grawth.

When President McNed, at the Hetel Berroft, Worvester, Mass, on Well-

After the secretary's report, Mr. Reycuintion, Philadelphia North American. who was to address the moving in the interest of the L C. M. A. convention of Atlanta, Ga., in June, reporting his inability to attend. There was been disappoliphent, as every one anticipated hearing Mac's speech, wellknowing his shift yto get it across in

good shape Distinct features of the sension were the general discussions of occulation not bring out as many points as informal discussions. The value of a home garden-page, as a circulation promotion wenture, was commented upon. Gotte a number of New England pa-

il profitable, some of the publications going to the extent of combining with ing a map showing the vacant lots, so that effects could be made to improve It was very interesting to note the different angles from which this routless could be handled. A general discussion followed on saving of paper, mailing devices, cost results obtained from the non-return

basis and the advantage or disadvantpared to office carriers. During the marning session an autostatic powepaper seller was demonstrated, also a new metal talifella board rin, of Booles, gave a short talk

At one o'clock a recess was token for fruring the afternoon abs-Sin, F. E Levis, of the Lynn Teleit was decided during the oftenness Dwalar whedsie would be arranged.

ing was a ministers acceptage, pat-



A. E. MacKOHAR.



tion III. Haveston.

"A LITTLE THATEST OF A NEWSPAPER OFFICE." larges which are inevitable, and without which life or a new-paper office would Thus we electured A. E. Mar Kinnon, the director of circulation of the Philispel-Hedford Standard; and, of course, presented Mr. Reynolds as Mr. MacKinson is impolled, for the make of severary, to reprint the phone becould, properly

will be held at New Bedford, July 11.

esters come to that city as guests SERVICE NESCORDS.

t. M. Lalog, the Lowrence (Mass.) Worcester (Mass.) Trivgram; Mitchel, the Purtiered (Mr.) Esperan; minute Madrania, the Fall litters (Mass) tilobe; Sidney J. Hitery, the Fitchburg (Mass.) Sentirel: Warre 4 South, the Mersden (Cont.) locued. Charles W. Palmer, the Woonsocket (St. I.) Call: Frank J. Chapman, the Such J. Moore, the Lewiston (Mr.) seem a Month, the Lewissoft (MAL) Journal: P. E. Vieta, the Harriford (Cunn.) Courant: J. A. McNell, the Bridgeport (Conn.) Foot: D. F. Missan. (Man) Post-Telegram theory, Il Bryrolds, the New Bedford (Mass t Stand-

Boston (Mass.) Transcript D T ass, the Taunten (Mass + Gareton, it trues, the Lares (Mass) Ress. Harry

Henry M. Willis the Pall River (Marcs the Pawtucket (it. I.) Times: H. N.

Exhibit of Old Nevspapers

A rare collection of about 300 early been demotted in the Missouri State Library in the Jefferson Pennsylvania Gazette, printed in 1768. There are copies of the New York tap's Penerstennia Packet, 1974; the

With the bend of the Problem's

Star's Maxim Aid Recruiting

MISS BANKIN OBJECTS TO NEWSIES IN STREET

Quered As Saving That They Are In a School of Daplirity Which Teachers Sharp Practice and Makes Them Lose Self-Respect. An Editorial Protest and

is an inversing editional about Miss come concerning newstope. It says: thinks their should be no newsleys wiltrackes sharp practice and brings on a

or dark or Congressindy Stankin nainte

tract buyers. But is not that what the hip advertisors do? Exactly what the 'sharp practice' is in agt clear. A newsie solden abort-charges you, though there are dishonest people in all trades, and or callings use. He learns many things be enight not to know, swear words and lesson of the give-and-take of Ma. The weak ones, physically or morally, go ings, whether of juveniles or of grown men; but, on the whele, there are, peras are thrown up by the gentler tides "Miss Rankin's ideas are extreme.

The newspe's life is a bard one, but it has graduated some solendid leaders of throughout the country."

NEWSPAPER ACTIVITIES

The St. Louis Times has just an-Love?" contest, which created wide-The unswer, whose augher received first prise, stated that

The St. Louis Star's Annual Easter the afternoon of Auril T. Many them note denated by our wralthy citizen. There were also genuine dyed engs and with cash prints. This public affect The Ht. Louis Globe-Dispatch has

again, at the request of the officials of many cities and towns, placed its newsbundreds of thousands within the part year, is still an popular an ever. It rep-

CARBON BLACK

IS THE FOUNDATION OF

NEWS INK



THE FOUNDATIONS OF

COLORED INKS

ARE

DYES

THE

GEO. H. MORRILL CO.

Years Ago STANDARDIZED the Manufacture of

BLACK INKS

by erecting and operating its own CARBON BLACK Plants. To safeguard its customers it has two plants

BARREN CREEK, W. VA. SHREWSBURY, W. VA.

The Company has now STANDARDIZED the manufacture of

COLORED INKS

by erecting at its main factory at Norwood, Mass., a plant equipped with the latest and most advanced type of chemical apparatus to make the

DYES

used in the manufacture of the dry colors necessary for colored inks

THIS IS SERVICE

THE

CHICAGO TRIBUNE

has recognized the

QUALITY

AND

UNIFORMITY

of the products and the

SERVICE

of the

GEO. H. MORRILL CO.

by placing in its hands the largest order for black and colored inks both in tonnage and value ever placed in the history of the printing industry

GEO. H. MORRILL CO.

CHIEF PRODUCTS

PRINTING INKS LITHOGRAPHIC INKS PLATE INKS DRY COLORS VARNISHES

NORWOOD, MASS.

BOSTON

NEW YORK

CHICAGO

WESTERN REPRESENTATIVES

E. J. SHATTUCK CO.

SAN FRANCISCO

LOS ANGELES

AMERICAN TRADING CO.

REPRESENTATIVE FOR

AFRICA

FAR EAST

OCEANICA

NATIONAL PAPER AND TYPE CO.

REPRESENTATIVE FOR

LATIN AMERICA

MEXICO

TWO-CENT PRICE HELPS

Several Show a Gain Over Statements Made to Post Office Six Months Ago. One Over April 1, 1916 Figures, and None Record Loss of More Than 9

linising the price of the daily newspapers of Pittsburgh from one to two cents a copy has not affected circulation to any appreciable extent, according to the Post Office statements filed with the Government for April 1. The falling off is less than was anticipoted. In several cases there were gains over the corresponding period one year ago, and in one over the statement made on October 1.

For the six months prior to the making of these statements in no case is there a loss of more than approximately 9 per cent. The same holds true, where losses are shown, for the corresponding period in 1916.

The effect of raising the price in Pittsburgh, as in other cities, means that circulation revenue has been practically doubled, and that the loss occasioned by the advance is gradually being closed up. In Fittsburgh, as in other localities, the initial loss was caused by the timidity of dealers, who are constantly ordering a larger number of papers to meet the increasing demand.

The figures showing the Post Office statements of April 1, 1917, compared with October 1 and April 1, 1918, fot-

	Apr. 1, '17.	Apr.1,'16.	Oct. 1, '10.
Press	117,274	120,270	121,005
Chronicle-Tel	91,680	93,548	99,003
Sun	61,698	80,066	63,475
Leader	76,730	84,034	55,193
Gazette	7,692	77,461	82,385
Post	37,291	51,496	63,328
Dispatch	56,508	59.264	02,149

EAKIN SEES IMPROVEMENT

Noted Ad Man Tells How Newspaper Situation Has Changed.

W. S. Eakin, advertising manager for the Swift Specific Company and Bradfield Regulator Company, will be in New York from April 17 to April 30, in the interests of the blc concerns with which he has spent sixteen years, fourteen of them on the road from coast to count. Heven of these trips took two years each, without being in the same town twice in that period except in Chicago and New York. He has made nine round transcontinental trips.

Mr. Eakin save that in the last eighchange in the newspaper atuation from only by his offer to return to New York coust to coast all of which was for the and testify against Sander. better, the standard of the daily newspaper gradually being raised until today it is a far different proposition dealing with the publisher and his claims on circulation, etc. than it was C. and government reports on circulation have been a wonderful help to the space buyer and an addition of phenomenal value to the newspaper busi-

The Southeast, says Mr. Eakin, is one of the United States' coming and most successful sections. The prospect throughout this section is phenomenal and without an equal during the past. Money is cheaper than it has ever been and more plentiful. All publications are earrying more space with better results to the advertiser.

ACAINST TRADING STAMPS

PITTSBURGH PAPERS Merchants' Association of Newburgh, N. Y. Refuses to Sanction Coupons.

At a meeting of the Board of Directors of the Merchants' Asscintion of Newhurgh, N. Y. a few days ago in the Changier of Commerce rooms, the matter of whether the merchants shall introduce trading stamps in connection with their business was discussed. It was the unanimous opinion of the merchants that the original agreement of the apprelation shall be adhered to and no trading stamps used. Representatives of the Sperry & Hutchinson Co. have seen merchants and have attempted to induce them to take up the matter of trading stamps individually.

"I think the greatest compliment ever paid to the Merchants' Association." said George Peck, president, in discussing the matter, "was the statement of the representative of the Sperry & Hutchinson Co. that not one of the merchants would take up the proposition without placing it before the association as a whole first and taking joint action upon it!"

Members of the Merchants' Association felt that if there is anything good to be given to their customers they will give it themselves rather than let an out-of-town concern step in. stamps would mean a great expense to local merchants and do not really conpensate for the time and trouble to maintain the system, it was felt.

HASTINGS HERE, A PRISONER

Former New York Reporter Returns Under Arrest from Helland.

Charles Hastings at one time an occasionally employed newspaper reporter in New York city, returned on the St. Louis a prisoner in the custody of Leslie E. Reed, American Vice-Consul at London. Hastings was one of the men employed in New York by Albert Sander to act as spies on the war activities of Great Britain.

Hastings's post was in Holland. His duties were to receive reports written in invisible ink from Sander's agents in England and transmit them to a German spy, who smuggled them across the butch border. When the clumsily conceived and executed plot collapsed. Hastings was arrested in Holland and hurried to London.

There he made a confession. He claims to be an innocent victim of misplaced confidence. Hastings was turned over to the Federal authorities. It is believed his evidence against certain agents of Germany now under suspicion, but not under arrest, will be more effective than was that of George Vaux Bacon, his fellow conspirator, who esteen years be has seen a wonderful caned execution in the Tower of London

War Prevented Dinner

The outbreak of war caused the Brooklyn Press tlub to call off the patriotic dinner it was to have last Tuesday night even eight or ten years ago. The A. B. in honor of its members who did service at the Mexican border. Arthur G. Dore. chairman of the dinner committee, declared the dinner off after he had received reports that most of those who were to be honored had been again called to the colors. The Club will make refunds to all purchasers of tickets for

> The way to the purse strings is almost always by way of the heart strings.

> When you get time to take a vacation you can't think of any place to go.

A Self-Evident Gain US.

An Undisputed Loss

In the regular six months' sworn statement required by the Government and published both by The Republic and The Globe Democrat on Tuesday, April 3d, are the following figures, which represent the average daily net paid circulation from October 1st, 1916, to April 1st, 1917, and with them are the figures from the statement made one year ago of the figures from October 1st, 1915, to April

REPUBLIC April 1916 - 98,972 April 1917 - 101,466

GLOBE-DEMOCRAT 151.908

134,324 GAIN 2,494 LOSS 17,584

On August 1st, 1916, the price of The Daily Republic and Daily Globe Democrat was advanced from one cent to two cents a copy. The mail subscription rate of the Daily and Sunday was later advanced from \$6.00 to \$7.50 a year; the city and suburban carrier rate from \$5.70 to \$7.80 a year and the rate through outside carriers from \$7.80 to \$9.00 a year.

This increase in price had the effect of causing many peo-ple who were in the labit of buying two morning papers to read only

While the Globe Democrat lost 111/2% of its total circulation The Republic made a gain of 21/2%.

Reader interest and reader confidence are the moving forces behind the gains made by The Republic. People want it and are willing to pay more for it.

"A newspaper which holds its readers' confidence so steadfartly can be most efficiently and effectively used by any advertiser." (Globe-Democrat, April 9, 1916)

The Republic's average daily net paid circulation for March, 1917, was-

102,859

or 1,393 copies greater each day than the average for the six months' period for which the Government statement was made.

For 15 consecutive months The Republic has also made continuous and consistent gains in the amount of paid advertis-

For the Year of 1916 For the First Quarter of 1917

634,452

149,667

The newspaper that is demanded by the reader is in demand by the advertiser

THE ST. LOUIS REPUBLIC **BRINGS RESULTS**

EDITORIAL

CENSORSHIP

THE EDITOR AND PUBLISHER believes that, under a strict construction of the Constitution, any censorship of the press in the United States, even in war-time, is illegal.

The founders of this nation conceived the functions of government on novel lines. They realized that a free government could not exist without free speech and a free press. When they forbade the enactment of any laws which should restrict the freedom of the press they did not provide that this fundamental principle should be set aside under stress of war.

A patriotic press, such as we have, unmuzzied, free to print the news of events, and to hold to public accountability Government officials who may be lax in their duty, is the strongest factor for national security. The American people do not thrive

on half-information. They are accustomed to having the news.

A consorable, even if based upon what may be generally conceded to be a wise national policy, and in the interest of the national security, may easily be turned into an effectual press muzzle. That would be a calamity beside which temporary reverses in the war would be relatively unimportant.

A censorship hill must provide for the freedom of the press. If it does not—if it opens the way to a restriction of that freedom—it will violate the most important provision of the Constitution

Editors and publishers of newspapers are easer to observe all sensible regulations in the suppression of news which would have military value to the enemy. They do not want such regulations, however, to make it possible for dovernment officials to exercise over the press a restrictive and oppressive control.

In the tentative regulations, issued recently, for the guidance of the newspapers pending the enactment of a censorship law, item number six would operate to make a farce of the freedom of the press. In the proposed statute on censorship this regulation, it appears, will have no place; but section three of the proposed 'aw will distinctly reaffirm the constitutional guarantee, and provide for unhampered criticism of either policies or officials.

The American press is the third arm of defence against the country's enemies. It must not be crippled, nor weakened, through ofer-anxiety about petty things on the part of public servants. THE PRESS MIST BE STRONGER IN WAR THAN IN PRACES.

THE Elector and Publisher is in a mood to cheer lustily for the publisher of a newspaper whose patriotism impels him to offer such aid as he can give to the Government in these war days. But we suggest that such contributions should not take the form of a proffer of free advertising space. publisher will do better public service through selling such space as he might contemplate giving to the Government, and contributing the proceeds of that sale to the Red Cross. Uncle Sam will buy and pay for his advertising. Gifts of space will merely embarrans him. He uses a great variety of commodities, and pays for them all. He prefers to arry on war in a businesslike way. The impulse to give is laudable, and the Red Cross welcomes contributions. Let your gifts be made in moneyand sell your advertising space.

Banelball news and gossip are supposed to appeal especially to the class of young men whose thought should now be turned to the problem of how to serve the country. Cut baseball news down to its relative value and utilize the space thus saved in printing war news. War is the "national game" this season, and the newspaper which cuts down on its season, and the newspaper which cuts down on its season, and the newspaper which cuts down on its commit an unpardonable offence. The reader who would prefer baseball news at this time to news of the nation's mobilization of its strength is a man with whose allegiance any newspaper may well afford to dispense.

"It is by presence of mind in untried emergencies that the native mettle of a man is tested."
—Lowell.

QUO VADIS, SENATOR HITCHCOCK?

Senator Gilbert M. Hitchcock, publisher of the Omaha World-Herald, succeeded in eliminating from the Regular Army Appropriations bill a provision authorizing the employment of an advertising agency to prepare and place Government advertising for recruits.

The Senator also succeeded in putting the Government in a position of "receptiveness" in regard to donations of advertising space by newspapers, and of service by advertising agents. He assured the Senate that "any newspaper worthy of the name would gladly give free advertising to recruiting."

Does Senator Hitchcock apply the same rule to others who have commodities to sell which the Government needs? Isn't it equally true that any packer, worthy of the name, would gladly give free meat to the Government with which to feed recruits? Or that any miller would gladly donate free flour, and the manufacturers free munitions?

Of course, they would—in limited quantities. They would also donate the equivalent of these commodities, money, if the Government stood in dire need of such gift, too.

That the Government does need to buy advertising space for a recruiting campaign was eloquently set forth by New York's able young Senator, James W. Wadsworth. He cited the great volunteer army raised by Ergland through advertising for recruits, and refuted the sentimental reasoning of Senator Hitchcock with some statements of actual fact.

If the Government is to profit by the experience of its allies in this war, it will brush aside visionary policies and will set about its grim task with common-sense. If advertising is NEEDED, the Government should not rely upon gifts of space. In the news columns—a sensible censorship permitting, and the news print manufacturers concurring—the newspapers will give all the assastance to recruiting WHICH THE NEWS OF THE EVENTS OF THE WAIT CAN AFFORD. But this appeal will be the appeal of events, strengthened by editorial interpretation. The day-by-day appeal for recruits may be made fully effective only through the advertising columns.

Happity, in the consideration of the Appropriation bill for the emergency army, wiser counsels may prevait in Congress, and Uncle Sam may be permitted to demonstrate, in his own affairs, that "advertising pays."

ORE than two hundred leading daily news-Mpapers, and a still larger number of small dailles and weeklies, have contributed valuable space, within recent months, to "publicity copy" sent to them by the secretary of the National Association of Ice Cream Manufacturers. The copy was intended to show the necessity for raising the selling price of ice cream. The secretary of the Association believes that it has been worth millions to the manufacturers and it was "put over" as news matter. NO PAID ADVERTISING HAS BEEN DONE, nor is any contemplated, as it is not necessary. Does not this instance illustrate the importance of more vigilance on the part of editors in this direction? Every line of this ice-cream copy should have been paid for as advertising. Not a line of it was paid for. If editors are free to give away space to askers who formulate strong methods of appeal for it, how is the advertising manager to solve his problem of SELLING space for cash?

THE only people who are not yet known to favor the appointment of a trained newspaper man to direct the censorship are the officials who will finally decide the matter.

CLOTHE THE FEDERAL TRADE COMMISSION WITH AUTHORITY

THE present intolerable plight of the newspapers as regards their supply of news print would not have been possible if the Federal Trade Commission had been vested with authority to enforce its rulings.

Having determined, through a thorough invectigation of the paper industry, that the existing prices were based upon an artificial shortage, and having fixed a fair and reasonable price for the commodity, the Commission finds itself utterly powerless to enforce upon manufacturers the adoption of their recommendations.

A Federal grand jury has found indictments against seven different manufacturers of news print, charging violations of the Anti-Trust law. It is not now proper that any comment should be made on the merit of these indictments, nor any prediction as to the effect this development may have upon the economic phases of the situation. Economic relief must come, we believe, through the means here urged—the enactment of needed laws by which the Federal Trade Commission will no longer be a board of conciliation only, however helpful it may be in that direction, but a Government agency of real power and potency, armed to act in a crisis of this kind in the public interest.

As at present constituted the Federal Trade Commission has no more legal authority to enforce its rulings than has a committee of a Chamber of Commerce. This condition is farcical, and should be ended quickly through legislation clothing the Commission with adequate power to enforce adherence to its mandates.

Having such power, the Commission would be in a position to not merely enforce fair prices for news print, but to see that production is not curtailed for the purpose of continuing the shortage of supply.

Such legislation would be wholly justified as a war measure. It is rendered imperative under present conditions, which threaten the existence of a free and prosperous newspaper press in America.

Every editor and publisher should see to it that his Representative in the Congress is advised of the necessity for such legislation. Delay means irreparable loss and impairment of the capital investments in newspapers.

THE rate for baseball advertising in the New York Evening Post hereafter is to be \$2.50 per agate line. As the baseball magnates seldom use more than two or three lines of space in a New York newspaper, the problem of catabilishing a compensatory rate for this class of business would be difficult to solve. When great space is given to a business enterprise, without cost to the owners of such enterprise, there is small inclination to use paid advertising. Amusement enterprises are gradually coming into the field of real advertising. When baseball ceases to command no more space than its news value warrants, baseball will be advertised. When that time comes there should be no penalty-rate imposed.

Public opinion is created through newspaper appeal. When Secretary Daniels wanted to get the President's call for men for the navy direct to the people he did not confer with the billboard and car-card men. He asked the editors of the newspapers to print this appeal on the first page. It was natural that Secretary Daniels should turn to the newspapers when he had a message of vital importance to the people- for the newspapers are the accepted channel of communication with the people.

THERE are not many Americans who do not respond, without mental reservations, to the sentiments expressed by the President in his address to the Congress. Those who dissent might easily be segregated on a very small island—and there are a good many red-blooded Americans who would volunteer to find a suitable island for such a colony.

PERSONALS

N EW YORK—Ralph Pulitzer, of the New York World, with Mrs. Pulitzer and Mr. and Mrs. Carl W. Ackerman, will be guests at the annual dinner of the Columbia School of Journalism April 19 Mr. Ackerman, who was United Press correspondent at Herlin, was graduated from the school in 1913. The dinner is to be held in the clubroom of the school. It will be the first big gathering of alumni and the largest turnout of students in the history of the school.

Charles Frederick Speare, financial editor of the New York Evening Mail, is in Washington regarding special financial matters now being considered by the Government.

On April 14, Harry Riemer will sever his connections as editor of the American Stationer and Office Outfitter to become associated with the editorial staff of the Fairchild Publishing Company, of New York. Mr. Riemer was for some time associate editor of the Paper Trade Journal.

Arthur Goshen, who has been connected with Pittsburgh newspapers for more than twenty-five years, has been assigned to the New York Times in New York. The Times news service has recently been secured by the Pittsburgh Gazette-Times.

E. N. Williamson, who conducts the Saturday page of the New York Evening Post devoted to organists and choirs, has been made an honorary associate of the American Guild of Organists.

OTHER CITIES -8. S. Williams, of Center City, Minn., has sold his paper to assume his duties as a lieutenant in the militia.

Miss Lorena Hickok, late of the Milwankee Sentinel, has joined the local staff of the Minneapolis Evening Tri-

Yale Squire, night sporting editor of the Minneapolls Morning Tribune, will soon rail for France with an ambulance crew outsitted in the Minnesota city, and will be a driver.

H. B. Currie, William Powell, and Robert Strong have left the editorial end of the St. Paul Ploneer Press and Dispatch.

Frederick A. Bush, a Silver City, N. M., publisher, whose life was despaired of recently, is now reported to be slowly recovering. He had not been well for some time, and finally suffered a physical collapse.

Capt. Fred A. Marriott, a son of the proprietor of the San Francisco News Letter, is in command of the machinegun company of the Fifth California Regiment.

Hen H. Rice, a well-known newspaper man of Spokane, has been appointed asidstant secretary of the Spokane Chamber of Commerce.

A. W. Shaw, of "System," Chicago, has been made Chairman of the "Commercial Economy Board" of the Council for National Defence. Mr. Shaw's department will solve the problem of wartime distribution of all commedities through the civilian population of the United States.

Charles P. Taft, owner of the Cincinnati Times-Star, and a brother of former President W. H. Taft, is improving, following a sections injury from a fall through an elevator shaft at the home of a friend in Cincinnati.

Kent Watson has resigned as news editor of the Port Arthur (Tex.) Rec"I judge people by what they might be—not are, nor will be."—Browning.

ord and will hereafter be connected with the Dallas office of the Associated Press.

Harry F. Landon, telegraph editor of the Watertown (N. Y.) Standard, has been appended secretary to Congressman Luther W. Mott, and has taken up his new duties at Washington.

William G. Roelker, advertising manager of the Providence (R. I.) Journal addressed the student body of the Rhode Island State College last week on the work of the naval count defence reserve.

I. K. Freiz, editor of the Canton (Kan.) Pilot, received a present from his wife recently of a son and heir.

tieorge H. Seruton, editor of the Sedalia (Mo.) Daily Democrat, has received a commission from President Wilson, as captain in the officer's reserve corps of the United States Army.

R. D. M. Decker, who went from Byracuse eight years ago to the London (Ont.) Advertiser, is now circulation manager for the Telegram and News-Times of Reading, Pa.

Washington-W. Sinkler Manning, of the New York Times Bureau, and Stephen A. Early, of the Associated Press staff, are the first two members of the Washington corps of correspondents to be assured of commissions in the army since the declaration of war. Mr. Early will be assigned to the cavalry, as he is an expert horseman.

Earl Godwin, of the Washington Star, and the newly elected secretary of the standing committee of Washington correspondents, is receiving the condoiences of his many friends over the loss of his mine-year-old son.

Edwin A. Halsey, for many years assistant superintendent of the Senate Press Gallery, has been elected captain of the first Home Guard company to be organized here, which is composed of officials and employees of the Senate.

Waiter H. Schulz, formerly Washington correspondent of the Oklahoma Oklahoman and other prominent Western papers, and recently stationed as Consul at Herne, Switzerland, has returned to Washington and is temporarily assigned to duty in the State Department.

James D. Preston, for twenty years superintendent of the Senate Press Gallery, was presented on Monday, in the presence of the members of the Press Gallery, with a handsome automobile and a substantial sum of money to operate it, by the Washington correspondents, in recognition of his faithful services. Presentation was made by R. V. Oulthan, of the New York Times.

Will H. Parry of the Federal Trade Commission was operated on at a Washington hospital Wednesday, for gall atones. He is reported to be improving.

BOSTON—Harold W. Clark has taken examinations for a commission in the United States Army Reserve. He attended the Plattsburgh camp in 1915-16, and last year went from Plattsburgh to El Paso as correspondent for the Herald with the Massachusetts troops.

George S. Decker, of the Boston American, has been appointed ensign in the United States Naval Reserve, and has been assigned to duty at the Charlestown navy yard. Ensign T. P. Harrison, of the Reserve, also assigned to the yard, is another newspaper man in the service, having been New England correspondent for the New York Sun for many years.

Among the Boston newspaper men

Among the Boston newspaper men in service in the Massachusetts troops now under arms is Walter C. Mishan, of the Post, who is a member of A Company of the Ninth Infantry. "Dutch" mays guarding bridges in a snowstorm is harder work than digging ditches in Texas.

Jack Harding and Lyman Armen, of the Post city staff, have formed an alliance for the purpose of maintaining an apartment in the Back Bay, where they hope to spend a pleasant summer.

Reuben Greene, of the Traveler, and Hazel Canning, of the Record, went to New York to report the Easter opening of the Billy Sunday campaign. The result was more than mere signed stories, for their papers run their photographs as well. There was a great demand for New York papers among the Boston newspaper men last Monday, for the reporters who had covered filly in Boston were anxious to see how the trick was turned by their brothers of the Metropolis.

PHILADELPHIA—William Simpson, business manager of the Bulletin, has returned from a briof and well-earned rest at Atlantic City.

Herman Hernstein, editor of the American Hebrew, of New York, and special writer on the Times, spoke at the Contemporary Club, the monthly salon of Philadelphia intellectuals, this week, on the Russian situation and the dethroned Czar. He drew a dramatic picture of the man whom he held responsible for the oppression of the Jews.

Harvey M. Watts, of the editorial staff of the Public Lodger, was chair-

man of the committee of the Eoclety of Arts and Letters, which adjudged the annual literary competition among the members for essays, poems, stories, and plays.

William G. Kreighoff, Paul McGahan, and Fred Whitney, president of the Club, formed the committee which had charge of the Old-Pashloned Night in Bohemia, given by the Pen and Pencil Club this week for the "Have a Heart" Company. Ralph Bingham was "ringmaster."

Fullerton L. Waldo, musical editor of the Ledger, contributes a striking poem, "Down and Out" to the current number of Contemporary Verse.

CHICAGO—C. G. McMaster has joined the Chicago Tribune reportorial staff.

R. W. Mason, former newspaper man, has become fiscal agent of the Boone Tre & Rubber Co., of Chicago.

A. W. Shaw, editor of System, Chlcago, has been made chairman of the commission to mobilize commercial interests. The commission was appointed by the Council of National Defence, and will be known as the Commercial Economy Board.

J. B. Woodward, advertising manager of the Chicago Daily News, left for New York during the week to take up matters connected with the convention of the American Newspaper Publishers Association.

Anton Novak claims the credit of being the first "nowsboy" to enlist after the call for volunteers was issued.

James Keeley, editor of the Chicago Herald; Hopewell Hogers, business manager of the Chicago Dally News, and D. E. Towne, business manager of the Chicago Evening Post, took an important part in assisting the National Advertising Advisory Board in formulating its recommendations. The Board revenity met in Chicago.

Parke Brown, of the Chicago Tribune; John Buttman, of the Daily News; Frank Gardiner, of the Herakl; J. L. Spellman, of the Examiner, and William McCormick, of the Evening American, have accompanied an Aldermanic committee to Florida.

Make a note to call on

Frederic J. Haskin, Room 107. The Waldorf.

during the

Publishers' Convention.

THE EDITOR & PUBLISHER FOR APRIL 14, 1917

PERSONALS

P ROVIDENCE.-Frederick E. Barclay, Pederal Building man for the Providence Journal, will soon go to the Worcester Telegram, where he has a pusition on the night deak.

Charles B. Coppen, sporting editor and Charles A. Donelan, sporting cartoonist of the Journal have returned from Frederick, Md., where they covered the apring training of the Grava.

PITTSBURGH-Leo O'Loughlin, newspaper reporter of New Castle, enlisted in the aviation service at the Pittsburgh naval recruiting station.

Joseph S. Myers, head of the journalism department at Ohio State University, will be the principal speaker at the journalism sessions held at the University of Pittsburgh early in May.

Charles F. Lewis, copy-reader of the Pittsburgh Sun, is in charge of the recently added U. P. service at the Franklin News. C. J. Wehrle, lately of the Pittsburgh Chronicle-Telegraph, reading copy at the Sun.

Col. C. A. Rook, president-editor of the Pittsburgh Dispatch, is in New York for the annual A. P. meeting.

Percy Preston, golf expert of the Tri-State News Bureau, has entered the oil business. The Bureau's golf service is now handled by Joseph F. Huhn and W. A. White. W. Wilson, formerly with the Pittsburgh Press, has joined the editorial force of the Bureau

MILWAUKEE, Wis.—Alfred Harvey Milwaukee Free Press to join the city staff of the Milwaukee Sentinel. He will be succeeded on the Free Press by Lynn Fredenburg, who has been on the copy deak of that paper for several months

James J. Colby, a reporter on the Free Press, heard the call to the colors and decided that he might be of some use to Uncle Sam. He joined the naval reserves, and no sooner had he passed the physical examination than he was called out to do recruiting duty. He will assist Ensign Duniel Coleman, another newspaper man, who has been enlied.

Miss Francis Larrimore, star of "Fair and Warmer," was a ladies' night dinner guest at the Milwaukee Press Club Thursday night.

John Roberts, formerly of the Daily News, has returned from Waterford. Wis., where he has been editing the Waterford Post during the Blaese and absence in the South of Editor Edward Malone. Mr. Malone has recovered and is again at his desk after an absence of five months

Theadore de Mores and Ernest Neitzke, both well-known Milwankee newspaper men, have deserted the editorial rooms to become stock salesmen-

DALLAS, Tex.-Karl K Bettis, for-merly sporting editor of the Dallas (Tex.) Morning News and later telegraph editor of the Galveston News. has resigned and has returned to Fort Worth as sporting editor of the Fort Worth Star-Telegram.

Guy D. Wilson, reporter for the Fort Worth (Tex.) Record, has enlisted in the United States navy at Fort Worth.

Marcus E Sperry, correspondent of the Beaumont (Tex.) Enterprise Port Arthur, has resigned to accept the position of news editor of the Orange (Tex.) Dully Leader. Mr. Sperry is succeeded at Port Arthur by C W Brudley.

Miss Mand J. Allen, a newspaper

tation in Texas, has been employed to business matters before resuming his inprepare material for a special edition terrupted transpacific tour. of the Mineral Wells (Tex.) Daily Index.

Louis J. Wortham, editor and publisher of the Fort Worth (Tex.) Star-Telegram, is recruiting a regiment of infantry to be trained and then offered to the Government as a unit in the 500,000 army to be raised. Mr. Wortham is a veteran of the Spanish-American War and a former colonel of the Texas National Guard.

H. W. Phillips, of New York, editor and publisher of the American Hotel Register, was in Galveston, Tex., last week investigating hotel conditions.

B. C. Checht well-known newspaper man of Fort Worth, Tex, who has seen service with Villa's, Carranza's, and Pershing's armies in Mexico, has been appointed a major in the regiment now being recruited by Col. Louis J. Wortham at Fort Worth, to be known as Wortham's Texas Rangers.

C. M. Meadows, who has been connected with the Galveston (Tex.) Tribune for some time, has resigned to accept the position of telegraph editor of the Shreveport (La.) Journal.

ST. LOUIS-J. R. Wheeler, publish-ber of the Quincy (Ill.) Journal, was in St. Louis this week in business for his publication.

Wilbur Wood is now tri-State baseball editor of the St. Louis Republic.

J. B. Sheridan. Dent McSkimming. and Charles Bartley, all veteran basebuil writers, have been assigned to cover the amateur field in St. Louis by the sport editor of the Globe-Democrat.

John C. Roberts, president and owner of the St. Louis Star, has just recovered from a severe attack of grip. He has returned to his office after a week's absence.

ENVER, Col.-Robert Seymour, who Denver but has had charge of the Denver bureau of the international News Service, which has been discontinued, has become telegraph editor of the Post.

Arthur Chapman, managing editor of the Times, has brought out his famous poem, "Out Where the West Begins," in a book published by Houghton Mifflin. Included with his most popular peem are some fifty others which were first published in the old Republican while Chapman was a "column conductor."

Robert Courtney has succeeded the late F. W. White as dramatic critic of the Post.

H Armand de Masi, formerly with the Chicago American, has been brought to the Post from Chicago to handle State stuff and get out the sporting extras. Lute H. Johnson has been put in charge of the mining department.

William Morrissey, for years labor reporter on the Post, has been appointed State Labor Commissioner, and Sam J. lawls becomes State Commissioner of Printing, Morrissey, who has been playing the Wyoming oil stocks for a comfortable fortune, is known as the "Rockefeller of the Denver Press Club."

AN FRANCISCO.-S. S. McClure, fa-Smous New York writer and publishor sailed from San Francisco, during the past week, for the Orient, with the intention of going to Russia to make observations on conditions in that country under the new régime. Mr. Mcl'lure came to Ban Francisco some weeks ago and was about to embark for the Orient when the news of the revolution in Russia was received. This caused a change in his plans, and he made a worker and writer of State-wide reput- hasty trip to New York to arrange some

Fred V Williams, star reporter of the San Francisco Daily News, who is running, in serial form, his account of his winter experience while "hobolng" It through several of the counties north of this city, will bring out his story in a book During the past year, Williams has been devoting most of his time to doing incognito stunts for the Daily News. He has manqueraded successfully, in turn, as a fireman, a fisherman. a policeman, a student of movie acting, and a holio.

Bessie Beatty, of the San Francisco Bulletin's staff of special writers, sailed inst Tuesday on the steamer Siberia Maru for Russia, via Japan and the Trans-Siberian Italiroad. Miss Beatty is to make a hazardous war-time trip around the world for the benefit of the Bulletin's readers. Miss Beatty will try to secure a close-up view of Russia's new and amazing experiment in democ-Dates.

M. B. Levick has resigned his position on the staff of the San Francisco Call, in order to handle the publicity of the Вигуева Сотрапу.

Al. Wunstorf, who had been on the copy desk of the San Francisco Examiner for some time, has gone to the Call, where he has a similar position.

H. W. Fredericks, who was connected with the Pacific News Service here for several months, has gone to the Los Angeles office of the same organization.

ANADA.-J. E. Atkinson, president of Othe Toronto Star, is spending a few weeks in Bermuda for the benefit of his health.

John M. Imrie, manager of the Canadian Press Association, returned on Tuesday from a six weeks' trip to western Canada, made in the interests of the Association.

Jack Hanam goes to Ottawa on Monday to represent the Teronto Mail and Empire in the Parliamentary press gallery. He succeeds William Wallis, who becomes resident correspondent of the Mail and Empire at the capital.

Harry W Anderson has been in Washington and New York, covering recent happenings in the United States for the Terento Globe. His dispatches were very favorably commented upon in Canadian newspaper circles.

Feather for Evening World

The Americanization Forum bill has passed both houses of the New York State Lexislature. It possed the Senate last Monday night and the Assembly Tuesday morning by a vote of 118 to 11. The bill opens all the public schools of New York to the Americantzation movement under the direction of the Board of Education. It was advocated by the New York Evening World It extends the community centre idea, and given municipal recognition to the Americanization movement which has been carried on by the Evening World

Navy Wants Compositors

The Navy Bureau of Publicity, for Commander Upham, enrolling officer at the Brooklyn navy yard, has issued a call for type compositors for the service. It will be necessary for those who qualify to enroll in the Naval Reserve. The schery is approximately \$52

Wood Adds to His List

Robert E. Wood, special representative of New York and Chicago, is now representing in the national advertising field the Gazette and Republican of Nema, O

PUBLISHERS AID RECRUITING

Major McCormick and Lieut. Patterson Do Good Work in Chicago.

The unusual speciacle of two newspaper editors and publishers actively engaged in soliciting recruits for national service has been presented in Chiengo for the last few days. While all the Chicago newspapers, including those printed in German, have been urging their readers to enlist, it remained for Robert R. McCormick and Joseph Medill Patterson, of the Chicago Tribune, to take personal charge of a recruiting station. Mr. McCormick is a major in the Illinois Guard Cavalry and Mr. Patterson is a lieutenant in the artiflery.

Major McCormick and Lieut, Pattersen opened a recruiting station on the first floor of the Tribune building. For several days they published full-page advertisements in the Tribune calling for volunteers, with the result that hundreds of applicants have come to the Tribune building to enlist. McCormick and Liout. Patterson spend much of their time directly supervising the work.

The Chicago Herald and the Chicago Examiner have also opened recruiting stations, with the coliperation of the military authorities, and scores of volunteers have enlisted at these stations.

Both the editorial and business oftices of the Chicago newspapers will be depleted when mobilization greatly takes place. The burden of directing the Tribune will fall on Managing Editor E. d. Beck. The business management of the Daily News may lose the services of Hopewell Rogers, business manager, though Mr. Rogers is understood to have resigned from the National Guard after the return from the bordor



25

EDGAR GUEST

If you want a feature that will go straight to the hearts of the good, old fashioned, cleanminded, home-loving people that make up the bulk of your circulation - give them the daily poems of Edgar Guest.

"This sweet tempered, lov able, philosophising lad from Detroit is one of the country's greatest assets. His poems are religion, inspiration, refreshment and education all rolled up in one."-Grand Rapids Herald.

He will do more to make your paper a home paper than any feature von ever ran.

He will WIN the people of your city just as he has won the people of Detroit and dozens of other cities.

There are mights few features like Edgar Guest's poems.

THE **GEORGE MATTHEW ADAMS** SERVICE B W. 40th ST., NEW YORK

451 W.

SUNDAY ON FIRST PAGE FOR JUST THREE DAYS

Famous Evangelist Still Gets Big Newspaper Space But Has Been Relegated to Inside Golumus His Message Reaches From Six to Ten Million People Daily.

"Hilly" Sunday held the first page of the New York newspapers for just three days, his war on the devil as representative of many New York institutions standing out side by side with the great European war and the American war with Germany. Then he dropped back to the inside pages, and from present indications, unless some unforeseen circumstance abould bring him out on the hirst page again, there he will remain for the balance of his engagement. For after that third day "Hilly" ceased to be a novelty to the blase New Yorker, and the newspapers thereupon relegated him to the inside.

The papers have not by any means dropped the irrepressible "Billy" altogether, because while the novelty has worn off, he is still considered "good news value." On the inside pages becarries from three columns to a full page and every action, movement and word is carefully reported. Every New York newspaper has from two to five men covering the Sunday meetings, both in the Tabernacke and in outside buildings. Every place that Sunday speaks has its quota of reporters and while others may be dismissed with the line "among those present," the only "Billy" is fully reported, words, actions and all.

RESTAURAL WRITER ASSISTS

The week started out with two rousing meetings in the Tolornacle on Sunday. On Monday, at a meeting of clergymen of New York and surrounding towns. Mr. Sunday snoke and introduced his entire staff of workers. Among those introduced at this meeting was A. B. Macdonald, editorial writer on the Kansas City Star, who is in New York for this campaign to help the Sunday forces to look after the newspaper men. Responding to his introduction Mr. Mrcdonald said in part; "One of the great factors for the success of a religious campaign like this is newspaper publicity. For instance, yesterday (Sunday) Mr. Sunday spoke to 40,000 persons in the Tabernacle, but his message in the newspapers of New York city was read by from six to ten million persons. New York never before saw such a thing; the whole world at war. America just entering into that great conflagration, and still the religion of Jeans Christ crowded the war news off the first page and running over into the inside

"You clergymen may realize what a factor that is to have Christ upon the first page of the metropolitan news-tapers. So these newspaper men are helping you and other men and women of God in New York to preach the fossel. One of my duties is to make it easy as possible for these representatives of the press to attend the meetings and then go back to their offices, and while you are askerp in your beds, they are writing out the message 'Billy' Sunday has delivered, so that the millions who were not present might read and know what was said."

That Mr. Macdonald is making good with the newspaper men is the testimony of all.

Representatives of newspapers in Boston, Buffalo, Philadelphic and many of the nearby cities are also covering the meetings.

Mr. Macdonald and his associates are trying to make arrangements through which Mr. Sunday will speak at the A.

P and the A. N. P. A. sessions during the week of April 23, and also to have the editors of the country in attendance at these sessions, attend a special session at the Tabernacle. These arrangements have not as yet been completed.

TO SAFEGUARD GERARD

P. P. A., of Boston, to Take Unusual Prevautions at Coming Banquet.

Boston, April 11—Many Secret Service men and special plain-clothes police officers will guard James W. Gerard, former United States Ambassadur to Germany, during the time that he is at the National Defence Dinner at the South Armory, on the evening of Wednesday, April 18.

This dinner, given under the auspices of the Pilgrim Publicity Association, will be the higgest affair that the Association has conducted since the Boston Convention. It is for the reason that many Germans reside in and about Boston that such chalacter precautions are heling taken to sufeguard Ambassador Gererd.

At the dinner there will be at least four Governors present and a dezen Mayors, as well as many other distinguished persons. While there will be other speakers in addition to Mr. Gerard they will not be allowed to trespose on the time that has been addeted him. The affair will be state-wide in its scope, the State having granted permission for the use of the great South Armory for this purpose. It is believed that the armory well be filled to its capacity of 2,000 people.

Typical "P. P. A." features which will not be divuiged will help to enliven the occasion. The net proceeds of the dinner will be devoted to patriotic purposes.

MORE INCREASES IN SCALES

Many Printers Are Benefited by Raises in Wages,

Among the recent increases in scales in newspaper offices of the United States are the following:

The New Beifford (Mass.) Standard and the Times have voluntarily increased the wages of their printers \$1 per week for day work and \$2 for night work.

Newspaper publishers of St. Joseph, Mo., have signed a new scale with No. 40, which carries an increase of \$1 per week until February 2, 1912, with 50 cents per week additional the third year, which will make the wage \$25.50 for day work and \$28 nights.

A new wage scale, dating from January 1 last, has been signed by the publishers of the five daily newspapers of Los Angeles, Cal., which operate union composing rooms. The agreement will be in force for two years and carries an increase of \$1 per week all around. This makes the scale \$33 per week for night work and \$10 day. Each shift will consist of seven and one-half hours, which is the same that prevailed under the old contract.

Advertisement on Large Scale

Still another large advertisement, exceeding in size even the sox-page bank ad referred to in last week's Emission evo Peninsina, was published this week, this time the Treaton (N. J.) Evening Times being the pricer to shine. An eight-page ad by a dealer in seeds and garden implements, carried by the Times april 11, is believed to be the largest ad ever published by any newspaper for a dealer in seeds and garden implements. The ad has attracted much favorable comment.

The Government Statement of the

Los Angeles Times

for the six months ending April 1st, 1917, shows an average net paid circulation of 67,907 copies. Circulation for same period, Sunday only, 105,410 copies. This is an every day gain of 3,199 copies, and a gain for the Sunday edition of 5,633 copies for the same period of 1916.

During the first three months of 1917 the TIMES printed 3,398,276 lines of advertising, which is a gain of 151,424 lines over the corresponding period of last year.

The high quality and remarkable purchasing power of the

Los Angeles Times

circulation, and the profitableness of its columns to its advertising patrons, enables the TIMES to print more advertising every day in the year, year in and year out, than any other newspaper on the Pacific Coast.

FOREIGN REPRESENTATIVES

WILLIAMS LAWRENCE & CRESMER Co., Brunswick Bldg., New York City, Harris Trust Bldg., Chicago, III

R. J. Bibwert Co., 742 Market St., San Francisco, Cal.

THE EDITOR & PUBLISHER FOR APRIL 14, 1917

GIFTS OF AD SPACE TO GOVERNMENT APPROVED

In Passing Regular Army Appropria-Paid Advertising for Recruits-Hitchcock Opposes, While Wadsworth Favors Purchase of Newspaper Space.

WASHINGTON, April 12.- The patriotic press of the country will be depended upon by the War Department for its advertising for recruits. In the regular army appropriation bill, just passed by the Senate, the Secretary of War is authorrsed to accept the gratuitous services of advertising agencies; and, in connection therewith, such free pervices and free advertising space as patriotic newspapers and magazines may be willing to give to stimulate recruiting. This provision in the Army bill vas inserted at the instance of Senator Gilbert M. Hitchcock, of Nebraska, in lieu of the provision reported to the Senate by the committee authorizing the Secretary of War to employ the services of advertising agencies for monetary consideration. In the debate Senator James W. Wadsworth, of New York, strongly advocated the pelley of paid ad. vertising, and cited England's great feat in raising a volunteer ormy through its une.

This amendment probably will not settle the question of advertising for the army, as this is the regular army appropriation bill and would ordinarily have passed at the regular session of Congress, but failed owing to the congestion of business in the closing hours.

SPECIAL MAY BILL MAY CORRECT BLUNDER.

The special army bill, which will provide for the large increase in the army and which increase will have to be secured immediately, is 3et to be introduced, and this bill may contain some special provision pertaining to advertising or advertising agencies handling the question of literature appealing for recruits for the army.

The provision as reported by the Committer read as follows:

That the Secretary of War be, and he is hereby, authorized to employ the services of one or more advertising agenries in advertising for recruits for the army under such TERMS and conditions as he may deem to be most advantageous to the interests of the Government."

In presenting the provision of the Committee Senator Chamberlain, chairman of the Committee, said:

"It is very difficult for the Secretary of War to know the different papers all mer the country where the best results might be obtained from advertising. By taking it up with one or more advertising agencies who make a specialty of it he can form an opinion as to where would be the best place to insert these advertisements and make the contract for the publication of them."

Senator Watren, a prominent member of the Military Committee, stated that the Secretary of War would furnish the advertisements, but thought it was best to meetine the services of regular advertiong agencies to place them as the agencies would get better returns than the War Department could probably do in dealing with Individuals. Senators Jones and Chamberlain expressed the opinion that the Government ought not to hold out the inducements that were offered by advertisements such as have appeared in the past. Senator Jones

"I hope that hereafter the War Department will pretty enrefully see to it

out and special representations are not made to induce men to enlist in the

Senator Smith, of Georgia, opposed the provision for paid agencies and said:

"Why, Mr. President, there is not one tions Bill, Senate Fails to Provide for paper out of fifty that will not publish anything the Secretary of War furnishes on the subject. Instead of employing papers to publish advertisements, furnish the facts, and the great bulk of the papers will publish them with great freedom now. The situation is entirely different from what it was a week ago. Advertisements might have been proper a week ago, but to-day to say that you have got to pay for advertisements, that you are advertising and paying for it, is to leasen the publicity rather than to increase it."

RELIEVED IN ADVIDEDBRING

Senator Wadaworth, a member of the Military Committee, in speaking in behalf of advertisements, said in part as follows:

"I am In entire agreement with Senator Chamberlain on the proposal that, if we are to let men know that they are wanted in the army-and, he it remembered, this bill is not an emergency measure at all, it is merely for ordinary peace-time usage- we must advertise for them. May I suggest to the Senator from Georgia [Mr Smith] that even in time of war there are other great countries that do not regard it as an assault upon the patriotism of their young men to insert advertisements in newspapers or elsewhere?

'The Benator is undoubtedly aware of the fact that Great Britain has raised an army of 4,500,000 soldiers by extensive advertising-the most strenuous paign of advertising ever attempted in private or public endeavor. No Englishman thought it was an attack upon the pafriotism of the young men of England, and it was wonderfully successful. No nation in all the world's history has accomplished as much in the organization of a volunteer army as has England in the last two and a half years. Were we to accomplish as much in proportion to our population as England has accomplished, we would have to raise an army of 10,006,000 volunteers.

"So this matter of advertisements is not one that can be looked upon lightly. It has its value, as has been proved by the experience of England in this war. It is possible, by advertisements properly used in this country, to help our War Department. . . . Bo in time of peace, in order to keep your regular army full or anywhere near its authorized quota you must authorize the Secretary of War to advertise, and advertise liberally. That is all I have been contending for."

BENATOR HITCHOOCK'S CONTENTION,

The Nebraska Senator said the Government could expect with confidence that any newspaper worthy the name would gladly give free advertising to In hen of the section, he recruiting submitted the following amendment, which was substituted in the bill:

"Provided, That the Secretary of War is hereby authorized to accept the gratuitous service of one or more advertising agencies, and in connection therewith, such free service and free advertising as patriotic newspapers and magazines may be willing to give in stimulating recruiting."

Senator Hitchcock spoke with such confidence of the newspapers' patriotism that Senator Pomerene asked if the Nebraskan had made an inquiry into the percentage of papers which would respond to the Government's requests.

"I have not, but I will gamble on it," that special inducements are not held answered Mr. Hitchcock. "I have been A. N. P. A. Number Apr. 24

a newspaper man for thirty years and I have never found in any community of any size the lack of some paper that would stand up for the public interest in an emergency.

"The section would be a serious mistake. There is not enough of an appropriation in the first place. It would unly he a drop in the bucket. And to advertise in some newspapers would inevitably result in diminishing the spirit of the othern. To-day the newspapers are giving thousands of dollars' worth of space gratuitously and enthusiastically. Ten million dollars would not suffice to pay for the publicity which can he got free in the next six months."

Senator Chamberlain said it was humiliating for "the richest Government in the world" to have to appeal to the newspapers for free advertising matter. Senator Hitchcock said he did not

want to see a single dollar paid out for publicity for recruiting.

Victor Company Loses

The Supreme Court of the United States has decided against the Victor Talking Machine Company in its efforts to devise means for enforcing uniform retail prices. The Court holds in unmistakable language that nothing in the nature of a "license contract" or a "Heense notice," used as the Victor Company has used this expedient, will be sanctioned as a means of price maintenance.

Moved to South Bend

The Studebaker Corporation has moved the sales and advertising departments from Detroit to South Bend, Ind.



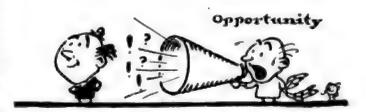
If the boss doesn't quit advertising in that Editor & Publisher, he'll have to give me a raise or get me a truck.

Time to send that adv. to DeWitt

THE EDITOR & PUBLISHER CO.

World Building

New York City



A. P. Number Apr. 21

ILLINOIS

First in farm land value-\$3,905,-• 312.075.

First in packing industry.

Largest grain market in the world.

Largest railroad center in the world.

Most centrally located for water and rail transportation.

Second in railroads-11.878 miles.

Third in population-5,638,-591.

Third in manufactures-value \$1,919,-277,000.

Third in coal mined and pig iron produced.

Value of farm and dairy products \$500,-000,000.

Bank deposits \$2,007,918,000 Automobiles, over 250,000.

	Paid Cir.	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	\$16,008	.04	.04
Bloomington Pantagraph (M)	*16,733	.03	.025
Champaign Daily News (E)†	6,593	.015	.015
Chicago American (E)	*392,279	.40	.38
Chicago Examiner (M)	192,414	.28	.23
Chicago Examiner (S)	. 516,460	.50	.46
Chicago Herald (M)	207,015	.36	.25
Chicago Herald (S)	°241.177	.40	.28
Chicago Journal (E)	122,699	.24	.21
Chicago Daily News (E)	452,204	.43	.43
Chicago Post (E)	61.879	.25	.12
Chicago Tribune (M)	. 392,483	.40	.30
Chicago Tribune (S)	.619,023	.53	.42
Elgin Courier (E)	. 6,577	.0143	.0143
Freeport Journal-Standard (E)	6,154	.015	.015
Galesburg Evening Mail (E)	8,208	.0129	.0129
Moline Dispatch (E)	8,280	.025	MZS
Peoria Star (E)	19.261	.045	.035
Quincy Journal (E)	7,131	.02	302
Rockford Register-Gazette (E)		.025	.025
Rock Island Argus (E)		.015	.015
Springfield News-Record (E)	10,054	.025	.025
Springfield State Register (M).	21 298	.035	.035
Springfield State Register (S)	21,200	.035	.035

Government Circulation Statement, April 1, 1917.

ILLINOIS

A STATE OF OPPORTUNITY

So fertile, so well drained, so uniform in its topography, so centrally located is Illinois, that from the days of the earliest settlements to the present time it has been the Queen of the Mississippi valley-the empire of agriculture, the main highway of trade.

Who has not heard of the far famed rolling prairies and vast fields of waving grain of Illinois? In spite of the newer fame of others the Great Central State—Illinois—is still dominant in agricultural supremacy, with farm lands valued at \$1,000,000,000 more than those of any other state.

The transportation facilities of Illinois are unexcelled. Its location makes it the axis for all through lines both east and west and north and south, and besides ample water ways it has more miles of railroad than any state except one, nearly five times greater in area.

In its northeast corner—Chicago—is the greatest grain market and the largest railroad and packing center in the world.

> In manufactures, in coal and the production of pig iron, Illinois ranks a close third, as it does in population and total wealth.

> To the advertiser Illinois offers a market of the richest qualityan abundance of wealth, industry and agriculture and an even balance between urban and rural population. -

> > The newspapers of Illinois form a key to that rich field in city, town and country alike-a key that opens the doors of the homes of nearly six million prosperous inhabitants of this Great Central State.

Prepared by Walter G. Pietsch Chicago

BELIEVE WAR WILL HELP ADVERTISING BUSINESS

New-paper Division of Ad Club of New York Sees No Possibility of a Slump in Space Selling Because of This Country Having Been Drawn into Great Struggle.

Taking time by the forelock, the members of the Newspaper Division of the Advertising Club of New York met Wednesday at lunch and discussed the possibility of a slump in advertising generally on account of the war. As a result of the meeting and discussion a distinct note of optimism was struck and it was the consensus of opinion that instead of a stump in advertising there will be a great forward movement and that the coming year will be a greater advertising year than ever.

An excellent luncheon was served to the members at 12:30 and at the completion of the last course, Daniel Nicoll, chairman of the Promotion Committee of the Newspaper Division took charge of the meeting. Mr. Nicoll is New York representative of certain Canadian newspapers and he was full of optimism as to the outcome of advertising affairs in this country. He advised that the newspaper division get together and work out some com-prehensive plan of action. He stated that some American advertisers in Canadian newspapers had "quit cold" when the war broke out, while others "stuck." The latter have benefitted by sticking because Canada is to-day in the most prosperous condition it ever was. Hank deposits have increased greatly and everybody is prosperous. There are many reasons to account for this increased prosperity, he said, and he thought it would be wise to appoint a committee to make an exhaustive study of the subject, based on what is heard at this meeting. The committee should get together with the advertising agents and newspaper representatives.

A LIGHON PROM CANADA.

Mr. Fisk, formerly of the Montreal Cazette, announced that when the war broke out he knew this country was going to have the greatest period of prosperity ever known in its history. The Aitles needed money, ammunition, and food, not men. Now it is the duty of this country to place itself in the position to furnish these three to the Allies. When the war first broke, the merchants of Canada were panic stricken and the bottom fell out of everything. The newspapers, he thought, were as much to blame as anyone, because they did not get together with the merchant and show him the fallacy of withdrawing his ads from the papers. The Government made one mistake in its advertising at that time. It advised the people to conserve the money, find etc., and instructed them to buy only what they needed

> The Best Known Slogan in St. Louis



Focular Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

That, he thought, was a mistake, as the people should be allowed to spend their money and keep it in circulation. The speaker then referred to the scarcity of men, to the imports and exports of Canada and then stated that when the advertising started up again in the newspapers, it was in greater volume than ever. The merchant who drops out once must spend a much larger amount to get tack than the man who keeps going. He thought that the members should get together and formulate reasons why merchants should not curtail their advertising.

CHEATE MURE, BAYB WOULWARD,

The question was raised as to whether the members should raise tho cry of wolf. Would it not bring to the attention of the advertiser the possability that he should curtail? This brought Mr. Woodward, of the New York Tribune, to his feet with the assertion that he was opposed to any talk to stop advertising. His idea was that they should talk of going out to create more advertising. The members should be increasingly optimistic. Advertisers should be told to get busy and take advantage of the good times and good things coming. "Don't negative advertising, start a wave of advertising optimism" he said.

Several members took part in the discussion and their remarks were all along practically the same lines. There was a unamity of opinion that was very pleasing to all present. A motion directing the president of the division to appoint a committee to work along the lines suggested was unaminously adopted.

Kentor as a Booster

A. R. Keator, the well-known Chicago special representative, is chairman of a "Jue Tinker Booster" committee, organized for the purpose of personally conducting a "Joe Tinker Booster" special de luxe train from Chicago to Columbus, O., on the occasion of the opening game of the Columbus baseball season. The Mayor of the city of Columbus and a special committee of leading Columbians are scheduled to meet the train on its arrival. There will be a "grand parade" to the special headquarters. In the afternoon the "boosters" will boost the Chicago baseball talent, and in the evening they will be entertained with a special athletic programme.

Hammer home your facts.

The manufacturer of a popular priced article appealing for wide distribution in popula tion conters will find an inviting market in lialitance the progressive city at the gateway of the S with

for BETTER
BUSINESS
in Baltimore

CONCENTRATE IN THE

Baltimore News

Net Daily Circular on MARCH 93,013

GMN over MARCH 1915, OVER 18,000

Special Representatives
DAN & CRROTT
Lators Building
J. J. L.C.C.
Lett. National Building CRR Afric

Up 100,118 Daily Up 26,582 Sunday

The following figures explain themselves:

(Sworn statements of the average net paid circulation of the Boston Daily and Sunday Globe as required by the Act of Congress of August 24, 1912, for the six months periods noted below)

NET PAID SUNDAY NET PAID DAILY For the six months ending 276,010 156,711 March 31, 1914 -226,823 289,437 For the six months ending March 31, 1915 -243,459 298 993 For the six menths ending March 31, 1916 -For the six months ending 256,829 302,592 March 31, 1917 -

In considering the Boston field, the purchasing power of the Globe's circulation should always be considered.

The Globe is read by the best people in all walks of life in the territory in which it circulates. The bulk of the Daily Globe circulation and a large proportion of the Sunday Globe circulation is in the Boston Shopping District.

Over 268,000 Daily Over 314,000 Sunday

March Breaks All Records

The circulation of the Globe for the month of March was greater than that of any other month in the paper's history.

The net circulation of the Boston Daily and Sunday Globe as returned to the Audit Bureau of Circulations for March, 1916, was—

PAID . . . 268,505 314,473 UNPAID . . 3,121 1,541 Total NET 271,626 316,014

During the three months period, January 1 to March 31 inclusive, the Globe

- Printed 2,162,961 lines of all kinds of advertising. This was larger than the total of any other Boston paper.
- Printed 316,763 lines of automobile and accessory advertising. The second paper printed 263,685 lines.
- Printed 111,977 want and classified advertisements. This was 70,947 more than were printed in the second Boston paper.

PRESIDENT HOUSTON IS SATISFIED WITH PLANS

Visits St. Louis and Finds There Feverish Activity Among Ad Men Who Are Preparing for the A. A. C. W. Convention There Will Be Room for All Who Attend.

The visit to St. Louis on Weinesday of this week of Herbert S. Houston, president of the A. A. C. W., on which date he addressed the members of the Advertising Club of St. Louis, was an occasion of mutual benefit to both the head of the world's advertising clubs and the various committees, whose chairmen are feverishly active every day now in the preparation for the annual convention in that city, June 3 to 7.

President Houston found conditions in St Louis highly satisfactory, and departed thoroughly inoculated with the St. Louis spirit of determination to make the approaching world event the biggest in the history of the Association. The greatest demonstration of this spirit is seen in the cooperation of the municipal authorities with the Convention Hoard, and the very active assistance of Mayor Henry Kiel and other city officlais in the determination to make the convention the greatest thing of the kind ever held anywhere. Mayor Kiel has just been reelected with the biggest majority ever accorded a mayoralty candidate in the history of the city, and his personal interest and continuous boosting of everything good for his city had much to do with it. Especially active has he been in the preliminary work for the advertising convention, in the bringing to St. Louis of which he had a very prominent part.

PRESIDENT HOUSTON SATISFIED.

Besides a satisfied expression from President Houston over the general conditions, he mentioned in his talk to the club members the offer he has made, on behalf of the A. C. W., of the services of the National Advertising Advisory Board to the Government, which without cost to the nation, shall formulate and execute plans to mobilize either men or money, or both, through the great power of advertising.

M E. Gordon, exhibit specialist, who has had charge of the installation of exhibits at the conventions for the past seven years, is now in St. Lauis conferring with the heads of the various dopartmentals. He has not only charge of the big national exhibit but will install each of the departmental exhibits as the national exhibit will be installed in the marble rotunds of the Olty Hall. The newspaper departmental will publish a daily paper in their exhibit, which will give the news of the convention and notes of the exhibit, as well as personal mention of the delegates and visitors in attendance. The higgest spectacle of the entire convention will be the big parade Monday night. The interest taken in this pageant by other cities is shown by their expressed intention of pa trapating Philadelphia and Cleveland are having ten floats built in St. Louis; Toledo will exhibit twenty floats, and the Des Moines delegation has arranged for 100 horses for this parade. Each marcher will carry an American flag. It is expected that twice the number of floats will be in the St. Louis parade as were in the Philadelphia parade last year. As to the expected attendance, there is a big estimate given out.

NO LACK OF ACCOMMODATION.

Already more than a thousand rooms

at hotels and rooming louses have been contracted for in advance, but the supply will be greater than the demand, and no matter how many visitors there are, the entertainment committee gives assurance that all will be comfortably housed. Among other entertainments to be provided is that of the St. Louis Grand Opera Committee which will produce the opera "Alda" in the open-air municipal theatre in Forest Park, the Board of Aldermen having issued the necessary permit.

The design for the official budge of the convention is said to be the most unique and artistic budge of any previous convention. The emblem of the A. A. C. W., signifying "Truth," and that of the Advertising Club of St. Louis, "Forward St. Louis," are prominent in the design. The national colors are there to signify the patriotic spirit, which, according to the plans, will dominate the convention. The budge will be given only to delegates.

More Definite Lift-Lines

Acting on a suggestion made by one of its carriers, the Birmingham (Ala.) News has adopted the plan of denoting not only of the page, but also the column of the page, to which a story is carried over from one page to another, Speaking about the improvement, W. 8. Dunston, circulation manager of the News, says: "This suggestion was made to our managing editor by some of our carriers about two months ago, in one of our regular monthly meetings. A test was made next day, and the page and column reference met with such popular amproval that our managing editor adopted it promptly in his regular make-up. We could not change it, not if we would, as it mives so much time and annoyance on the part of renders buntling for continuation of news sto-

Displaying War News Bulletins

The Pittsburgh Disputch has installed the Central News of America Day Bulletin Ticker Service, The office being cen-

Letters to Successful Publishers

Mr. Leon Brown, Managing Editor, Evening Tribane, Des Monnes, Iowa.

Des Momes, Iowa Desc Mr. Brown:

When you decided about March 1 to buy our illustrated service for your upand -coming, bright - fludlively paper, you paid us a compliment that we appreciated.

When one says Des Moines

When one says Des Moines to most folks they are apt to think first of the famous old Register, in whose conduct you have had an important part.

But while we like the conservative, successful, and widely quoted Register, we must confess to a bit of preference for the virile, restful Tribune, with its snappy makeup. It's a paner well worthy of a halfmillion city.

We always did like to be in good company. Your friends,

THE CENTRAL PRESS ASS'N.
New York and Cleveland.



The largest farm paper in the world is The Farm Journal. It is also highest-priced, and every copy is sold to the subscriber on approval—money back any time to any unsatisfied subscriber. 88.7 of its circulation is concentrated in the states where there are most buyers, most wealth and most dealers.

There's Only One Door to a Million Country Homes!

Only one latchstring that will open the doors of a million better-class country homes—only one key to a million pocketbooks.

And that is The Farm Journal, of Philadelphia — the only nationally-circulating country-folks magazine — the one that never conflicts in an advertising way with the newspapers.

The Farm Journal has gained its distinction because it is built upon the solid foundation of "Fair Play," both to its readers and to its advertisers.

It was the original paper guaranteeing every one of its advertisements. Since 1880 it has thus protected its hundreds of thousands of trusting readers; and by the same means kept out all undesirable advertising. This has made The Farm Journal the one entrance to a million firesides!

Of course, the big thought is that your friends, the manufacturers whose goods are advertised in the newspapers, should also be using The Farm Journal to get national consumption of their goods.

The stores which use your paper can't get along efficiently without this rich country trade — they need it to hold down the overhead and hold up the volume—and the ONE good way to reach the farmers is to use The Farm Journal.

So that you may be fully posted, read "Full Quotas in the City." You can have a copy FREE by writing to

Ryan & Inman

McCosmick Bldg. Evening Post Bldg. CHICAGO NEW YORK

CUDAHY PACKING CO. TO LAUNCH BIG CAMPAIGN

Advertising for "Puritau" Hams, "Res," and Other Foods, as Well as "Old Dutch Cleanser," to Be Pushed by Famous Chicago Firm—Tips for the Advertising Manager.

The Curairy Packing Co., 111 West Monroe Street, Chicago, will inaugurate an advertising campaign for their new "Puritan" brand of hams. Large copy will be used, under the direction of R. C. Johnson, the manager of the company's ham department, the contracts going out through the Dooley-Brennan Agency, of Chicago, under the personal direction of Hugh Brennan. "Rex" and other brands of food, as well as "Old Inteh Cleanser" will be handled by the advertising manager, R. E. Moorhead, through the Williams & Cunnynghum Agency, of Chicago.

BHERMAN & BRIAN, 79 Fifth Avenue, New York city, handle the agency advertising for B. V. D. underwear.

This Atlan Advertising Agency, 450 Fourth Avenue, New York city, will use newspapers in New York city for A. Mendelson's Sona, "Acme Lime," 120 Broadway, New York city, and placing orders with New York city newspapers for the Pacific Coast Horax Company, "Twenty Mule Team Borax Sonp Chips," New York city, Chicago, Ill., and Oakland, Cal.

THE ALBEST FRANK Co., 26 Beaver Street, New York city, is making 5,000line contracts with newspapers in selected sections for the Canadian Pacific R. R. Co.

S. W. AYER & Son, 300 Chestnut Street, Philadelphia, Pa., are sending out orders to newspapers in selected sections for the Atlantic Monthly, 17 Madison Avenue, New York city, and also placing one full-page one-time copy with newspapers, in selected sections, for the Curtis Publishing Co., Saturday Evening Post, Philadelphia, Pa.

THE THOMAS E. BASHAM Co., Inter-Southern Life Building, Louisville, Ky., is reported to have secured a new food account.

THE FIGHER-SMITH ADVERTISING CO., 122 East 25th Street, New York city, is again placing orders with newspapers generally for Dr. D. A. Williams, medical, East Hampton, Conn.

WENDELL P. COLTON, 165 Broadway, New York city, is again sending out copy to newspapers in selected sections for the Agwi Lines, New York city.

CALEURS & HOLDEN, 250 Fifth Avenue, New York city, are handling the advertising of Huyler's Candies, 64 leving Place, New York city.

THE TOBLETO PRODUCTS CORP., 1600 Broadway, New York city, will probably use newspaper space again later on through the Van Cleve Company, 179 Broadway, New York city.

THE GENERALEAY Co., 185 Devonshire Street, Boston, Mass., is again placing orders with some newspapers in selected sections for the Foster Rubber Co., "Spring Step Rubber Heels," 105 Federal Street, Boston, Mass.

HENRI, HUEST & McDONALD, Peoples Gas Building, Chicago, Ill., are sending out orders to newspapers in selected sections for the Royal Chair Co., "Royal" Easy Chairs," Sturgis, Mich.

THE MARTIN V. KELLEY Co., 171 Madinon Avenue, New York city, is placing new schedules on contracts.

J. P. MULER, 220 West 42d Street, Co., of Chicago, will be New York city, is placing orders with some Peansylvania newspapers for the Co., Three Rivers, Mich.

New York American, "Billy Sunday Articles," Broadway and 59th Street, New York city.

H. H. Levy, Marbridge Building, New York city, is again sending out some newspaper copy in selected sections for the Michelin Tire Co., "Michelin Tires," Miltown, N. J.

Lyppon & Hangord Co., 200 Fifth Avenue, New York city, and Cutler Building, Rochester, N. Y., are making contracts with some Ohio newspapers for the Pamgin Co., "Health Builder," medical, Wheeling, W. Va.

THEO. F. MacManus, Inc. Kresge Building, Detroit, Mich., is handling the advertising of the Republic Rubber Co., "Republic Tires." Youngstown, O.

Manx & Angus, 8 West 40th Street, New York city, are sending out orders to a few newspapers in Eastern States for Van Zile Co., "Vans-No-Rub," 593 Summit Avenue, West Hoboken, N. J.

C. W. Paoz, American National Bank Building, Richmond, Va., is making 2,000-line one-year contracts with some Southern newspapers for the Nelson Manufacturing Co., medical, Richmond, Va.

THE MASSENGER ADVENTURING AGENCY, Candler Building, Atlanta, Ca., is placing advertising with some newspapers for the Rec-Kay Motor Lock Co., Atlanta, Ca.

THE A. M. SWEYE Co., 347 Fifth Avenue, New York city, is placing orders with newspapers in selected sections for the Aubry Sisters, Inc., Toilet Proparations, 104 East 25th Street, New York city.

THE J. WALTER THOMPSON Co., 242 Madison Avenue, New York city, is sending out orders to newspapers in large cities for the Lamont, Corliss & Co., "O'Sultivan Rubber Heels," 131 Hudson Street, New York city, and preparing a newspaper list for Julius Kayser & Co., "Kayser's Silk Gloves," 45 East 17th Street, New York city This company is also again using newspaper space in selected sections for the Odorono Chemical Co., "Odorono," 15 an Avenue, Cincinnati, O.

THE J. WALTER THOMPSON Co., 44 East 23d Street, New York (43), will put out a campaign for the Depps Motor Corporation, 34 Pine Street, New York city, advertising their new automobile.

THE HORLICK MALTOAT BISCUIT Co., 312 Broadway, Milwaukee, Wis., makers of "Mattoat Biscuits," a new food product, will place advertising direct, through Arnold A. Horlick.

THE GEORGE L. DYER Co., 42 Brondway. New York city, will handle the advertising campaign for Simmons Co., of Kennsha. Wis., which will probably spend \$200,000 in advertising their beds.

STREET & FINNEY, 171 Madison Avenue, New York city, will just out the advertising for the Silverberg Import Co. 239 Fourth Avenue, New York city, "Slin-Pon" veils.

THE J. H. CHOSE AGENCY, of Philabelphia, will place contracts for the Strouge-Baer Co., makers of children's wear, Haltimore, Md

THE SINGLITUS HUNTING Co., Citizens Building, Cleveland, O., will place advertising for the Peterson Manufacturins Co., makers of agricultural implements, of Kent, O., during the month of May.

N. W. AYRR & Son, Philadelphia, will place copy for "Peterman's Honob Food," manufactured by William Peterman Manufacturing Co., 200 Fifth Avenue, New York city.

THE R. A. MATTHEWS AND ISSUE Co., of Chicago, will handle the mater advertising of the Go Mater & Smeal Co. Three Rivers, Mich.

THE COMONA ADVERTISING Co., Denver, Col., handles the account of the Consolidated Rubber Manufacturing Co., auto supplies, and the Orchard Products Co., soft drinks, Denver, Col.

CHERCHILL-HALL, INC., 50 Union Square, New York, handles the land and mortgage account of the Daniel Hayes Co., Rock Island, Ill.

HENRI, HUBST & McDowald, Inc., Chicago, handle the positry remedy account of the Walker Remedy Co., Waterlas, Is.

Wood, Pernam a Wood, Boston, handle the slipper account of the Bickford Wiley Sweet Co., Worcoster, Mass.

THE LUCK TRUNK Co., 1026 Main Street, Kansas City, Mo., places its advertising through L. Luce, president.

H. Walton Hemstra, Inc., Chicago, places the Puritin flour account of the Wells-Abbott-Nieman Co., Schuyler, Neb.

THE RANKE MOTOR CORPORATION, of Flushing, N. Y., places its advertising through P. M. Lineberger, advertising manager.

Jos. E. Bars, Inc., handles the H. Milgrim & Bros., baltes tailors' account, 122 Second Avenue, New York city.

THE IRWIN JOSSIAN ROSE AGENCY, 113
West 32d Street, New York city, has
acquired the account of the Hashrook
Patents Co., patentees and manufaturers of a coin device called "PrestO-Change." The machine facilitates
the bandling of change.

The Southern California Publicity Board is said to be planning to invest \$500,000 annually for five years to make known the advantages of Southern California as a place of residence and to attract tourists.

MARTIN & MARTIN, of Chicago, manufacturers of E Z Stove Polish, have recently placed their advertising account with Mock & Hardy.

W. F. FOWLER, vice-president of the Superior California Farm Land Company, Willow, Cal., is said to be favorable to an extensive advertising campaign to acquaint the public with the food value of rice. It is said that the Sacramento Valley of California is developing this into a considerable industry, and that in 1916 more than 55,000 acres were planted to rice, as compared with 34,000 cars in 1915.

C. Thosps, secretary and manager of the California Walnut Growers' Association, states that the Association is attempting to perfect a machino which will brand each individual walnut. This is thought to be the only way around the increase of 100 per cent. in cost of paper products, cartons, containers, etc.

THE RACINE RUMBIN COMPANY, of Racine, Wis., through Nichols-Finn, Advertising Agent, Chicago, is planning an extensive newspaper campaign on "Country Road" Tires.

THE RICHARD A. FOLEY AGENCY, Inc., of Philadelphia, is now in charge of the advertising account of Fels & Company, of that city.

Scorr & Scorr, Inc., 144 East 32d Street, New York city, are making uplists of newspapers for summer appropriations of Korein Company, 148 East, 28th Street; L. W. Sacost & Company, 2 Maiden Lane; Edward J Woods, Inc., 534 Sixth Avenue, and Elizabeth King Lestitute, of Statish F, all New York

GEO. L. DYER CO., New York and Chicago, have been made advertising agents for the Simmons Company, of Kenosha, West, makers of Samuens metal beds

THE J. WALTER THOMPSON CO., 44 East 234 Street, New York city, handles the

account of the Tidewater Oil Co., 11 Broadway, New York city; also the Cassico pump account of the West Side Foundry Co., Troy, N. Y., and the Citizens' Motor Car Co., Cincinnati, O ; the Witt Cornice Co., Cincinnati; Hooven & Allson, Xenia, O.: Union National Bank, Cleveland, O.; the paint account of the Detroit Graphite Co., 1 Twelcth Street, Detroit, Mich.; auto accessories account of the Motor Products Co.; Jefferson & Brush Street, Detroit, Mich.; the auto account of the Stranberg, Miller Co., Detroit, Mich.; the sparkplug account of the Wolverine Spark Plug Co., Detroit, Mich.; the food preducts of the Robeson Preserving Produets Co., Port Huron, Mich., the fertilizer account of the Solvay Process Co., Wayne, Mich., the cream of barley account of the American Barley Co., Minneapolis, Minn.; the Derryville linens account of the Derryville Linen Co., 25 West 22d Street, New York city, and the Irving National Bank, New York city.

Southern Advertising Assn. Formed

The Southern Advertising Agents' Association was formed at Atlanta last week. E. St. Eimo Massengale, advertising agent, Atlanta, Ga., was elected president; Jefferson Thomas, of the Thomas Advertising Agency, Jacksonville, Fla., vice-president, and E. E. Dallis, of Atlanta, secretary and treasurer. Representatives of seven Southern advertising agencies are members.

New Orleans States

Mouher Audit Bureau of Circulations. Sworn Not Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white bemeindicated evening sirculation in the tradeterritory of New Orleans.

To ruce a large majority of the tradeprospects in the local certifory the States in the lugical and economic medium. Circulation data soft on request.

The S. C. SECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Londo

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD.

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

AD FIELD PERSONALS

It. M. Powers, formerly of the staff of the Gibney Tire & Rubber Company, has been appointed chief of the Advertising Bookkeeping Department of The York Times, replacing R. B. Yarnell, who resigned recently to become associated with The Fox Film Corporation.

R. V. Tosan has joined the advertising staff of the Newark (N. J.) Morning

J. Wilson Roy, representative of the Goes Printing Press Company in the New England States, spent the Easter vacation at his home in Sidney, O.

MISS EDITH CHANDELL, for five years connected with the advertising department of the Emery, Bird, Thayer Dry Goods Company, Kansas City, has accepted the management of one of the most important advertising departments of the John Wanamaker store, Philadelphia She has her own corps of artists and assistant ad-writers.

Evenery R. Smith has joined the Manternach Company, advertising agents, of Hartford, Conn., to take charge of their agricultural advertising interests. Mr. Smith for the past two years has been in charge of advertising and sales for the Cutaway Harrow Company, of Higganum, Conn. vious to that time he was connected with the Providence (R. I.) Bulletin and Journal, and business manager of the Journal-Courier for five years

C. J. Edan, of the advertising department of the St. Louis Republic, addressed the St. Louis Chamber of Commerce this week on "Building Up a City from the Inside Through Practical Advertis-He urged the banks to assist the merchants to enlarge their businesses through newspaper advertising.

F. I. CRAPT, advertising manager of the St. Louis Star, recently addressed the Junior Advertising Club of St. Louis "The Training of a Newspaper Bo-

A. H. Moses until recently advertising manager of the St. Loois Furniture News, has accepted the position of representative of the Kahn Mirror Plate Company, of St. Louis.

H C. Saves, formerly space buyer for the Frank Preservy and other prominent advertising agencies, is with the American Ambulanco Corps, "some-where in France." His friends have been favored with interesting letters. recounting his experiences, but the censors have made it necessary for him to omit mention of his exact where-

GURTANK GUES has been made leastern representative of the Chicago American, with headquarters in New York t'ity. He has been connected with the Hearst organization for a number of years, having been associated at different times with the American Weekly Magazine, the New York American, and the foreign service.

Russell T. Gray, formerly advoctising manager of the Haynes Automobile Company, has resigned, and will hereafter be connected with the Shuman Advertising Company of Chicago, Ill.

JOHN H. HILTON, who went to Detroit to engage in the advertising business ten years ago, has returned to Chicago to become advertising manager of a large mail order house with which he was formerly connected.

R. J. SHERMAN has folded forces with the Fred M. Randall Company of Detroit. Mr Sherman was formerly associated with the Toledo Scale Company and the Detroit office of Charles H. Fuller & Co., and for a time he was with the H. K. McCann Company.

EDWARD E. LAUNIER has been made advertising manager of the Associated Motors, Inc., at New Britain, Conn. He was one time connected with the advertising department of Colgate & Co.

It west, T. GRAY has joined forces with the Shuman Advertising Cornteshy of t'hiengo. Mr. Uray was for some) ems advertising manager of the Havnes Automobile Company of Kokomo, Ind.

Auser H. Horkins has been made advertising manager of the Wisconsin Daily League, with headquarters at the main office of the League, Janesville, Wis., and with a branch office at Milwantee Mr. Hunking was for some time in the special representation field in Chicago. The League comprises 28 daily newspapers published in the State of Wisconsin.

LEWIS E. Dicison has been made director of service for financial institutions in the advertising agency of Frank Kiernan & Co, of New York. He was formerly assistant general manager of the Chicago office of Albert Frank & Co.

Homes E. King has opened an office in for hester, N. Y., as general manager for the Van Cleve Advertising Agency of New York.

FIRST CENSORED NEWSPAPER

Milwaukee Free Press Requested to Kill Story on Army Bill.

The Milwaukee Free Prem is the first newspaper in the country to show real signs of censorship. The night the national House of Representatives passed the war resolution, the Free Press carried in its State edition, going to press about 2 A. M., a story on the Army bill. After the presses had started, the International News Service flashed a kill on the story, stating that it was the request of the censor in Washington. Free Press stopped its presses, Thu chiselled out the first-page story, and ran the balance of the State edition with a blank first column. The paper was made over for the city edition and a story written explaining the censored early edition.



The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerna, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed

The TUST DISPATCH sells more papers in Louis every day in the year thus there are men in the city.

Circulation entire year, 1916

Dally average 204,201

ALABAMA	MONTANA
NEWS	MINER Butb. Average daily 12,470. Sunday, 20,371, for emonths colding September 20, 1916.
CALIFORNIA	NEW JERSEY
RXAMINER Les Augeles A. B. C. Augeles A. B. C. Augele reports show largest Moraing and Russiny electricities Greatest Home Delivers. MERCURY HERALD	PRESS-GINONICLE Paterson (VOURIER NEWS Paladote
GEORGIA	NEW YORK
JOUHNAL (Ctr. 57,581)Athata	COURIER & BNQUIRER Buffalo
CHRONICLE	IL PROGRESSO FFALO-AMERICAN. New York
ILLINOIS	The National Jewish Daily that no general advertiser should overlook.
HERALD-NEWS (Circulation 14,190)Juliet	
IOWA	ОНІО
THE REGISTER AND TRIBUNEDus Molness treatstion, 85,000 Daily, 70,000 Sunday.	VINDICATOR Youngstown
SUCCESSFUL FARMING	PENNSYLVANIA
KENTUCKY	DAILY DEMOCRATJohnstown
Semi Monthly 32 to 64 pages 1 Queentund	Tilling LEADING
Semi Monthly, 32 to 64 pages, i Guaranteed argest eleculation of any Masonic publication in he world. In access of 90,000 copies monthly.	TENNESSEE
LOUISIANA	BANNER
MICHIGAN	TEXAS
PATRIOT (No Monday Insue)Jackson Last Gov. Statement—Daily, 11,408; Sunday. 12,568. Member & B. C. und A. N. F. A. Plat Rates—Our time ads. 30 cents inch; yearly contracts. 33 cents inch; position 20% outra.	CHEONICLE
	UTAH
MINNESOTA TRIBUNE Morning and SveningMinneapolis	HERMALD REPUBLICAN Sait Lake City
MISSOURI	VIRGINIA
PORT DISPATCH	DAILT NEWS-RECORD Harrisonburg fu the famous Valley of Va. only paper to the richest Agricultural County in United States.

ROLL OF HONOR

The following publishers guarantee circulation one whitnesty grant any advertiser the privilege of a careful and exhaustive investigation.

ILLINOIS

SKANDINAVEN

NEBRASKA

WASHINGTON

PHERE PRESSE (Clr. 128,384).... Lincoln

NEW YORK

..... Chiengo BOLLLETTINO DELLA SERA ...

NEWSPAPER MEN FOR CENSORS

Frank P. Sibley, of Boston Globe, Cites Their Special Qualifications for Task.

Bosrox, April 11.-Prank P. Stblev, of the Boston Globe, spont some time on the Mexican border as a "war correspondent" a few months ago. While there he had an opportunity to find out many things about war-time censorship, with the result that he has written an article for Leshe's entitled "A Common-Sonse Censorship." ming up Mr. Sibley says in part:

"Censors must be in every important telephone exchange, and listen in at the suggestion of operators, cutting off the connection if any attempt is made to convey forbidden information. Here again the flexible, quick judgment of the newspaper man is probably better than the rigid, rule-of-thumb order of the army man. Incidentally, a newspaper man would not stop at cutting a connection; he would set secret-service forces in motion to catch the offenders.

"The plan then contemplates a nationally organized consorship by newspaper colunteers, given army rank if necessary, and having central controls at Washington, New York, Chicago, and other great news centres. Under these central offices would be the censor's offices in every city having dailies; the censorship at telegraph relay points, telephone exchanges, and post offices. In the last two a large force of men would, of course, be required."

Mr. Sibley advises that the army men take the newspaper men into their closest confidence and tell frem frankly why this or that must be forbidden. "The army must meet the consor more than half-way and if new-paper men are given the censor's duty, they will come out so far in the other direction that a margin of safety will overlap."

in concluding Mr Sibley says that the public mest be prepared to accept a censorship far more strict that it has ever before known.

MORNING PAPERS MISSED STORY

"Good Night" to Boston Reporters Ten Minutes Before Big News Broke.

Boston, April 12.—Twelve Boston newspaper men, representatives of the morning papers, are still discussing their disappointment in being cheated out of one of the biggest stories in years, by only ten minutes, last Priday.

The reporters, after two all-night vigils, waiting for the first act of war. the seigure of the four interned German liners at East Boston, received encouragement with the news that the House had accepted the President's declaration that a state of war existed. The envious waiting was transformed into eager expectancy. All of them awaited big developments and lots of copy, only to have their expectations blasted with "good night" from the papers at 4:15 Ten minutes later the blue nekets and enstones men appeared to capture the ships. It was too late. Not a newspaper in town would replate.

Despite the "good night," the boys stuck to see the fun-but only as spectators. One afternoon paper man, who had appeared at the rendezvous of the

Colorado Springs THE TELEGRAPH

B C Paper An A J. P. McKINNEY & SON Chicago Detroit

New York

reporters a young men's club, near by had the story all alone in his midmorning edition.

The morning papers, on the street several minutes before the story develand, carried brief mention of the seisures, but the real story, with its many fentures, did not appear until the afternoon. The fact that the morning men were "in" at the first act of war was partial payment for their disappoint-

To Keep Trade at Home

The Retail Merchants' Association of Canada employed large display advertlacments in Toronto newspapers April 2, appealing to Canadians to buy merchandise in Canada and not to patronize American department stores, particularly those of New York and Buffalo, which in the past have used space in Toronto papera urgine Torontoans to combine business with pleasure by making seasonal purchases while visiting during Easter, Christmas, and other holidays. The advertisement of the Merchants' Association of Canada in the Toronto papers urges Canadians to spend money in Canada "because money spent in Canada ben fits Canadians. while money spent abroad profits strangers to the detriment of Canadians."

Pearson's Magazine on Defensive

The question of how far a publisher may go in publishing court proceedings and records of a court is involved in the summoning of Frank Harris, editor of Pearson's Magazine of New York, to the Court of Special Sessions this In the May number of Pearweek. son's there is an article entitled: "The Night Court Inquisition." It is claimed by representatives of the Society for cle is obscene and all copies of the magazine that could be found were sessed. Editor Barris claims that the article is privileged, in that it is a verbutim copy of a policeman's testimony as given in the night court. The I'mtrict Attorneys office is prosecuting. sides were directed to present briefs yesterday, on this point of priv-Rege, and the Court adjourned the case until Monday.

Stephens Bill Reintroduced

Representative Stephens, of Nebraska, has reintroduced the Stephens bill that occupied so much attention of the Staty-fourth Congress. The new measure is known as H. R. 212, and is of-

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(Sciulier Post Office Statement)

Sunday 68,942 55,365 Daily

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives
LIGHTS GILMAN
Works Sulkling NRW YORK
Tribune Building CHICAGO

ficially designated "A bill to protect the phidic against dishonest and false pretences in merchandising."

WANT IOURNALIST AS CENSOR

Teachers of Journalism Favor Appointment of Nevespaper Man.

A resolution favoring the appointment of a man of newspaper experience as Government censor was adopted at the meeting of the American Asneighbor of Journalism Teachers in Chicago, April 7. The report was, in part, as follows:

"Censorship must discriminate tween 'news of military acts, orders. movements, and organization, which should be rigidly censored and will be willingly suppressed, and incidents of human interest arousing emotion without revealing the military situation The publication of the latter will stimulate attention, awake loyal cooperation, and promote recruiting. A wise censorship will make provision for supplying news of this character to our press.

Members of the Committee are Talcott Williams, director of the Pulitzer School of Journalism, Columbia University; Prof. F N. Scott, of the University of Michigan, and Walter Williams, of the University of Missouri

CULTIVATING BETTER RELATIONS

La Nacion, of Buenos Aires, Printing Big Volume of North American News.

A cable of congratulation was sent to President Wilson last Saturday by Jorge Mitre, editor of La Nacion at Buenos Aires. The action was taken, according to a press disputch, in the hope of offsetting to some degree the

THE PER CAPITA BUYING POWER

of Detroit is great. Progressive advertising WILL secure results. Use the Free Press and realize your share of Detroit's prosperity.

The Detroit Free Press

"Michigan's Greatest Hempoper."

ERREE & Foreign How York
ONKLIN Representatives Detroit CONKLIN

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Pareign Advartising Representatives

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

coolness of the Argentine Republic's attitude toward the United States in the present crisis.

The incident is of interest to American newspaper men through its relationship to the South American news distributing efforts of the United Press which is new supplying La Nacion with a complete world nows service. It is said that La Nacion has spared no expense in the present crisis to acquaint its readers with news of North America, and that its cable volume is the largest and its bills for tolls simply enormous,

Mr. Mitre is the grandson of Hartholomé Mitre, a former President of the Argentine, and is regarded very highly as a progressive publicist.

Advertising Women to Dine

On April 17 the League of Advertising Women of New York will hold the tast dinner and meeting of the season at the New York Advertising Club, 47 East 25th Street. There will be a spocial exhibition of movies, with an address by John Sullivan, secretary of the A. N. A., and by J. Charles Davis, jr.

The only thing that comes to him who waits is infirmity.

The Pittsburgh Post

ONLY

Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kasses City, Chica-

Buffalo News

EDWARD H. BUTLER Editor and Publisher

The only Bufale assurpager that em-sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many reasome triky.

MEMBER A. B. C. Foreign Advertising Representatives KELLY-SMITH COMPANY

NEW YORK

Lytten Building CHICAGO

Th e Vittshura Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK,

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELL

60-62 Warren St., New York Chy Established a Quarter of a Century

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies.

Dallas, Tex.—The A. J. Shownler Company, of Dalton, Ga., publishers of music, music books, etc., has been granted a permit to do business in Texas, employing \$100,000 capital, and with headquarters at Dallas.

FORT WORTH, Tex. The Lowdon Company, incorporated with \$10,000 capital stock. Printing, publishing, and stationery business Incorporator: R. R. Lowdon, E. K. Lowdon, G. D. Babesek, and others.

CODELL, Kan.—The Codell News is the name of the new paper started here, with E. R. Powell as editor. John Ford, of Plainville, is printing the paper.

Sizera Branca, Tex.- The Hudspeth County News is the name of a new publication here, with H. Wyatt publishing it.

Sulphua Springs, Ark — A. C. Veach, of Joplin, Mo., has issued the first number of the Sulphur Springs Echo, a new paper here.

BURLINGTON, Kan — The Burlington Christian is a new monthly publication, edited by J. L. Thompson. It is devoted to advancing the cause of Christianity.

Potrat: Okla —A New paper is to be started in Potrau soon, to be known as the Potrau Hersht. (Name of owner not given.)

MEXIA. Tex —The Mevia Daily Press, an afternoon paper carrying the Associated Press report, has been established at Mexia by N. D. Petty, editor and rublisher.

New York,—World Patricts Company, publishers and printers; capital, \$10,000, directors, H. A. Busch, D. B. Browne, G. W. Stair, 439 Pitth Avenue.

New York, McCartney Printing Company, printing and publishing; capital, \$6,000; directors, H. W. Webb, M. M. Lisner, W. McCartney, 344 West 35th

New York.—Hendrickson Publishing Company, publishing and advertising, capital, \$5,000; directors, E. J. Donegan, R. Gray, F. F. Hendrickson, Hotel St. George, Brooklyn.

New York.—Weed Publishing Company, printing and publishing; capital, \$25,000; directors, N. H. Weed, Montclair, N. J.; F. L. Randall, New York, and W. O. Balanzatesut, of Brooklyn.

New York.—Independent Advertising Publishers, general advertisers; capital, \$3,000; directors, Jacob P and Jonas Levinson, Joseph B Boudin,

New York — Wall Street Statistics Corporation, publishers, capital, \$100,-000; directors, C. F. Crossby, C. H. and L. H. Cooke, 74 Brondway.

Bosron, Mass.—James T Wetherald Advertising Agency: capital, \$25,000; James T. Wetherald, president and treasurer; A. K. Hardy, sceretary.



Arouse The Patriotism

of the readers of your paper by printing our big war features—The Best On The Market Today.

THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West 3rd St.

Cleveland, Ohio

THENTON, N. J.—Interstate Advertising Company: capital, \$19,000, directors, F. D. Kerr, Leslie Broomfield, Alfred N. Kerr, all of Trenton.

Canannahua, N. Y. - Messenger Association, publishers; no capital stock, but 250 shares, no par value; directors, B. B. Weldy, W. D. Packard, W. A. Patton.

CHANGES IN INTEREST

ALERS, Kan.-Frank C. Brooks is the new editor of the Journal.

Studen City, Kan.-W. C. Howerton is the new editor of the News-Courant, succeeding William M. Knapp.

CRANDLL, Tex.—Mr. Holand Bush has sold the Star. The name of the purchaser is not given.

TEXHOUS, Okla. W. E. Kreiger, editor and publisher of the Times, has sold that paper to Roland Bush.

WEST MINERAL, Kan.-The Mineral Cities Times, published here, has been sold by E. H. Ehrman to J. Robb Brady, editor and publisher of the Caney Chronicle. The plant will probably be moved to Caney.

NEWKIRK, Okla. - The Republican

News-Journal, of this city, has been sold by Korns & Son, publishers for twenty years to J. Harry Jones and Edwin C. Conger, of Unionville, Mo., who took charge April 1.

McGmmon, Tex. C. B. Hall and H. C.

Connally have purchased the McGregor Mirror from Ed. E. Talmage, and took charge April 1. Mr. Talmage will assume editorial management of the Bryan Daily and Weekly Eagle, on or before April 15.

INTERTYPE

Model A
Single
Stepazine
\$2100

Model B
Two
Magazines
\$2600

Model C Three Magazines \$3000

Don't you wish that your single-magazinc machines of other than Intertype manufacture could now be converted into two- and three-magazine models?

If your single magazine machines were standardized Intertypes you could at any time convert them into two- and three-magazine models—at small expense and in your own composing room.

This is one of the advantages of Intertype Standardization.

INTERTYPE CORPORATION
Terminal Bldg. BROOKLYN, N. Y.



The Ault & Wiborg Company of New York

News Ink

57 Greene St. New York City

Write Us—

SEVEN NEWS PRINT MAKERS ARE INDICTED

(Continued from page 7)

making sales of paper through salesmen, dealers and Jobbers, for the payment of return freight on the cores upon which their paper was wrapped, payment of charges for cartage, and allowing of claims for waste or damaged paper.

(c) To engage in simultaneous representations to the public, to their customers and to each other, of the alleged increased cost of manufacture and of the alleged shortage of news print paper, and to the manufacturers of insufficient quantities of such paper, with the object of concertedly working for materially higher prices.

To cooperate in discouraging the erection of new mills or the installation of new machines for the manufacture of news print; to coliperate in preventing new concerns from competing with them by transferring orders and contracts for paper to new concerns on condition that such new companies should not compete with them.

To furnish from time to time to the News Print Manufacturers' Association, at No. 18 East 46th Street, New York city, for the information of the defendants and of Steele, full and complete information concerning contracts with their customers and the quality of the paper manufacturered, carried in stock or sold by them, also the enpacity of their various plants, and other details of their hasdress.

The concerns named it is charged were to be required to submit to such regulations, and rules concerning the corrying on of their trade and com-Notwithstanding the fact that they were independent of each other, they should, and but for said unlawful conspiracy, they would have competed with each other, the indictment charges. Bainbridge Colby, one of the special

United States District Attorney's and stants, appointed to have charge of the investigation, gave out a statement Thursday evening in which he said:

"The news print combination is a comewhat loosely articulated one, but in my opinion clearly and obviously designed to circumvent the prohibitions of the Federal laws against combinations in restraint of trade. The association gathered from its members not offly data as to their capacity and output, but copies of outstanding contracts. with the publishers of newspapers, of every member of the Association The Association thus had information as to how every newspaper in the country stood as to its supply of news print paper, and the date of expiration of every contract. The members of the Association frequently refused to give quotations on news print paper to any publisher who had a contract with any other member of the Association.

"As the dates of the expiration of such contracts approached, the newspapers were obliged to renew contracts for their current supply, but on asking questions as to price were mel by the paper to deal with each other's customers. The result remitted the publisher to the concern with whom his expiring contract was made, and left him beloless before the exactions as to price and other conditions dictated by the manufacturer.

"The prices charged by members of the Association are greatly in excess of prices which independent producers, even under war conditions, are content to receive. There has been a relatively slight advance in the cost of materials entering into the manufacture of news print paper, but nothing comparable to the advance in prices which has been made through the concerted action of the members of this combination and under restricted competitive conditions brought about by the Association whose purposes and methods are now directly challenged by the action of the Federal grand jury.

"The News Print Manufacturers' Association was unincorporated. It had no articles of association, no by-laws. It kept no minutes of its meetings, nor was any record kept of the proceedings of its executive committee, which held meetings nearly every month. The informality of its procedure marks the latest phase in the progressive effort to invent some means of evading the Sherman Anti-Trust law. It was clearly the effort of the Association to secure all the benefits of illegal combination without exposure to the risk of prosecution."

From Washington comes word that the indictments have given the Federal Trade Commission much concern over the possible effect on the plan proposed by the manufacturers under which the Commission was to fix paper prices The manufacturers, it is understood, have threatened to withdraw from the price-fixing agreement if indictments came from the investigation by the Department of Justice Their proposal was made to the Trade Commission after the Commission had turned over to the Department of Justice evidence it had gathered pointing to violations of the law by the manufacturers in setting un high prices under an alleged combination. Officers of both the Department of Justice and the Trade Commission have declared no inducements of immunity were held out to the manufacturers as a reward for their offer-

The Evening Mail

Last year GAINED

178,965 lines

Dry Goods Advertising

Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

refusal of manufacturers of news print ing to put the marketing of their product into the hands of the Trade Commission at prices to be set by the Commission.

Publishers, it is said, are divided in their attitude in the Department of Justice's investigation. Some have insisted, it is said, that indictments be brought, believing no price-fixing plan would offer permanent relief from prohibitive prices, and that the only sure remedy would be a prosecution that would break up the alleged news print trust. Others-and it is said a part of the membership of the Trade Commission concurred in the view-have held that the price-fixing plan would have solved all difficulties.

Some publishers are hopeful the price-fixing plan still may be put through and that presecutions will not be pushed if the manufacturers evince a willingness to observe strictly the law in the future. As only one man, they declare, ever has gone to jail for violation of the Anti-trust act, and he through pleading guilty, they believe the interests of the public would be better served by permitting the Trade Commission to proceed with the distribution of news print than by proseentions.

Officers of the American Newspaper Publishers' Association have been here for more than a week in an effort to prevent failure of the distribution plan. The Trade Commission dropped work on it when the Department of Justice let it be known that indistments would be brought despite the manufacturers' proposal. Whether negotiations would be resumed no one would say to-night

We are in the world to provide for others, and that is the basis of econ-

PAGES Full or Half 6, 7, 8 Col.

Comic, Fashion, Children's Feature

Weekly or on special order.

The International Syndicate F. atures and Newspapers

Established 1881

Bal tmore, Md.

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, doily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager at WEST 20TH ST. NEW YORK

The True News -FIRST-

Always-Accurately

International News Service 38 William St., New York City FAVORS INCOME CONSCRIPTION

E. W. Scripps, Rich Publisher, Says We Should Pay as We Go in War.

SAN DIMO, Cal., April 7 -E. W. Scripps, millionaire owner of the Cleveland Press, Cincinnati Post, Scripps-Meltae League, and the Scripps newspapers, to-day telegraphed President Wilson, as follows:

"I strongly urge that we should pay as we go in the war with income and inheritance taxes. All incomes of over \$100 000 a year should be conscripted. The minimum cash pay of soldiers and sailors should be not less than \$3 per day during the war. Such legislation would cost me much more than half my present income."

Herald and Telegram Figures

The April statement of circulation for the New York Herald, showing the average circulation for the previous six months, gives the circulation of that newspaper as 133,918, compared with 99,587 on October 1, 1916. For the Evening Telegram the figures were 215,282 average for the six months that closed April 1, 1917, compared with 218,463 on October 1, 1916.

To our Flag Customers SPECIAL NOTICE

Sold up. Play notice accepted subject to prevailing prices and indefinite date of deli-

Unpresidented demand cause for this condi-tion in the flag market. Can supply Flag pictured, Wilson's Girst Missage and a nea-War Alles Tunnedinte delivers.

Write to day for prieve and samples

S. BLAKE WILLSDEN fremian and Advertising Specialities, 1998 Reyworth Bldg., Chicago

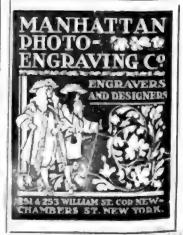
Emergency **Pages**

If you have occasion to use Special EMERGENCY PAGES, don't insult the intelligence of your readers by giving them the oft repeated office ad. We furnish a series of Special Emergency Pages, containing the best fiction and illustrated pictures obtainable. All pages made up with a home-like flavor, free from the New York style. Subje t matter more timely and interesting. 20 inches or 21 inches.

Send for roofs and our special low untation.

World Color Printing Company R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.



Food Medium New Jersey

Trenton Times

A. B. C. 2c-12c Per Week

KELLY SMITH COMPANY

220 Pifth Avenue

Lytton Building

The McClure Method

Our features are sold on toffvidual merit.
Aug. securice may be ordered singly
Titles WEANS
The greatest possible variety from which

The executed parameter is con-tractional to the con-come eliteral independ.

The obtaining to enter a budget con-cisting only of what you want.

A material reduction from individual prices

Notice to for complex of our flunday fol-ared comics, dully comics scower a fea-lures, bedtime storics, fetium, sie

The McClure Newspaper Syndicate 120 West 32nd Street, New York City

ARTHUR BRISBANE

(Continued from page 9) nal, was launched, and Henrst began tooking around for a man to head it.

Brisbane was the man.

Brisbane revolutionized the business, He made type as big as the page coul i stand. The papers at that time were printed in very beautiful type, nice to look at, but very hard to read. With the big scare heads Brisbane got attention. The newsboys put the Hearst paper on top, because the headlines compelled attention, and soon the circulation of the Hearst paper exceeded that of the other New York papers. The circulation went up so rapidly, under Brisbane's watchful eye, that his salary also went up at the same time in leaps and bounds, until the figure of \$50,000 per year was written in a cortract.

Brisbane is the father of the editorial which is READ. His editorials are published in two millions of Hearst newspapers, and in several millions more that take the service.

He leads people to think, which is the primary essential of an editorial.

Of late years ALL his writing is done with the aid of the business phonograph. Two hundred thousand dollars could not purchase the machine be

Dictating, hour after hour, to the phonograph would indeed seem laborange work to the average man, but Briskene talks to the phonograph just as he would talk to an individual in ordinary conversation-hence the easy style of his writing.

Two thousand volumes are in his fi-Every one of them with a "paster" on it to show that it has heen read and marked. Every marked passage in the books being as clear in his mind to-day as the day it was first rend

Brishane is of nervous temperament. He has blue eyes and a head that once seen is never forgotten. He is five foot ten; can run, jump, drive, swim, in fact do all the things that a college boy of twenty-one might do-and this at the age of fifty-two.

His real estate holdings are large Recently he purchased the entire village of Allaire, N. J. At this villuge the iron which went into Robert Fu,ton s steamboat, the Clermont, was smelled out of bog ore.

He lives at Rye, N. Y. His family consists of his wife, Phube Cary Brishane, and two children, a girl and a hov.

So, that is Arthur Brishane man who has made millions think.

From \$15 a week on the Sun to \$82,-000 a year in thirty-three years isn't so had for a boy with nothing hir a common-school education and sense enough to make the most of oppor-

LONG PATENT FIGHT ENDED

Duplex-Scott Patent Cases Are Settled Out of Court.

The Duplex Printing Press Company, of Battle Creek, Mich., and Walter Scott & Company, of Plainfield, N. J., have settled out of court the extensive patent litigation, which has been pending for years in the United States Patent Office and the courts between them and the suits and countersuits have been disposed of by an exchange of Beenses under the various patents involved, and other valuable considera-

Of the patents at issue. Scott patent \$19,813 covers a plurality of drives for rotary printing presses, and Doll patent 1,074,699 (also owned by the Scott Co.) covers a double line of flooroperated units, accessible from all sides, arranged with their cylinders end-toend, a plurality of folders, and means for driving these units, and folders in varying independent groups.

Bechman patents \$14,510 and 1,139,-154, owned by the Duplex Co., covers generally the low-unit press construction with cylinders closely adjacent endto-end, with angle bars over the printing units and with folders at the ends of the printing cylinders.

The above patents are acknowledged to broadly cover all unit presses embodying the features of design used in Scott "Multi-Unit" and Duplex "Metropolitan" types of presses, and these companies have full control of these dominant patents, and the exclusive rights to manufacture such presses during the life of these patents.

The Duplex and Scott Companies announce that they have arranged to jointly protect all their rights under these patents against infringement.

"When we fall to build for the future, our pain is often expressed in the agonies of others."

STATIMENT OF THE OWNERSHIP M AGEMENT, CHEFTIATION, FTC REQU IED BY THE ACT OF CONGRESS OF GUST 24, 1982, of

THE EDITOR AND PUBLISHER,

THE EDITOR AND PUBLISHER.

Full-felsed weekly at New York, N. Y., for April 1, 1977.

State of New York, Courte of New York, sa., Enforce size, a Wolvey Public in and for the flast was County of Courter of New York, sa., Enforce size, a Wolvey Public in and for the flast was County of Courter of New York, sa., Enforce size, a Wolvey Public in and Section 12 to the State of New York, and the publisher of THF EDITOR AND INSTITUTE THE COUNTY OF THE

In section 443. Posts' Lowe and Beginsteins, printed on the restrict of the Storm to wit;

1. That the names and addresses of the publisher editor, managing editor, and backness wanger are publisher. Editor, British 19. DeWitt.

2. That the names and market of the publisher publisher. Editor, 19. Sections 2. The Company of the Storm of the Publisher of the Storm of the Publisher of the Storm of the Storm

Second to suff unburglied before me this \$2 day of Arrill, 1917 / 743-11.

SPECIAL SERVICE for

NEWSPAPER **PUBLISHERS**

MECHANICAL CIRCULATION

Mr. Liefer F. Lawrenn, referred to by per-neducion, swifts to an impacting publisher: I comobber him exceptionally well in-formed in the defails of non-super-admission tration. He did notes very satisfactory week for as.

CHAS. S. PATTESON
Prince George Hotel, New York City

Chance to Purchase

the grade menthly labor publication. Growing misselfy, now solitor own way with uncelleited advertising and subscriptions. April issue car read nearly 2000 licence of advecting. Excellent field for development with practically no competition. No indebtedness. Owner misse deep no necessal of going into adler business. The right users can make several thousand deliberation of the properties of the propertie

FERNALD'S EXCHANGE, Inc.

Third National Rank Bidg., Springfield, Mass.

SITUATIONS WANTED

Advertisements under this classification, terrverisements under this classification, co-cente per line, each insertion. Count sia words to the line, Por those unemployed not to extend 50 words, two insertions PREE.

WOMAN WHITER, (27), free lance, want partition. Human Interest, humicists and ar-liches. Address P. 3256, cars Editor and Pub.

CIRCULATION MANAGER with excellent preference up tradute blows, 17 verse, experi-cione, which position to such with lite reques-country preferred. Address B. v. 3287 cure Militor and Publisher.

BUSINESS AND ADVERTISING MANAGER receives Ann Apperuration MANAGER media leastlint. Now emphased in charge of apteriald paper in bustling city but wante poid thou where in large malers can be pold. Has references from treat of highest standing and a reference from treat of highest standing and received of hustaness moresus. On hundle ordinated from odd to rold, in fact has slower or for years. Charge to preserve meaning high grade mun. Address P. 1200, care follow & Publisher.

EDFIDRIAL MAN, experienced as house organ cultur or assurdated on some live business jour nal; atpoor clean-cut weiter; familiar with printing, outraving, make-up; for rears' experience on occars big papers highest recommendations from well known existent; available new Address P. 3250, care Editor and Publisher.

HELP WANTED

A Canadian (French) dally newspaper seeks a representative for New York City and the Eastern States. One who throughly know on the light of French Canada and the Insortance of the highing on toolity of French Canadians in the Drotting of quicker preferred. The addition work if addressed to like F. 1975; c. see The Edition and Publisher, World Belidling New York City

FOR SALE

Advertisements under this charification, Aftern crain per line, such insertion. Count six words to the line.

LINGTIPE Model No. 3, Serial No. 10100, smalter, assertment of matrices. Feet Wayne, inling Co., Feet Wayne, Ind.

LINCTPYPP-Model So. 1. Serial No. 8010, and Marky No. 1. Serial No. 8011, with 1 mags size. there, electer blades, four of marking for each machines. Tribuse Printing Co., Chapterina W. Vg.

LINITYPE Model No. 4, Serial No. 11690, ngasine matrices spacebands, liners and lakes, Winston Printing Co., Winston Salesa.

LINDTYPE-Three Model I machine with complete employent of weble, magnitum and met ries New Haven Union Co. New Haven, Com-

The first windscribed before me this Vivil 1900 and 1 Avenue when the Vivil 1900 and 1 Avenue when the Vivil 1900 and 1 Avenue when the Vivil 1900 and 1900

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

WALTER SCOTT & COMPANY, Plainfield, New Jersey

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$100,000 Cash

We have available \$100,000 in cash as first payment on a desirable Evening newspaper property. Eastern or Middle Atlantic States preferred. Customer may be met in our office by appointment.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

EASTERN PAPER

City of 10,000, evening paper established nearly 100 years; assets \$47,000, indebtedness \$13,000, circulation 5700. Earnings in 1916, \$32,989.92, expenses \$27,038.91, profit \$5,951.01. Expenses include owner's salary of \$3.400. Price, & interest for \$18,000. Proposition 433x.

H. F. HENRICHS

N-wepoper Proper ica

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corns of paid correspondents at the following important traction for extractions at the following important tractions are the following important tractions and the following foll

Branch office San Francisco, 742 Market St., J. Bidwell, manager, 'phone Kearney 2121 The Editor and Publisher pape contains
672 agnic lines, 188 on four Columns are 12
pices while and twelve inches deep.

Advertising Rate to 25c an again Ras, \$100 resc. \$13 a half page and \$42 a quarrer page, sottlen extra. Time stance and cach discounts a nilowest on contracts.

Finall advertisements under proper classifica-tion will be charged as follows: For Sale and Helm wanned fifteen centre a time. Business of Helm wanned fifteen centre a time. Business of Blaze and Struction Wanned, for centra a Lice, count als weeks to the line. For those mem-ployed a fifty mand or eight-line advertisement will be published two times FREE. Residens are signed to have the paper matted to the home address. This will inserse prompt de-livery.

The Editor and Publisher sells regularly 1 10s a curv. \$3.00 per year in the Pulled lates and Telestal Description, \$3.50 in 1 solution and via and \$4.00 fursign, this is on sale each weak t the full-wing sevan stands;

at the following news stands:

New York - World Rulbing, Tribene Building,
Perk Row Enthling, 140 Nanoca Street, Mannania toposite the World Building, 35 PerRow: The Worldwith Building, Times Building,
Porty scores Steet and Investigat, at baselessed
estrance to Sulwar: Brentann's Pook Store,
Twonty-sitts Street and Friet Arrence and
Markie, Mary's corner, at Thirty-fourth St. on
Yrance.

Bultimore-B. K. Edwards, American Bull-line Fliffadelphia-L. G. Han, 7th and Chestoni recta; Win, S-bel, Bulletin Bulking Neva

Binten- Parker House News Stand, Pittsburgh- Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Four-terests Street, N. W., Riggs Bidgs, News Stand, Chicago—Powner's Rook Store, 27 N. Clark Street Post Office News Co., Monroe Street; Chas Lery Car. Co., 27 N. Fifth Avenue,

Cleveland—Schrueder's News State, Superior Street, opposite Fost Office; Solomon News Co., 1111 Wainst Street.

Petroit - Solemon News Co., 69 Larged St., W. San Prancisco- R. J. Bidwell Co., 742 Market.

THE EDITOR & PUBLISHER FOR APRIL 14, 1917

OBITUARY NOTES

APPRILIP W. Michigan a Malden (Mass) newspaper man, died April 4 at his home in Malden aged ofty-seven years. He had been apportated with the Maklen Mirror since 1895.

JOHN WALLACK, for many years prominent in newspaper circles in Troy, N. Y. died April 3 at his farm home, where he has resided for two years since his retirement from active duty. He started work as a reporter on the Coboes Dispatch, later became city editor, and then part owner.

WILLIAM J. BRIDERS, for many years publisher of the Richmond County (N. Y.) Democrat-Herald, and recently Clerk of the Children's Court, died April at his home in Stapleton, S. I. He was lifty-nine years of age and leaves five sons and three daughters.

FRANK C. Dublicy, formerly a newspaper man in New York, and later city editor of the Fairmont (W. Va.) Times, died in a hotel fire April 5 in Frankfort. Ky. He was buried in Bath, N. Y.

Miss Lithian Maconium, thirty-three years old, a former newspaper woman. taken to Bellevue Bospital on Sunday from the West 47th Street oil ce station. died in that institution April 12 from a complication of diseases. At the time of her admittance Miss Macomber was unable to tell anything about herself. During fueld moments, however, she said she had worked at one time on the New York Evening World, on a Canadiun newspaper, and also on the Boston Post. She gave as her nearest friend a Mrs. Panie, of Bay Ridge, Brooklyn. The body was removed to the Morrue.

Mics. Robert Eldon Figurman, of Richmond, Va , died at the borne of her sonin-law, J. P. Cohan, a well-known newspaper man, of Pittsburgh, Pa. Mrs. Freeman was the daughter of Col. John Richard Liewellyn, founder of the Vicginlan-Pilot and the Ledger, in Norfolk. Va., and afterwards the editor and owner of the Dunville (Va.) Ledger. For a number of years following his death Mrs. Freeman conducted the pa-She is survived by her husband. two sons, and three daughters.

LEE GREENGER, for several years foreman of the composing-room of the Kanms ('ity Star, and formerly connected with the St. Paul News and the St. Paul Pioneer-Press, died March 31 in St. Paul.

JOHN M. VAUGHN died at his home at Butler, Mo., April 3. At the close of the Civil War he began publication of Warrensburg Journal. Later he was editor of the laxington intelligencer, the Independence Sentinel, and was one of the first editors of the Kan-Man City Times.

COL. WILLIAM T. JENKINS, editor of the Platte City Landmark for twentyseven years, died at his home in Platte City, Mo., April 5.

C. S. Horton, Chief Inspector of the Providence Police Department, is dead

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

at his home in Providence. He was formerly head brokkepper and paymaster for the Providence Telegram and Providence Tribune. He is survived by a wife and mother.

A. L. RACK, former editor of the Mount Hope Clarton, died at his home in Maixe. Kan., April 4

Editor Meets Death by Accident

Nicholas C. Pickard, aged forty-eight, retired newspaper editor and former owner of the Green Bay (Wis) Gazette prior to its consolutation with the Green Bay Free Press, was killed when a freight train ran into a taxleab in which he was riding in Green Bay. Victor Rowart, driver of the cab, also last his life in the accident.

Mr. Pickard went to Green Bay seventeen years ago, and purchased the Garette. Previous to that time he had been employed on papers in Michigan, Texas, and Iown. He is survived by his widow, one son, and two daughters.

Max Jaegerhuber

Max Jacgerhuber, who died at his home, in Harriman, N. Y., on Bunday, April 8, was one of the best-known figures in trade-paper circles in the country. He was at one time an assistant editor on the New York Herald, and from 1898 until lilness overtook him last full was publisher and editor of livy Goods. He came to New York in 1874. At one time he owned the American Machinist and the Dry Goods Economist, and was one of the founders of the American Exporter. He is survived by a wife and seven children.

BUFFALO BILL'S PAL DEAD

Old Time Friend and Later Publicity Man. for Famous Showman Passes Away.

Major John M. Burke, army scout, showman, publicity agent, for many years or since 1865 close friend and associate of the well-known Buffalo Bill. died at Washington Thursday in his seventy-fourth year. He was born in the old Seventh Ward of New York in Because of the death of his parents while he was still a child, he was adopted by relatives in Maryland and reared by them. In 1865 he accompanied General Green Clay Smith, of

QUALITY CIRCULATION

National Editorial Service, Inc., 225 Fifth Ave., New York.

USE UNITED **PRESS**

FOR Afternoon Papers General Offices, World Bidg., New York Kentucky, on a trip to the West, which was held up by Indians and on this trip he met Col William F Cody, then a Government scout. A friendship was then comented that lasted for life.

When "Buffalo Bill" organized his Wild West Show, Major Burke was aspiciated with him. He was the chief promoter and most conspicuous worker for the show and became widely known throughout two continents Loyal and subordinate to those in control of the show, he was recognized by them as the most active and efficient factor in its organization. He was the press agent for the show and was known personally to almost every newspaper man in the United States and in the larger cities of Europe, He was recognized as one of the greatest press agents in the business.

WEDDING BELLS.

Alfred Henning, editor of the Athol (Kan) Record, and Miss Vers Lewis, of Smith Center, Kan, were married March 29. Miss Lewis was a school teacher.

Announcement was made last week that on February & C. C. Winchester, editor and publisher of the Social Circle (Ga.) Press, and Miss Norma Lou Guy had been married at the Central Baptist Church in Atlanta. For reasons of their own, the young couple decided not to make the marriage known until thry were ready to start housekeeping.

James O'Flaherty, Jr., of The Bronx, Harlem, and New York Home News, and Miss Kathleen O'Mally were married in New York on April 9. Mr. O'Flaherty is one of the best known publishers in The Bronx section of New York city.

Ralph E. Bailey, police local man for



DOMINATES

tis ficht in purchasing shifty per family and yet at lowed advertising cost per thousand

"TO-DAY'S HOUSEWIFE" GEORGE A. McCLELLAN New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of internat to you, printed in over 96 per cent, of the newspapers and publications of CANADA.
We over every foot of Canada and New-foundiand at our head office.

74 76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

the Providence (R. I.) Tribune, and a member of Troop B. Cavalry Squadron. was married last week to Miss Margaret Helen Suba, of Plainville, Conn. Mrs. Hailey is the State's first warbride.

Tevis Takes a Bride.

Friends of Charles Virgil Tevis, of the Newspaper Feature Service, of New York city, are congratulating him upon his wedding, his bride being Miss Clementina Marinelli Chatfield, ceremony was performed in the Central Presbyterian Church of New York by the Rev. Dr. Hugh Black, after the morning Easter services in the church. A breakfast at the Vanderbilt followed the ceremony. Mrs. Tevis was born in Scotland and educated in England. She is an accomplished musician, and is literary in her tastes.

You MUST Use the LOS ANGELES EXAMINER

cerer the GREAT SOUTHWEST Sunday Circulation 150,000

THE sound of The Herald as it thumps against our door, sounds like the knock of an old friend."

That's the way most of our readers feel toward "the paper that goes home" in Kentucky and Southern

Largest net paid daily circulation in Kentucky.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN FRANCISCO



Digitized by Googl

Old Man "Pep"

HE is wanted by National Advertisers and Manufacturers, who would climb the hard, long hills to their very summits.

When his service is ONCE ENLISTED, he GOES AFTER THE COIN AND GETS IT.

He gives life and snap to business.

He transmutes waste metals into gold.

He works with his coat off and his shirt sleeves rolled up.

He never tires, never grumbles, never asks for more pay, though he's always on the job!

Old Man "Pep" is the dominating spirit of the New York State Newspapers.

That explains their potential influence.

Let Old Man "Pep" show YOU what he can do.

Let him show you today!

	Paid Cir.	2.500 Lines	Lines		Paid Cir.	2,300 Lines	10,000 Lines
Albany Knickerhocker Press (M	*37.117	_flex	.416	New York American (M)	*361,712	.40	.39
Albany Knickerbocker Press (S)	134,219	,Uo	.0n	New York American (S)	•727,154	Diety.	.585
Brooklyn Eagle 3c (E)	44,332	.16	.16	New York Globe (E)	*204,138	.3.3	.40
Binghamton Press-Leader (E)	27,541	,nvi	.05	New York Herald (S)	*133,918	.50	.50
Buffalo Courier-Enquirer (M & E)	*84,000	.14	.12	New York Evening Post (Je) (E)	*23,682	.19	.17
Buffalo Courier-Enquirer (S)	*107,251	.14	.12	New York Sun (M)	*******	.39	.36
Buffalo News	+92.763	.15	.15	New York Sun (S)	*150,439	.39	.36
Corning Evening Leader (E)	•7.363	.0193	.015	New York Sun (E)	*186,185	.34	.32
Elmira Star-Gazette (E)	+22,097	.04	.035	New York Telegram (E)	*215,282	.342	.315
Gloversville Herald (M)	*6,062	-0.2	.015	New York Telegram (S)	1212/202	.246	225
Gloversville Leader-Republican (E) Ithaca Journal (E)	*6,179 *7,012	.0179 .0357	.0129	New York Times (M)	*344,436	.50	.45
Jamestown Post (M)	8,751 •4,462	.025	.0207	New York World (M)	*,387,549	.40	.40
Mt. Vernon Daily Argus (E)	6.888	.0214	.015	New York World (E)	+423,810	.40	.40
Newburgh Journal (E)	*5.047	.01071	.01071	Rochester Union & Advertiser (E)	*40,768	.10	.06

^{*} Ratings Government Circulation Statements, April, 1917.

[†] Statements to A. B. C.

New York Advertising Situation

Figures Reflecting the Use of Space by Advertisers in the New York Evening Newspapers During March, 1917, in Agate Lines

(Figures Compiled by New York Evening Post)

FINANCIAL ADVERTISING: Evening Post THE GLOBE Evening Telegram Evening Sun	65,971 47,505 44,477 43,851	Evening Mail	
DRY GOODS ADVERTISING: Evening Journal Evening World Evening Sun THE GLOBE	262,474 234,193 217,290 208,794	Evening Mail Evening Telegram Evening Post	192,952 117,852 75,077
FOREIGN ADVERTISING: Evening Journal THE GLOBE Evening Sun Evening Post	153,813 124,933 124,245 116,937	Evening World Evening Mail Evening Telegram	98,301 85,375 72,218
FOOD ADVERTISING: THE GLOBE Evening Sun Evening Journal Evening World	37,941 18,242 17,757 16,085	Evening Mail Evening Post Evening Telegram	11,948 8,663 4,585
WOMEN'S SPECIALTY SHOP THE GLOBE Evening Journal Evening World Evening Sun	S: 63,806 62,964 38,225 22,286	Evening Mail Evening Post Evening Telegram	10,402 9,770 2,883
BOOTS AND SHOES: Evening Journal THE GLOBE Evening World Evening Mail	17,580 9,773 8,145 6,547	Evening Telegram Evening Sun Evening Post	4,284 8,046 140

THE GLOBE'S CIRCULATION OF OVER 200,000 A DAY PRODUCES
WONDERFULLY SATISFACTORY RESULTS
FOR ITS ADVERTISERS

CHICAGO Tribune Bidg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3 a Year (Coppright, 1917, by The Editor and Publisher Co.) NEW YORK, SATURDAY, APRIL 21, 1917

10 Cents a Copy



EFFICIENCY

The whole world is learning more and more the value of efficiency.

Manufacturers are learning the importance of teaching workmen how to perform each smallest operation in the easiest and quickest way.

Expert office managers are doing away with a minute's wasted effort here, an hour of wasted time there, and a whole day of wasted human energy somewhere else.

Sales managers are showing salesmen how to get increased results with a less expenditure of time and work and money.

The whole trend of modern thought is towards efficiency, the elimination of waste, the doing away with bungling, blundering and guesswork.

The Chicago Tribune maintains an organization to aid you in applying the principles of efficiency to your selling operations in the Chicago territory.

This organization has for years patiently been gathering data covering every phase of merchandising effort. It has charted all Chicago in minutest detail so that you, when you come here to sell your goods, can base your plans on knowledge, not on guesswork, so that you can do away with waste of every sort.

Full details of the work and scope of this organization will be furnished without cost or obligation if you write to *The Chicago Tribune's Merchandising Service Department* on your business letterhead.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over

600,000 500,000 Sunday 350,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y. Pacific Coast Advertising Office: 742 Market Street, San Francisco

In Time of War, Men, Stand by Your Guns!

Don't pull in your "horns"—your advertising plans—until you make sure that you have a mighty good reason.

Michigan is composed of regular live folks who are prosperous and progressive. We stand by the people that represent us in making the laws and coming to decisions because we have confidence in them—and we have confidence in people who advertise their products. Right now Michigan is the livest state in the Union—we have the money to buy things and the inclination, too. Look up the record of bank clearings, make a note that we have eighty-seven automobile factories, and that we are among the very first in coming to the aid of our country in time of need. We're loyal to anybody who can deliver the goods.

Here's the Government Report Registered in

April by the



	Deliver Your Message					
Circulation Figures, Net Cash Paid						
City	Popu- lation	NEWSPAPER	Circu- intion	Line Rate		
Detroit	725,000	News	211,687	.17		
Gd. Rapids	125,000		79,465	.09		
Flint		Daily Journal	22,484	.04		
Saginaw	55,000		19,642	.03		
Bay City		Times-Tribune	17,641	.03		
Lansing		State Journal	21,219	.035		
Kalamazoo		Gazette	22,667	.035		
Jackson		Citizen-Prem	15,674	.025		
Muskegon		Chronicle	12,072	.02		
Battle Creek		Moon Journal	[6,114	.015		
Port Huron		Times-Herald	11,431	.025		
Ann Arbor		Times-News	6,974	.0215		
Pontiac		Press-Gazette	10,451	.02		
Adrian	12,000	Telegram	10,219	.02		

The Latest NEWS in NEWS INK!

In order to meet the demands of our growing clientele of newspaper publishers, we have erected our own CARBON BLACK WORKS at Dola, West Virginia.

It is the most modernly equipped as well as the most extensive CARBON BLACK factory located on a standard gauge railroad and provided with railroad siding.

We also own and operate the most up-to-date works where we manufacture a full line of DRY and PULP COLORS, VARNISHES, and the chemicals necessary for the production of pigments, also the most complete line of INKS for Type, Lithographic, Offset, Rotogravure Printing, etc., in fact for all the graphic arts.

We are supplying the largest number of papers in the U.S. with their requirements of

Black NEWS INK and Colored FUDGE INKS Black and Colored MAGAZINE INKS Black and Colored Inks for COMIC SUPPLEMENTS ROTOGRAVURE INKS, Etc.

of which we are showing interesting specimens during the week of the A. N. P. A. meeting, April 23rd to 27th, at **Room 144—Waldorf-Astoria Hotel**, on the Convention Floor, to which you are most cordially invited.

J. M. HUBER

Nanufacturer of

Dry and Pulp Colors; Carbon Black

Printing Inks

Varnishes, Dryers, Etc.

Main Office: 65-67 West Houston Street, New York

Dry Color, Varnish and Ink Factories: 62nd-63rd Sts. and Sixth Ave. Brooklyn, N. Y.

Carbon Black Works Dola, W. Va.

Service Branches

in Boston, Baltimore, Chicago, Cincinnati, Omaha, Los Angeles, Philadelphia, San Francisco, St. Louis,

MEAN REAL National Distribution

Goss Efficiency Features

A Goss High Speed Press Will Make Your Press Room the Most Efficient Part of Your Establishment

HERE are SOME of the FEATURES that MAKE it PO SIBLE

Economy of Time in Preparing Machine for Run

Patented Quick Lock-up Plate Cylinders-Half turn of a "T" wrench locks plate permanently. Dummy plates not required.

Safety Lock Roller Sockets—Rollers held in rigid position. When socket is unlocked roller is automatically raised from drum.

Patented Self-Locking Paper Roll Chucks—Easily set in rolls and positive of operation.

Hand Power Roll Hoist-Rolls of paper easily raised into position on any deck.

Elevated Plate Cylinders—Plates can be placed on cylinders without removing any of the inking rollers.

Ease of Operation Because of Numerous Labor-Saving Features and Adjustments End Adjusted Ink Fountains—Fountain knife screws at side of press. Angle Bar Adjustments—These can be made by means of a hand wheel located on outside of frame.

Impression Adjustment—Positively set by screw wedge adjustment while press is running.

Upper Deck Tension Devices Adjusted from Floor-Side adjustment of roll as well, and when press is running.

Double Tension Paper Roll Frames—Separate tension device for each of the two rolls of paper on a deck.

Patented Three Groove Folding Guide—Makes a guaranteed speed of 36,000 papers per hour possible. An accurate fold without friction, knocking and wear.

Patented Collecting Cylinder—No cutting of ribbons when running collected products.

Safety Shearing Pin Devices-Operated in connection with press, intermediate folder and end folder, detecting anything unusual and stopping that part of machine before serious accident can occur.

Safety Plate Lock-up Device—"T" wrench used to lock plates can not be removed from cylinders until plate is securely locked. NO MORE BROKEN CYLINDERS.

Safety Fender—Prevents paper from clogging into folder.

No Exposed Keyheads or Gearing-All keyheads are covered by caps or collars, and all gear teeth are covered by cast iron guards.

End Adjusted Ink Fountains—NO CHANCE OF ACCIDENT WHILE CRAWLING INTO PRESS ADJUSTING KNIVES. All screws adjusted at a plate on side of press, out of danger.

Send for Booklet No. 101 "GOSS HIGH-SPEED ROTARY PRESSES." It will prove profitable if you contemplate the purchase of a rotary newspaper press.

Safety First Features— Fewer Accidents to Press and Pressman

Main Office and Works:) CHICAGO, ILL.

Main Office and Works:

16th St. and Ashland Ave. The Goss Printing Press Co. New York Office:
220 West 42d Street

THE EDITOR & PUBLISHER

Issuel every Saturday—forms cloning at ten A. M. on the Frisby presenting the date of publication—by The Editor and Publisher Co., State 117, New York World Building, Oly Park Rev. New York City. Private Burnel Feliphone Editors, Rechman 4335. The Journalist, attablished 1864; The Editor and Publisher and The Journalist, 1907. James Wright Bowen, President, Edwin Doddridge DeWin, Secretary and Treasurer and Company of the Company of the

Vol. 49 - Typy Schol 1942, by The Billion and Dublader Co. NEW YORK, SATURDAY, APRIL 21, 1

No. 4



trivial, and the ignoble.

As never before, people are dependent upon the printed word for the information upon which their thought is based.

printed word for the information upon which their thought is based.
What I am asking, what is asked by all who have to do with the hanor and safety of
America, is that this printed word shall carry cowage and inspiration, ringing through the
nation like some great claring, arousing people to the necessity of service and sacrifice.

It is not uncritical support that is demanded or even suggested.

No afficial must be exempted from proper criticism, for it is a necessary and whole some corrective.

America has its faults, but America also has its virtues. Is it not possible to put future

America nas ins jours, but America disa nas its virtues. Is it not passible to put juture emphasis upon efforts, achievements and resources, building up the confidence and pride and patriolism of the people?

Have we not had enough of the insult and abuse that paints us as a nation of unfile, incompetens,

poltroons, and maney maniacs? On every hand there is proof that the spirit of Concord, the fortitude of Valley Forge, are not dead in the land. Is it not wise to foster this spirit instead of destroying it?

The opportunity of the press for national service was never so tremendous and this very tremendousness corries solemn obligations with it.

There is not a publisher or editor today who may consider himself less than the guardian of

America's honor, less than the custodian of America's patriotism.

A

ASSOCIATED PRESS HAS GROWN WITH THE NATION

Born of the Call of the People for the News of Events, Handicapped in Its Early Days by Crude Methods of Communication, Organization Has Triumphed Over Difficulties Until Now It Holds the World in Its Sure Grip-Present Policies and Later Growth Due to Genius of Melville E. Stone.

THE first Associated Processing in- or the OM World. His success brought sailing sea-point yachb, and used in-te existence staty-size years use competition. From that day to this it has existed, in news-gathering organisation ever formnewspapers in New York, exchanging grown to the point where the present Asseng the morning, evening, and Sunday praypapers, and operates to see the country. The words expense of

the organisation runs between \$3,000,newspapers to the middle of the last

SARLY NAME UNIXABILITACIONY.

For sixty years prior to the organiza-The scope was widehed. The bulk of elated of a fringe of people on the Mfew post roads, and those very poor mum, advertising occupied very little under assumed parace-among was that old prespaper stand-by loves the length and breadth of the land as days realised that they aver sadly hanrought something different. They wantpapers seemed to be the official avenue curred, was unknown.

THE PROOF ASSESSMENT MAY Penergers from inventing ships in had taken place in Europe. In 1788 efforts met with such success that Som-

Mor rews. Topliff introduced the first railsm, by utilizing a dury to past fin-

Henry Blake, of the Boston Palindism. who was one of the first Americans to develop a "nese for news," didn't wall He visited them as they came into Boxnight or day, foul weather or fair, be-

signalled the news to the Highlands of comfort of their rivola, who couldn't move could get the news before the ships actually arrived. The secret was emed to live on the water-but he got the negra. He was the first American-In this way news of

York city occasions what they called THE ORDERAL ASSAUL PERFATURE Then shalled man grow to battle

ciation, D. H. Craig, a free lonce in New York for Boston with an idea. couldn't understand how it was possible ern hound vessels off the New England

PIEW ASSOCIATIONS. The first Associated Press organitation was not a mutual cooperative institution like the one of to-day. It was

He pres. After a white this became

ten years. Other associations apends other papers. The New York associa-

gan to come late the reld. It was you PRODUCTION OF A STATUTE ASSOCIATION.

Chairmen of Advisory Boards,

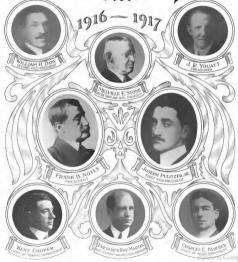


news was taken by Gerard Halfork and York Journal of Communic. They were concipal slopping centres and country becreation. They constructed a fast

offices, better process and an assakening

OFFICERS OF

The Associated Press



idea of making it purely cooperative in every respect. Old ideas were swept naide, and the Associated Press underwent a reorganization that gave it its present status, making it collegative and giving all the members a voice in its conduct. As organized at the present time there is no capital, no profits, no dividends, and its membership consists of newspapers of every shade of political opinion, in all parts of the country, and includes papers printed in half a dozen languagea.

HOW THE WORLD IS COVERED.

The association gathers news from all over the world, having arrangements with the organizations of Europe and the Orient. Through the Reuter Telegram Co., Ltd., of London, it covers the news of the British Empire. including the colonies: through the Agence Havas, of Paris, the news of the Latin countries, France, Italy. Spain, Portugal, Belgium, Switzerland, South America and Northern Africa; the Wolff Agency of Berlin, in normal times gives the happenings in the Teutonic, Scandinavian, and Slav nations, Then there are still smaller concerns. that handle the news of a single nation. with which the Associated Press is closely allied and in this way it keeps track of world events, bringing the news to its clients over a network of wires and cables that girdle the globe.

HOW THE NEWS IS TRANSMITTED.

Some of the achievements of the Asnociated Press have been summarized by Mr. Stone. For example, when Pope Lee XIII died, the news was finshed from Rome to San Francisco in twelve minutes-the people of the western coast of America knew it before it was announced in Rome. When Port Arthur fell in the Japanese war in 1896, the intelligence came through to New York in fifty minutes, passing through the hands of twenty-seven operators, few of whom could speak a word of English, but who understood and transmitted the Latin letters. The message announcing Peary's discovery of the North Pole was sent from Winter Harbor, Labrador, to Sydney, on Cape Breton Island, and from that point by cable and telegraph to New York.

Evolving out of an imperfect organization away back sixty-nine years ago, to a mutual, cooperative association to-day, the Associated Press has increased its membership from seven newspapers, to 1,020, morning, evening, and Sunday. The annual cost of gathering the news, runs between \$3,000-000 and \$4,000,000, which is met by assessments levied upon the members. The amount of news transmitted over the day and night wires, amounts to about 60,000 words, enough to fill thirtyfive columns of the average newspaper.

OFFICERS OF THE ASSOCIATED FREES

Following are the officers and directors of the Associated Press, including superintendents, correspondents, traffic chiefs at the principal points. President, Frank B. Nopes, Washington Star. Pirat Vier-President, Joseph Pulitaer, Jr., Mi.

Exects Post Disputch Becond Fice-President, William H. Bow, Fortland (Me.) Express and Advertiser.

Recretury, Melville E. Stone, New York City. Aust Recretary, Frederick Boy Martin.

Pressurer, J. R. Yountt, New York City Term Espires 1917 -

Frank B. Nopes, Wgahington Star W. L. Melsem, Phicadelphia Bolletin, W. Y. Morgan, Hutchinson News W. Y. Morgan, Hutchinson News-Adolph B, Ochs. New York Times, A. C. Weiss Duluth Herald.

Toris Figure 1914 .

Ocuais Garrison Villard, New York Even'ng Post, It Cowles, Spikane Spokeuman-Review

Victor F. Lawson Chicago Dally News.

D. E. Town, Louisville Herald. M. M. Johnston, Houston Post,

Term Espices 1919 -

Charles A. Hook, Pittsburgh Diensteh. Charles Hopkins Clark, Hartford Courant. Clark Huwell, Atlanta Constitution. S. McCentchy, Sacramento Bo Bibert H. Baler, Cleveland Plain Dealer,

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swan, versuponient; A. D. Haie, T. D. R. Colvin, Correspondent; W. R. Miller, ur.,

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springfield, Ill., State Register Building-Luth ne, currespondent; E. S. Sandbeig, T. D. B.

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Edgaz T. Cutter, Merchants National Bank Building, San Francisco, superinted George R. Allen, Division Traffic Chief. enteristendent; Bearry, Col., 1720 Walten Street-T. H. Walker, st; J. J. Mullen, T. D. R. Los Angeles, Cal., Express Suliding-John Evans.

correspondent; W. E. Cullings, T. D. R.
Portland, Orc., Pittock Block—S. M. Hawkins,
rucrespondent; J. J. Mullen, T. D. E.
Barvamente, Cel., Bec Building—H. W. Thomp-

non, correspondent; G. A. Newille, T. D. H.
Reit Lake City, Clab., Melnitre Building—A.
C. Buffington, T. D. R.
Scottle, Wooks, Times Building—J, B. Nelson.

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De Twee Steden. Harons, Cohn-W R. Downing, El Mundo

Lundon, England Robert M. Cottlan, 24 Obt

Mories City, Mexico-J. C. Burle, Apartado 76.

Perie, Preuce-Elmer Roberts, 13 Piace de la

Peking, China - Charles S. Smith, Legation St. Petrograd, Russia-Walter C. Whiffen, Gorok-hovaya, 13,

Rome, Haly-Salvatore Cortesi, Plazza de l'ic-ira 26:

tra 20. Beweckholm, Sweden B. M. Bouton, Styckjunkaregatan, 5.

Japan-Joseph R. Sherkey, 977 Naka-Shibara.

Austria-Guorgo A. Schriegel, Hotel Imperial.

Marse Henry's War Slogan

"To Hell with the Hapsburgs and Hohenzollerns," was the characteristic suggestion sent by Col. Henry Waiterson, of Louisville, Ky., to the committoe of Oysier Bay citizens who are conducting a war slogan contest, of which Col Roosevelt is to be one of the judges. The committee, composed of Robert Duvall, Edward R. Judge Summers, and Maurice E. Townsend. received Marse Henry's contribution in a letter.

ASSOCIATED PRESS **MEETING APRIL 24**

Luncheon, Which Follows the Annual Gathering, Will be Held at Noon-Torms of Five Directors Expire April 25, and Successors are to be Elected-Prominent Speakers.

The annual meeting of the Associated Press will be held in the Astor Gallerv at the Waldorf-Astoria Hotel. Tuesday morning at eleven o'clack, Following the meeting, the annual lunchcon of the organization will be held in the Grand Ballruom of the hotel, at The room will be handsomely decorated with flags for the occasion. As usual, the members will be addressed by a speaker of prominence.

There will be a meeting of the board of directors of the Associated Press in the Chambers Street office on Monday. April 23, at 11 A. M., and again at 10:30 A. M. on Wednesday, April 25, for the election of new directors. Those utrectors whose terms will emire are: Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Builetin; W. Y. Morgan, Hutchison News; Adolph S. Ochs, New York Times, and A. C. Weiss, Duluth Herald. There are ten nominations for the vacancies. All of the present incumbents have been renominated, together with J. D. Barnum, Syracuse (N. Y.) Post-Standard; B. H. Anthony, New Bedford (Muss.) Standard; J. R. Rathom, Providence (R. L) Journal; E. P. Adler, Davenport (Ia.) Times, and Frank MacLencan, Topeka (Kan.) State Journal.

PRESIDENT'S APPEAL TO PRESS

Asks its Aid in Giving Publicity to His Address on Co-operation.

President Wilson has made a patriotic appeal to the American press to give wide publicity to his address appealing to farmers, shipbuilders, miners, manufacturers, and others, for concentrated energy in the way of large and regular production in "this hour of the nation's supreme test" as America enters the

The President's address was issued for publication in the Monday morning papers. In an appeal for having it reproduced liberally, the President said:

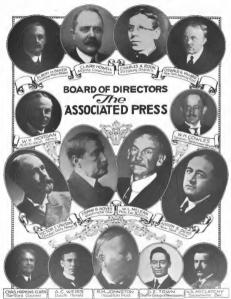
"In the hope that this statement of the needs of the nation and of the world in this hour of supreme crisis may atimulate those to whom it comes and remind all who need reminder of the solemn duties of a time such as the world has never seen before, I beg that all editors and publishers everywhere will give as prominent publication and as wide circulation as possible to this appeal. I venture to suggest also, to all advertising agencies that they would perhaps render a very substantial and timely service to the country if they would give it widespread repetition. And I hope that elergymen will not think the theme of it an unworthy and inappropriate subject of comment and homily from their pulpits.

"The supreme test of the nation has We must all speak, act, and come. serve together.

"Woodnow Wilson,"

"Old Glory" Loan Endorsed

At a luncheon of the Providence (R. I) Town Criers, on April 17, the organization voted to endorse the action of the Federated Advertising Agencies in raising a \$5,000,000 loan, to be known as "The Old Glory Loan," and to be devoted to patriotic purposes. Digitized by Google



THIRTY-ONE YEARS OF SERVICE BY A. N. P. A.

Organized to Meet the Need for Co-operation, American Newspaper Publishers Association Has Grown to the Stature of a Great Service Institution for Publishers, Promoting Sound Business Policies and High Ideals in the Conduct of Newspapers-Foe of Advertising Fakers and Space Grafters-Great Work of Paper Committee.

O-OPERATION is the keynote of the American Newspaper Publishers Association. It is the central column of the organization's structure. The word typities the aims of the men who have banded themselves together for the purpose of helping one another, and at the same time, rendering better and greater service to the people.

Prior to the organization of the American Newspaper Publishers Association many daily papers were conducted in a hapharard way. Publishers distrusted one another. The same mistrust ran through all the fields of endeavor with which the newspapers came into commercial contact. was no cohesion of principle, though there were high ideals. There was no team work, although there was the recognition that it should exist. Rates were cut, mushroom advertising agencies exploited the newspapers, causing the loss of thousands of dollars yearly, fake advertising concerns sprang up all over the country, and "worked" the publishers, because, in the keen competition for the business and the anxiety to carry more advertising than a rival, anything was taken. Advertising agents there were, on all sides, good and bad, but now there are mighty few bad ones, and if there is a bad streak in any of them, they curb it, or get out of the business.

PAKERS ARE OUT OF BUSINESS.

It is no longer possible for fakers to exploit the newspapers-or, at least, the members of the American Newspaper Publishers Association, as it was only fifteen-odd years ago.

When a new advertiser comes into the field nowadays, he has to get into the limelight and tell something about himself. He must explain. He is reoniced to put his cards on the table and turn the faces up, so that all who look may read-and understand. It is not enough that he has advertising to offer he must have the money with which to liquidate his obligations for the advertising. He is nipped in his carrer of faking before he starts. It was not always so. The agent who could organize, get some accounts, run a lot of advertising, collect the money for it, squander it, and then pass into inglorious bankruptey, leaving the publishers to hold the sack, can't get very far to-day. It is no longer possible for him to start in business with an unlimited supply of hot air, fair promises, and an appailing aggregate of cold debts. All because the A. N. P. A. operates in a spirit of cooperation, one for all and all for one.

A voluntary organization, it is conducted on the strictest business lines. No commercial agency follows credits any choser than does the A. N. P. A. which apecializes in advertising ac-The Affairs of the A. N. P. A. is confined strictly to the newspaper PARTITION NO.

The organization is active at all times. Through the cooperation of its members, in all sections of the Unitall lines of the business. It watches and jeniously guards the interests of the publishers, and in protecting its members, it is working for those who are not members, who do not belong, and who do not cooperate.

Through its work it was influential in dishanding the General Paper Company, when that organization sought to exact from publishers a price far in excess of the cost of manufacture of white paper, and which threatened to put hundreds, if not thousands of smallor newsjupers out of business.

Through the efforts of the organizait prevented the news print squeeze of 1907 and 1908, when the manufacturers again tried to force up the price of white paper. It was the constant work on the part of the Association, through its paper committoo, that finally resulted in admitting foreign paper and pulp, when it seemod that the paper men had the publishers of the continent by the throat.

In the recent fight to bring about a greater supply of news print at a fair price, and to prevent an increase to levels that threatened thousands of newspapers with suspension, the Association's paper committee rendered remarkable services.

THE FIGHT FOR CHEAPER PAPER.

The service given the publishers by the paper committee during the past year has been of incalculable value. Few even of the members of the Association appreciate what has been done, the hours that have been devoted to their interests, the investigations that have been made, the inquiries instituted, and the gains recorded. Through the employment of A. G. McIntyre, a technical engineer who has been actively and successfully engaged in the papermaking industry, the Association brought expert knowledge within its Mr. Melntyre has been able to accomplish a great deal in a very short

In his work of increasing production, cutting down consumption, and the adoption of drastic economies, he has accomplished much good. He picked up the work at the point where it had been carried by L. B. Palmer, manager of the Association, who had battled alone for months in an endeavor to stem the He made progress, but could not relax his vigitance until the Association found and retained a capable man to take up and carry out the work he had under way. Such a man was found in the person of Mr. Melntyre, who is laboring night and day, and who has plans under way, which when they have fully matured, will make it impossible such an advantage to be taken of publishers as was attempted during the past year, when the manufacturers piled up the greatest profits in their history, and at a time when they declared that they were facing increases that threatened to wipe out their earnings.

The Association in 1915 saved publishers of the United States half a million dollars yearly in freight rates, when it was proposed to advance the cost of

at work. Its activities extend through transporting white paper. The advance, due to the efforts of the Association, through L. B. Palmer, was reduced to one-half of the amount it was first proposed to charme. The Association is constantly on the alert to keep members posted and to protect them. It has exorted its influence for equitable express rates, as it has in matters periaining to the second-class mail privilege.

PREE PUBLICITY'S POB.

I. B. Palmer has been the unrelenting for of free publicity. He has fought it since he became manager of the Association, twelve years ago. He has practically stamped it out. When he put the free publicity grafter out of action for the benefit of the members of his own Association, he accomplished the same result for other newspapers-they all derived a benefit. Now the class of men who formerly got their advertising for nothing are paying for it, and some, who got part of it free, are paying for all of it. In this respect all newspapers have benefited.

A weekly bulletin to its membership keeps every publisher within its ranks. informed as to the advertising, advertising agents, and accounts.

If there is an advertiser trying to work the newspapers, the Bulletin announces the fact, and members are warned to ask cash with the order. It pulslishes a list of recognized advertising arencies, and it keeps in close touch with special representatives, general agencies and advertisers, bringing facts about them to the attention of its mem-Publishers who lose money on national advertising to-day are not members of the A. N. P. A.-they are the muldishers who, not being members, still derive many of the benefits, such as the savings offected in the matter of freight rates and the cost of news print. The Association has a splendid credit reporting system that goes only to members. Those who swallow the buit of more advertising, to learn later on that they might have saved money, are not members of the A. N. P. A. The Association maintains a collection department that collects more than \$100,000 yearly for members, which would otherwise be lost. The Association has been able to save accounts that would otherwise have been lost in the reason that it specializes in advertising acounts and is closest to

The membership of the organization to-day is more than 400-the largest in its history. This number constitutes less than one-fifth of the number of daily newspapers published in the United States and Canada. Members of the Association who were caught in the squeeze in paper last year have, through the aid of its Paper Committee, saved many times the cost of their dues by reason of the advice they have had on the subject. The annual dues are \$75 yearly with \$9 additional per year for each imotype used by the paper, which saves the smaller torblisher a lower rate than the larger, each according to his meome. It is all a part of the cooperation that has made the Association what it is to-day.

The organization of the American Newspaper Publishers Association dates back to 1887.

KARLY EFFORTS TO DEGANIZE,

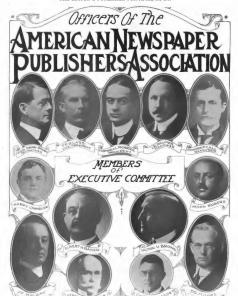
Prior to that time, there had been efforts made to get publishers to cooper-They all believed in cooperation. but the "let George do it" policy prevailed. Editors, business managers, and advertising men used to meet in county. State, or national associations and pass resolutions, but that is about as far as it went. They were all agreed that something should be done, and everybody was willing-to let the other fellow do it. Any old kind of advertising could get into a newspaper, and any faker could run up an account. It was all wrong, they all knew it, but no one acted. Between thirty and forty years ago, the faker was in the heyday of his prosperity. While publishers disagreed, it was "easy picking" for them, as some of them put it. The situation became serious. Publishers recognized that they had to do something. Concerted action was a necessity-but they mistrusted one another. That was the stumbling block-it was the hardest point they had to overcome. Hundreds of thousands of dollars were lost yearly-perhaps it ran into the millions. Questionable copy was abroad in the land A glance back at the old files makes the modern newspaper man shudder. There are a few in the business whose experience goes back to those days who remember bitterly some of the experiences. There were many assuciations projected on the thought that they could do one of a number of things, but there was lack of cooperation.

The first step was taken by W. H. Brearley, of the Detroit Evening News, before the meeting of the National Editorial Association held in Cincinnati February 24, 1886. The circulation har was in his prime at that time, and the elastic advertising rates were such that it was generally believed that newspaners would take any price to get the business. Space buyers were employed because of their ability to hold a publisher down to the lowest possible point just to gain something over a competitor, regardless of whether he made a penny of profit or not.

A CALL FOR A MEETING.

Mr. Brearley, who recognized all of those things, knew that the time was ripe for action. He mailed circulars to some 1,500 newspapers in July, 1886, and outlined a plan for an organization. Some favorable replies were received, and a meeting was held in Detroit, when a committee, consisting of W. H. Brearley, J. C. Briggs, and J. Ambrose Butler, was appointed to secure the signatures of at least thirty newspapers which must have a circulation of at least 5,000 each daily. Mr. Brearley then appeared before the meeting of the Associated Press, and asked permission to tell something about the plan. He was given five minutes. The publishers present were more bored than interested. The plan might be all right-at some time in the future, but just now-well, they were too busy. In December it

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was announced that forty-two newspapers had signed an agreement to meet in convention, and the first session was held in Rochester, N. Y., February 17 and 18, 1887. Here the American Newspaper Publishers Association was organized and from that small beginning. and with a programme ahead of it of a stupendous character, it was started. The first officers were: President, David Winslow, Boston Journal; first vicepresident, John E. McManus, Philadelphia Record: second vice-president, Melville E. Stone, Chicago Nows: third vice-president, Herbert F. Gunnison, Brooklyn Eagle; fourth vice-president, John H. Haldeman, Louisville, Courier-Journal; fifth vice-president, 288 Richards, Indianapolis, News; secretary. W. H. Brearley, Detroit; treasurer, Edward P. Call, Boston Herald.

Mr. Brearley was the originator, founder, and, at its inception, the guiding star of the Association. His was the work of carrying it through its experimentation days-teaching it to walk. There were fifty-one signatures on the register of the first convention, as follows:

SHINKES FOR THE FIRST CONVENTION.

- A. S. Pease, Evening Benerier, Wonneurbet, E. 1.
- Trimpler, Evening and Sanday Telegram. Street Manney, R. 1. A. Dear, the Evening Journal, Jersey
- (Mr. N. J.
- N. McNutten, Courier, Buffa'e, N. Y. Edmr M. Hoopes, Morning News, Wilming-
- J. A. Ward, Lockport Journal, N. T.
- A French, Grand Repide, Mech., Domecrat. R. Bartiett, Kalamanoo, Mich , Telegraph.
- Charles E. Gants, Journal, Affany-William Gow, Press, Troy, N. Y. u, Buffalo. John B. Sewell, Jr., Tim
- Otto A. Meyer, Press, Utter, N. R. Morey, jr., Herald, Rochaster, N. Y. David Winslow, Journal, Boston, Mass.
- Balkam, Union and Advertiser, Rochcuber, N. T. H. Matheway Domocrat and Chronicla,
- Rechester, N. Y.
- John H. Parrell, Albany Daily Prem. D. T. Hunt, Post Express, Rochester, M. Y. W. D. Brickell, Columbus, O., Disputch. theorge F. Prescott. Plain Dealer, Cleveland,
- W. H. Brearier, Detroit, Mich., News.
- A. Butler, Buffalo Nawa. D. Conger, Grand Ren
- Conger, Grand Rapide, Mich., Telogram diernid. J. Jurden, Scrauton, Pa., Truth.
- Austin, Express, Soffain, M. T. E.
- M Knichestucker, Times, Syracuse, N T. Weich, Leader, Dos Motnes.
- J. Arkell, Judge and Albany Journal,
- N. Y. 4f. P. Gunnigeo, Eagle, Brenklyn, N. Y.
- L. Morgan, Restator, New Haven, Conn. C. Bryant, Times, Brecklyn, N. Y.
- Knapp, Advertiser, Auturn, N. Y.
- W. J. Bichavis, News, Indianapolis, Milion A. Melkoe, Post, Ciaclausti. H. L. Bridgman, Prank Lasticis, New York
- Fred H. Lawrence, Amn Ad. Beporter, Nov.
- York city. P. P. Chapin, Bre, Toledo, O.
- J. C. Briggs, Obio State Journal, Columbus, O.
- C. II. Joses, Times Pajon, Jacksonville, Pin. Edward P. Call, Herald, Buston.
- 11. Stone, Tritime Detroit.
- Wallower, Independent, Harrisburg, Pa. R. R.
- H. Kauffman, Riening Star, Washington, M. Holman, Camitte, Port Wayses, Ind. Lud. & Cameron, Advertiser, London, Ont., Carmeds.
- W. C. Gates, Scotinel, Milwauker Weld, Farmers' Advecate, London, Canmilm
- Ferd J. Wendell, Dully Times, Columbus, O. Ferd J. Wetelell, Daily Harald, Dayton, O. W. If. Lawrence, Objo Parmer, E. A. Berden, Proc. Press, Detroit, Mich.
- Of the original signers and delegates to the first A. N. P. A. convention, H. L. Gundson, of the Brooklyn Engle; H. L. Rickigmann, of the Brooklyn Engle; H. L. Rickigmann, of the Brooklyn Standard-Union, and R. P. Call, of the New York Journal of Commerce, are still active In the affairs of the association.

REGISTER OF THE FIRST CONVENTION.

MEN OF PROMINENCE TO ADDRESS ADVERTISERS

Big Thoughts to Be Put Over at the Luncheon of the Bureau of Advertising of the A. N. P. A. Wednesday, April 25, at the Waldorf - Astoria Hotel-Some of the Speakers.

Men of national prominence will address the members of the Bureau of Advertising of the American Newspaper Publishers Association, to be held in the Walderf-Astoria Hotel, Wednesday noon, April 25.

The speakers will include Percival S. Hill, president of the American Tobacco Company; George W. Perkins, Henry C Brown, assistant general manager of the Victor Talking Machine Company; Pomerov Burton, representing the papers of Lord Northeliffe, London, Eng.; G. Edward Buxton, jr., treasurer of the Providence (R. I.) Journal, and Francis H. Sission, of the Railway Executive Advisory Committee.

J. F. MacKay, of the Toronto Globe. will preside at the luncheon.

The meeting of the members of the Bureau will follow the speakers. This luncheon and annual session promises to be the largest in the history of the Bureau. The annual report of W. A. Thomson, director, will show remarkable gains in national advertising in the daily newspapers of the United States during the past year. The work of the officers of the Bureau has been of incalculable value to the newspapers of the United States, adding millions of dollars to the revenues they have collected yearly from advertisers.

The committee in charge of the Bureau will hold a meeting in the Bureau offices in the World Building, Monday. April 23, at 4 P. M.

The room in which the luncheon will be held is to be decorated appropriately for the occasion, with a profusion of flace. There will be music.

At these meetings the keynote of "cooperation" was played upon. necessity for team work and mutual confidence was instated upon. Newspaper men had fought each other so much that they moved slowly. But the Association held together, due to the strong personalities of its guiding lights, although the amount of business it transacted was small compared with the volume of business it transacts to-day. A plea to place information of a confidential character in the hands of the New York manager was made to the members. Advertising agents were invited to the meetings, as were advertime ra. The Association was feeling its way, slowly, but surely. The foundations were being well constructed by cautious men of high ideals. But away back in 1839, the Association recommended that the maximum commission to be paid by members to advertising agents should be 15 per cent., and then it took the stand that members should only pay the commission to agents recognized by the Association. Then the annual dues were \$50 a year. In 1890 the convention was held in New York, where all have been held since that With everything centred at one date. point, the scrious work of the Association now commenced Since time the business, usefulness, and membership of the Association has increased amazingly'.

Following is a list of the officers of the A. N. P. A. since its organization:

Providents Willam South 1"d set phia At first, the annual meetings were part is 180 mg, 8 M, handmann, Washington held in different portions of the coun-

Sec Baker's Appreciation of Press WAR DEPARTMENT.

WASHINGTON, April 16, 1917. The Editor and Publisher:

Permit me to thank you for your letter of the 7th instant, relative to patriotic collection of the newspapers with the Government dissemination of news during the present erisia We have found the press to present crass, we have rough the press to be most cordial and collective up to the present time, and I want to assure you of our continuing appreciation of this attitude. newent Cardially yours, (Signed)

NAMED IN BAKER Secretary of War.

Gilobe, 1902-05; B. S. Ropers, Chicago News. 1965-07; Herman Ridder, New York Stantu Zel-tunat, 1907-11; Brace Haldeman, Laulsville Conrier-Journal, 1931-12; Ethert H. Ra Cleve-and Plain Bealer, 1912-14; Herbert H. Baber. Bridgman, Brooklyn Standard Union, 1914-16;

II. L. Rogers, Chicago News, 1916—
Vice-Presidents—William W. Cimpp, Bacton
Journal, 1887-88; C. II. Jones, Jackson-file Times-Union, 1888-80; Charles H. Taylor, ton Globe, 1889-90; S. H. Kauffman, Washing-Star, 1800-21; E. H. Wonde, Boston Herald. 1891 95; J. A. Butler, Buffalo News, 1895 99. Office A. McRac, Circlomati Post, 1999 01; Charles H. Taylor, Jr., Boston Globe, 1901-02; 1899 01: McCormick, Chicago Record-Herald, 1902. 04; S. S. Rogers, Chlengo News, 1904-05; McLean, Philadelphia Bulletin, 1905-07; Medill McCormich, Chicago Tribone, 1907-09; Bruce Halleman, Lonivelle Corrier-Journal, 1909-11; Herbert L. Bridgman, Brooklyn Standard Union 1911-14; H. L. Rogers, Chicago News, 1914-16; Glass, Strmingham News, 1916-

Secretarion-W. H. Broazier, Detroit Jose nal, 1547 88; L. L. Morgan, New Haven Reg-later, 1884-89; F. K. Misch, San Francisco Cutt, 1969-90; R. H. Campe, Pittsburgh Chronicle-Telegraph, 1800-91; L. L. Margan, New Haves Register, 1801 93; William C. Bryant, Brecklyn Times, 1893 05; Herbert P. Gunnison, Erook-ipn Ragie, 1905-07; R. H. Baker, Coveland Clain Dealer, 1907-12; John Stewart Bryan, Richmond Times-Frispatch, 1912-

Tressurers (William illiam C. Bryant, Breoklyn W. M. Leffan, New York Sun. Times, 1587 90: 1808 92 : L. L. Morgan, New Haven Register, 1902 93; J. S. Seymour, New Post, 1983-94; Herbert F. Gunnleon, Brenklyn Engic, 1804 99; Edward P. Call, New York Severing Post, 1809 93; W. J. Pattison, New York Evening Post, 1908-14; Edward P. Call. York Journal of Commerce, 1914-

1947-19; Managore-James S. Metcalfe, : enrge M. Heennan, 1859-91; L. L. William C. Bryant, 1990-05; L. B. 2591-93:

Lather Commissioner-Frederick A. Drincoll. 1900-07.

Chairman Special Standing Committee-Bears

N. Ke'logg, 1907-Committee-John North, Paper Chairman

1909 1913 . Frank P. Glams, 1916 Representative of the Paper Committee, A. G. McIntyre, 1916-

PUTTING TEETH IN A LAW

Iowa Logislature Amends Statute Relating to Fraud in Advertising.

The lower house of the lowa Assembly has passed the Caswell bill, passed by the Senate a few weeks ago, to amend the law relating to fraudulent advertising, so as to make it effective.

Under the old law violation was made an indictable misdemeanor, which made prosecution and conviction extremely difficult. Under the amendment adopted by the present Assembly violations can be prosecuted before magistrates without coing to the grand jury.

This pats teeth in the law

MARCH CONTROLS THE PRESS

Is Elected President and Editor of Well Known Philadelphia Newspaper.

The name of Aiden March, formerly Sunday editor of the New York Times, appears at the top of the editerial page of the Philadelphia Press as passient and editor. Mr. March want elected to these positions upon his return to the Press, after an absence of seven years in New York Mr. March has acquired an interest in the corporation.

PATRIOTISM TO STIR MEMBERS OF A. N. P. A.

Demonstration of Loyalty to Be Given by the Publishers at Their Convention to Be Held in New York Next Week-Paper Problem to Be Most Important Question Considered.

Patriolism is to be the thought uppermost in the minds of the members of the American Newspaper Publishers Association the coming week. Every man who comes to the thirty-first annual convention will come prepared to do his part, and to pledge his newspaper to the service of the Government in the war with the Central Powers. It is the chord all the speakers will strike. it will be the theme apperment in the minds of the men who have come from all sections of the United States to add their voice to the swelling chorus of approval of President Wilson's course and loyalty to the Stars and Strines-all for one and one for all.

SPLENDIN PLAC DISCURATIONS.

Flags will be in evidence everywhere. There will be no discordant voices. All will be of one mind. Patriotism will be the point around which the publishers will rally. Every other subject will be subordinate to it.

There will be an unusual list of speakers to address the annual dinner of the Association, to be held in the grand ballroom Thursday evening. The names have not been announced, and will not be until later on, being withheld in the nature of a surprise. The decorations will be of a character that will stir the patriotic heart of every one who attends. There will be more than 700 present at the dinner, all the seats having been taken.

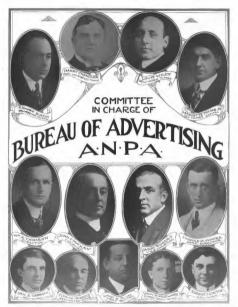
THE NEWS PRINT PROBLEM.

The opening session of the A. N. P. A. Convention will take place at ten o'clock Wednesday morning. The officers have asked that every one be on time, for the subject of paper will be taken up, continued through that afternoon and the next morning. Exhaustive and comprehensive reports have been prepared by Frank P. Glass, chairman of Paper Committee, bearing every phase of the present news print problem. From the report of Mr. Mc-Intyre the publishers will get information on the subject such as they have not had at any time in the past. News print will be the main nublishers' problem before the convention. It will take up more time than any other question. The announcements that are to be made will have to do with the future of the paper-making industry as well as the newspaper business of the United States.

Labor will be the next most important subject considered. It will probably come up for consideration Thursday afternoon. The election of officers will be held Thursday afternoon. Unfinished business will be taken care of at the final meeting to be held Friday morn-

The entertainment committee having in charge the programme for the meeting and the dinner constata of Charles H. Grasty, of the Times, chairman; H. Bridgman, Brooklyn Standard-Union; George McAneny, Times; Raymond Gunnson, Brooklyn Engle, and George H. Larke, the Evening Mail.

You eften hear of bull-headed luck There is no such thing; it is bull-headed perseverance, bull-headed economy, bull-headed industry - [E. W. Howe,



PROBLEMS FACING PAPER COMMITTEE OF A. N. P. A. OUTLINED BY A. G. McINTYRE

Present Equipment of Manufacturers Cannot Supply Enormously Increased Prospective Demand for News Print—Newspapers Must
Go to Two-Cent Price and Conserve White Paper Supply
Through Using Economical Sizes of Makeup—Committee Not Interested in Prosecution of Manufacturers.

BY A. G. MCINTYRE,

(Special Representation of Paper Committee, A. N. P. A.)

The periodical recurring difficulties of print paper at a fair price, have of publishers in obtaining a supply invited much discussion by publishers and manufacturers as well, as to the relations which should exist between manufacturer and purchaser, especially letween a publishers' organization such as the A. N. P. A. and the manufacturing industry.

What has been publicly known of past activities in this direction has led to many erroneous conclusions as to the attitude and purpose of the A. N. P. A. relating to this problem, and particularly the point of view of its Paper Committee.

The cause of the present difficulties are not hard to seek, going way back originally as far as 1907, when paper manufacturers, by a concerted squeeze, sought to practice extortion on publishers, with a result that as a necessary protection, the United States tariff on print paper was removed. World-wide and national conditions in the last two years have offered irresistible temptations to manufacturers to practice such extortionate methods again, even on a larger scale.

It is conceded by all that the prices now charged have no relation whatever to increases in manufacturing cost, or even to the natural law of supply and demand. Many manufacturers themselves have conceded this, and nonseem to question it very seriously.

WORK OF TRADE COM MISSION.

In April of last year, the newly orcanized Federal Trade Commission was hought into the matter upon the written request of the manufacturers, after the Senate, on April 24, had passed a resolution calling for an investigation. The manufacturers, by also requesting such an investigation, had hoped that a Government body, such as the Commission, would make such an investigation, relying on representations they would make to it, and that the whole matter would end by their being justifled in their price and in acting in concert. Instead of this, however, the resuit has been indictments, and what the result of this action on the part of the Department of Justice will be of course no one can tell. That is a matter for the courts to decide.

The Puper Committee, however, have not interested themselves in this prosecution, but have continually offered every inducement to manufacturers to reconcile their differences and by cooperation affect a permanent solution for the benefit of both interests.

The arbitration by the Federal Trade Commission, which has not yet become effective, was a means to this end. Publishers are still hopeful that the counsels of reason will prevail on all sides and that a real business-like constructive solution can be effected.

The first claim of the Paper Committee is that there is not by any means adequate new tonnage being provided to take care of the normal and prospective growth and permanent development in line, accepted this proposal, a stipula-

the consumption of print paper. They are inclined to feel that they should have the cooperation of manufacturers, wherever possible, in installing additional equipment to put more tuninge on the market.

The present price of paper and the conditions under which it can be bought will force many publishers to interest themselves in mills of their own, or protect themselves in some such way. New mills built at the present time, must face an abnormal cost, but this can be written off during the present prices and still deliver paper a great deal cheaper to publishers.

The United States is facing an enormous increased demand for print paper, which the present equipment is help-less to supply. Publishers must seek redees themselves in every possible way by selling their paper at not less than 2 cents a copy, by cutting out returns using economical sizes of make-up, and in every way attempt to give a service to the public in the most efficient and business-like way.

It is the greatest folly for publishers to think they can continue selling their commodity to the public at increasing

STRIFE ENDS IN AGREEMENT

John N. Wheeler and Wheeler Syndicate, Inc., Settle Their Differences.

The litigation between the Wheeler Syndicate, Inc., and John N. Wheeler, Inc., and John N. Wheeler over the right to use the name Wheeler in the newspaper syndicate husiness has finally been settled by stipulation.

As noted in The EDITOR AND PUBLISHER of several weeks ago, Mr. Justice Glegerich, of the New York State Supreme Court, following the trial of the case before him, granted the Wheeler Syndicate, Inc., a permanent injunction against John N. Wheeler, Inc., and John N. Wheeler from using the name Wheeler in the newspaper syndicate business.

John N. Wheeler then changed the name of his corporation to the J. N. W. Syndicate, Inc.. and immediately under this name printed his full name in large letters on the corporation's letter heads. The Wheeler Syndicate, Inc., holding this to be a violation of the injunction and an attempt on the part of Wheeler to circumvent the terms of the court's decree, brought Wheeler into court on an order to show cause why he should not be declared in contempt. The argument on this order was made before Mr. Justice Erlanger, who reserved decision.

Last week, Wheeler, through his attorneys, proposed to the Wheeler Syndicate, Inc. that if it would withdraw its contempt proceedings against him, he would agree to abandon the use of the name J. N. W. Syndicate, Inc., and also agree not to use the name Wheeler in any other manner in the newspaper syndicate business except in the customary way as president of the new corporation he would form, to take over the business of the J. N. W. Syndicate, Inc. The Wheeler Syndicate.

tion was accordingly entered into by the attorneys for the two parties, and Wheeler's syndicate, that first was John N. Wheeler, Inc., and then the J. N. W. Syndicate, Inc., is now the Bell Syndicate, Inc. This leaves the Wheeler Syndicate, Inc., in full and exclusive enjoyment of the use of the name Wheeler in the newspaper syndicate field.

CIRCULATION FIGURES LED HIM INTO TROUBLE

Federal Jury Found North Carolina Editor Guilty of Making False Statements and Judge Fined Him \$200 and Ordered Him to Carry Truthful Announcement for a Year.

At Wilson, N. C., in the Federal Court, on April 5, was held the triat of A. Roscower, editor of the Goldsboro Headlight, who was charged with securing advertisements on the basis of a circulation which he does not possess and which the Government strictly charges as fraud and deceptive and as securing money from advertisers under false pretences. Soveral witnesses were examined, among them being John T. Debell, representing N. W. Ayer and Sons, of Philadelphia, and Postmaster Michaux, of Goldsboro.

Mr. Debell stated that Mr. Roscower sent a statement to him regarding the circulation of the Headlight, which claimed that he had 6,850 subscribers, when Postmaster Michaux swore that his circulation ranged from 923 to 950. Mr. Debell stated that when he learned that there were several other papers in Coldsboro he began to think there was something wrong with the statement of Mr. Roscower, who still insist-

ed he had as many and gave him the rating. These allegations were denied by the defendant, through his attorneys. The defendant refused to go on the stand.

CONVICTIO AND PINED.

The jury, after being out one hour, returned the verdict "guilty," The judgment of Judge Connor was that Roscower be fined \$200, pay the costs, and for the period of one year to carry the actual bona-fide circulation at the masthead of the Headlight, and to give bond for the faithful performance of this order.

The conviction, apparently, was not under the Bourne act, as that law requires no statement from weekly newspapers. It is especially interesting as a proof that publishers can be convicted for making false circulation statements.

CREEL SELECTS ASSISTANTS

Mesurs. Bullard, Brown, and Price to Have Places on Censorship Staff.

Washington, April 19. Three newspaper men have been named and have accepted positions with the Federal Consumbin Bureau under George Creel. chairman of the Committee on Public Information recently created by the President. The men are Arthur Bullant, a magazine writer, L. Arnes Brown, of the Philadelphia Record, and W. W. Price, a writer on local Washington papers for many years. While the organization of the hureau on censorship has not been completed, it is understood the three men will be on the executive committee of the Bureau, Mr. Creel announces that he expects to perfect his organization during the next few days.

Used Newspaper Presses

MODERN MACHINES IN GOOD ORDER AT BARGAIN PRICES SAME CAN BE INSPECTED RUNNING IF DESIRED

Goss High Speed Straight Line Five Deck Double Width Presses

Goss Octuple Presses

Hoe and Goss Sextuple Presses Scott and Goss Quadruple Presses Twelve Page Duplex Flat Bed Press

Don't buy any second-hand presses until you obtain our proposition

WALTER SCOTT & CO.

DAVID J. SCOTT, General Manager

Plainfield, N. J.

NEW YORK OFFICE 1457 Broadway, at 42d St. CHICAGO OFFICE Monadnock Block



and Sunday Times has been one of rik ng achievement

Beginning from almost nothing, in 1896 The Times became in five years, under the late Colonel Alden J. Blethen, the leading evening Daily in the City of Seattle.



In due time the Sunday edition was added, and

in a whirl became the leading Sunday paper of the Pacific Northwest.

A premium paper in its early days, The Seattle Daily & Sunday Times got out from under the mium system eight years ago, and without premiums or circulation contests secured and has kept to this date the largest Daily and Sunday circulation in the Pacific Northwest.

For several years, The Duily and Sunday Times has carried more advertising than the other two papers of Scattle combined, and has constantly delivered to its advertisers more net paid circulation than called for by its quarantees.

In the year 1916, The Times erected and moved into its own home, a six-story, fire-proof building on Times Square, Seattle, Washington.

In February, 1917, the Daily Times was moved from a one-cent to a two-cent paper. A drop in circulation was anticipated, but it did not materialize. The Daily Times at two cents is still delivering a net paid circulation far above its guarantee to advertisers.



NO ORIGINATIO ORIGINAMO ORIGINA

The Managing Editor of THE PITTSBURGH SUN tries his hand at writing an advertisement just to show the Advertising Department that he reads business news and understands its value in the making of a clean home newspaper.

THE 際網 SUN

OFFICE OF THE EDITOR

PITTSBURGH.PA. April 17, 1917.

J. E. Trower, Linnager of Advertising The Pittsburgh Sun

Dear Trower:

I have been watching the work of yourself and associates in the Advertising Department of THE SUN for a long time. You fellows think that a Managing Editor has no business vision - that he resents the demands made upon the space of the paper for the printing of advertising news. Well, you have got to change that opinion so far as I am concerned, for I am very much interested in the news furnished THE SUN by the business world and I am glad to see that you are getting more of it all the time.

You crowded me very badly last month by giving me an average of twentyfive columns a day more than last year, but it was printed without sacrificing any of the other news and features.

I do not know if you appreciate how my co-workers and myself co-operatwith your department in fairly dividing the space in THE SUN between "our" news and "your" news, but we are with you because. I am glad to say, you fellows are watching the character of "your" news quite as carefully as we are watching "our" news.

Do you know that my interest in advertising news increased tramendously when I noticed how you fellows were safeguarding the interests of THE SUN readers by excluding many kinds of business news announcements that have no place in the columns of a clean, home newspaper? I don't suppose you are aware how closely I have been watching your work in this respect, but I want to tell you that I am mightily pleased to see that commercial greed has not influenced you to open the door to unreliable and disgraceful advertising news. It would not mean anything to me to held my job on THE SUN if my efforts to keep our news columns clean were handicapped by indifference on your part as to whether the advertising news you gathered was clean or not.

I hold that a home newspaper, in order to be fairly acceptable to its readers, must have the same ideals provail in all of its departments, that one cannot represent decency and the other indecency. A newspaper cannot be both a Dr. Jekyl and a Mr. Hyde

The progress THI SUN is making must be as gratifying to you as it is to me, and now that we are working together for clean journalism and clean advertising we will no doubt work our way into the hearts of our readers more completely than ever.

You can tell your business friends that THE SUN has a Linaging Editor who is reading their amouncements very regularly and very carefully and that he stands by your side to give them fair play and good results.

Yours truly,

J. W. Merchant.

Managing Blitor - THE PITTSBURGH SUN

The Managing Editor of THE PITTSBURG-POST was shown the advertisement written by the Managing Editor of THE PITTSBURG-SUN, and he said:

"Why don't you let me in on this? My paper is the brother to the evening sister. We are both in the same family—both actuated by the same purposes—both desirous of being a credit to the family name."

"All right," said the manager, "write down what you want to say." And this is what he wrote:

The Pittsburgh Post

OFFICE OF THE EDITOR

PITTSBURGU.PA. April 17, 1917.

J. E. Trower, Manager of Advertising, The Pittsburgh Post.

Dear Trower:

I subscribe heartily to the sentiments expressed by the langing Editor of THE POST'S sister paper, THE SUN.

He is absolutely right in his statement that advertising news cannot be less accurate or less clean than the other news of his paper if his paper is to find a wholesome welcome in the homes of Pittsburgh.

THE POST being a seven-day newspaper must exercise just one-seventh more care in the selection of all kinds of news than THE SUM; a proper increased responsibility because "the man of the household" always has to bear at least a few more of the responsibilities of life.

THE POST, Morning and Sunday, is in hearty accord with the principles of the household and will co-operate with all of the members thereof in all directions to add to the fame it has already acquired as an old established, worthy, dependable newspaper, printing the news that its readers should read in the advertising columns as well as in the other columns, and none other.

I am glad that Editors are at last appreciated by the Business Department.

Yours truly,

Willchrothman

Managing Editor - THE PITTSBURGH POST

If you really want to know why THE PITTSBURGH POST and THE PITTSBURGH SUN are making such wonderful progress, it is because of the working-together spirit of all of the members of the family in producing clean, enterprising, progressive home newspapers.

All great news and feature services available to POST and SUN readers

THE PITTSBURGH POST (Morning and Sunday)

has recently completed arrangements with the Chicago "Tribune" for all of the special news service as well as the entire feature service of that great organization. This is in addition to the Associated Press and the International News Service, which have been available to its readers heretofore.

THE PITTSBURGH POST (Evening)

receives the full United Press and International—afternoon—news service, and the two papers divide between them exclusively in this territory all the Daily and Sunday features and comics of the International Feature Service and the Chicago "Tribune."

THE POST and THE SUN are clean newspapers No fake stock selling advertisements or offensive advertising are accepted.

WILSON NAMES CREED, AS CENSORSHIP CHIEF

19

Creates Cammittee on Public Information and Selects Former Newspaper Man to Art with Respective Secretaries of State, War, and Nary Departies of State,

ments Publishy Among Patles.
Provident William has issued an exventiler under creating a committee of public information to serve the purposing at vensorabin and publishy during the way, with Googs Overl, a magnation

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Mr. theel, who was term in Missouri, is about forly years old, and was fersively an active newspaper man in better and elsewhere.

The President's active, was due to his

terevising the following letter, signed by Secretaries Lansing Paniels, and Staker: "Nove though the compensation of the

there is a steadily developing need for some authoritative agency to assure the publication of all the vital facts of anticula delease. Premature or ill-salvine announcements of pairies, whether innounce or otherwise, would constitute a material delease.

secret in connection with the departments of the Government, the total is small compared to the vast amount of information that it is right and proper for the people to have.

"Amountain that it request reads are."

these needs will not be mot completely unless every entant is given the feelfer of partnership that comes with full frush statements concerning the conduct of the public testimum. "It is our opinion that the two func-

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to do so.

"The committee, upon appointment, can person to the frenting of regulations and the creation of markinery that will adversaria all internation of value to an enemy and at the same time soom every department of Government for the long-value of the people of

- . GEORGE CREEL

GEO. CREEL OUTLINES CENSORSHIP POLICY

Chairman of Committee on Fubble Information Addresses Record Memor to American Newspapers Through The Exerc. 2019 P. Halance Spread to The Error 2029 PROMETER.

Wearscored, D. C. Armis, 18, 1912.

B) In whiches, of entroy, that I cannot as yet peak in specific NY.
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(REGISTE CREEK, CHARGAS CHARGES ON PERCHAPONISTICS.

PAPER MAKERS WANT TO STOP THE FIGHT

Have Had Enough, and Some of Therm Are Willing to Divisio Composition with the Publisher. Manufacturers Breaking Away from Use Apother

Result of the Indictments.

Effects are leting mode to a number of forces point manufacturers to bring himself the property of the property of

lishers.
The quarted between the publishers and the news print makers has reached that point where the accepance men lastet on a present does in price, and the credibing back on feture talks of

is exceen appearant over a fair and remmanable alguin.

Manafacturers who ver in favor of penaptag the publishers, where time ago have it is said, made propositions looking to the francing of with that would grantenate a sufficient supply in the fu-

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The three will be a horisontal drop.
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we for the future."

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Digitized by Goog

5 Years vs 6 Months

We are not Artists in juggling circulation figures, but here are the plain facts:

In 6 Months The Star's Circulation Increased	18,153
In 5 Years The Post-Dispatch Circulation Increased	
Excess of The Star's 6-Month Gain Over the PD. 5-Year Gain	4,806

The Post Dispatch Government Statement just published, in comparison with the one published a year ago, shows that

The Post-Dispatch LOST 4,040

The St. Louis Star Government Statement just published, in comparison with the one published a year ago, shows that

The Star GAINED 22,246

The Star's Net Paid Average for March, 1917

100,524

82% St. Louis and Surburban

This is a GREATER Circulation in the St. Louis and Suburban territory, as defined by the Audit Bureau of Circulations, than the circulation in the same territory of the Globe-Democrat, the Republic or the Times

ST. LOUIS STAR

STAR BUILDING

Member Audit Bureau of Circulations STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Building

PHILADEPHIA

Mutual Life Building

NEW YORK Fifth Ave. Bldg.

NEWSPAPER MAKERS DEMAND THAT CONGRESS CENSORSHIP FEATURES GIVE TRADE COMMISSION NEEDED AUTHORITY

Contention of THE EDITOR AND PUBLISHER that Powers of Commission be Broadened, to the End that Fair Prices for News Print May be Made Mandatory and a Supply Assured, Supported by Editorial Opinion in Many Quarters.

DITORS and publishers of the country are according valuable support to THE EUTOR AND PUBLISHER in its recommendation that the Federal Trade Commission be given legal power to enforce its rulings. That legislation to this end by the Congress is a measure of national necessity has been urged insistently for several weeks in these columns, and it is gratifying to realize that the newspaper men of the United States are awake to the need for prompt action. Many of these have communicated their views on the matter, together with editorial u'terances of this newspaper, to their representatives in Congress, and it seems entirely probable that early action is to be taken.

The Louisville Courier-Journal of April 17 reprinted on its editorial page the editorial, "A National Emergency," recently printed in THE EDITOR AND PUB-LIBHER, and added, in a striking editorial, some timely and valuable suggestions to those already made in this newspaper.

The Courier-Journal's editorial follows:

A REAL EMERGENCY.

The Courier-Journal reprints this morning an editorial from Tota Porron and Preninting touching the news point paper situation and the light that has been thrown upon it by the inrestigations of the Federal Trade Commission.

The fact that the so-called shortage of no print is artificial in that it is the result of fullure to make a sufficient supply of this kind of paper, whose there is no tark of material of markinery for making it, is meritized by Tsin Envire and Pretinates in connection with a required from the American Newspaper Publish Association, to its members, to cut down their already reduced consumption of paper 23

The public is directly affected by a reduction The perposed coducof consumption of paper. The proposed coduc-tion would mean depriving newspaper renders of one fourth of the restling matter now provided, and at a time when the news of all enterprises and activities connected with America's prosecution of war should be aprend before the readof the American press.

ers of the American press.

This Earron and Publishess does not exaggerate when it says that the enforcement of forther economy of white paper would in a great measure destroy the distinctioness of pews papers and impair capital invested in newscaper HUPTER.

To the segmention of THE EDITOR AND PUB-LIBERT that Congress empower the Federal Trade Commission to direct the ending of the shortage, through maximum production by the mills, the Courier Journal adia the amplestion that Congress grant authority to fix a maximum for news print paper, as the Canadian thesefument, with great reasons, already has desir

ment, with good reasons, already has done.

The newspaper of today, n.th ugh privately owned, is a public willing in the highest scare of the term. To create an artificial shooting of paper, and caforre upon the press descentive. reconount, denying to residers the news to which they are entitled, and in which they are inter-ented legitimately, works a hardship upon the mildle as well as owners of neuropers. Further reduction of communition of paper would eripple, relection of evenumpilion or paper wone explor, and might destroy, many newspapers that are eximatic so the positic by regame of their char-acter and mid-ass. In addition to their value as the vehicles of news. Congress should bring the paper shoringe to an end, and do an art of matter to the users and its readers, by failur a instice to the press and its readers, by fixing a maximum price, as well as by directing the remption of roomal production.

EDITOR WAY APPROVES.

THE EUROR AND PUBLISHER:

THE EDITOR AND LITERATURES:
Relative to the editorial entitled "A National
Emergency." In True Reston was Principles of
April 7, I have read the editorial with the deepest interest. I needed you I treat bearthly commer in the establish therein not forth, and extremity agree with you that Congress should immediately, In the public interest, give to the Federal Trade

Commission the power and authority to control in the present situation. It is my purpose within the next few days to forward this editorial to our North Carolina Seastors with the corport request that they aree upon Congress some im-mediate action which will afford relief. Thanking you fur your letter, I destre to remain

P. T. WAY. Ed Henderson (N. C.) Daily Dispatch.

EDITOR WADLEY'S VIEWS.

THE EDITOR AND PLEASURE.

We certainly in agree must heartin with you that Ongress should back up, and enlarge the powers of the Pederal Trade Commission in dealing with the manipulators of news print. Their investigation has established the fact beyond distwie that a consultary exists, which has subbed the publishers of half a billion dollars, and the protection of the Government should be invoked it up and punish the participants. Smaking for ourselves, however, we are not so much concerned in punishment for past sins, as in a prevention of their continuance. I will reprint your editorial, which will no to our Benators and Congressmen. Very truly,

J. L. WADLEY. Ed. Texarkana (Ark) Texarkanian

THE KILTOR AND PUBLISHER.

I am with you in the sentiment expres Government officials and food authurities are taiking of a Government regulation of feel prices, and it seems to me it is not unreasonable to ask for a regulation of prist paper prices, under the same stress of circum-J. H. McKenven, ofpliers.

Ed Aberdern (S. D.) American.

E. W. Scripps Favors Bond Issue

E. W. Seripps, the newspaper publisher has issued at San Diego, Cal., the following signed statement: "The use of my name by any person as opposing a hond issue to meet the urgent financial needs of the Allies or the United States is unauthorized. Not only am I not opposed to such bond issue. I strongly favor it. I also strongly favor the levying of an income tax, particularly on the income of the rich, to pay off these bonds and to pay future war expenses, and I also favor good pay for our soldiers. I have every confidence in the President and his plans for directing the nation in the war with Germany, and believe that it is the patriotic duty of every citizen in or out of office to stand by the President."

Jollification in New Home

The first general get-together meeting of the officers and employees of the Los Angeles (Cal.) Express-Tribune since that newspaper moved into its new building was held on the evening of April 3. Addresses were delivered by Edwin T. Earl, proprietor; Charles e', Rosewater, general manager, and L. A. Hoskins, managing editor A banquet was served at seven o'clock, after which came the addresses and entertainment. Entertainers who took part were: Mrs. Branche Burtt, soprano soloist; Miss Ruth Shoock, classical Victor Foster and Harry dancer; Vi Plough at the plane, and Wilbur Beele, buck and wing dancer.

Miss Hackett Engaged

The engagement of Miss Dorothy, daughter of Mr. and Mrs. Karleton Hackett, of Chicago, to Capt. John Hola-Miss bird was announced this week. Hackett's father is music critic of the Chicago Evening Post.

MARK ESPIONAGE BILL

Senate Judiciary Committee Says Clauses Should Not Be Construed as Limiting Rights of the Press to Comment and Criticise Governmental Acts and Policies.

WASHINGTON, April 18.—Censorship of war news and other restriction of pubheations upon military affairs during the war were widely and earnestly discusped in the Senate when it becan consideration of the Administration Espion. age tall, now under discussion.

Several Senutors assailed the new clause inserted by the Senate Judicinry Committee, designed to remove considerable restrictions against comment upon military matters. Senator Lodge said the new clause is ineffective and should be amended so as to prohibit comment which only gives military information or aid and comfort to the enemy.

That Congress is absolutely without power, under the constitutional guarantees of a free press, to impose any restrictions whatsoever upon the press was the position taken by Senator Borah, of Idaho.

Senators in charge of the bill said the committee amendment was drawn to permit legitimate comment, criticism, and discussion.

The Esplonage bill was reported to the Senate by Senator Overman on behalf of the Senate Judielary Committee.

To the section objected to by the newspapers the Committee attached a proviso that it should not be construed "to limit or restrict, nor shall any regulation herein provided for limit or pestrict any discussion, comment. or criticism, or the acts or policies of the tiovernment or its representatives, or the publication of the same-provided that no discussion comment, or criticism shall convey information prohibited under the provisions of this section."

The section defining explonage and its punishment was changed to make it apply to persons who seek information about national defence matters, "with intent or knowledge that the information to be obtained is to be used to the injury of the I'nited States, or to the advantage of any foreign nation." The original language prohibited efforts to obtain such information by those "not lawfully entitled."

THE CENSORSHIP SECTIONS.

The section of the bill relating to censorship, and which will probably take the place of any special bill on the subject, are as follows:

"Wheever, in time of war, with intent that the same shall be communicated to the enemy, shall collect, record, publish, or communicate, or attempt to elicit any information with respect to the movement, numbers, description, condition, or disposition of any of the armed forces, ships, aircraft, or war materials of the United States, or with respect to the Mans or conduct, or supposed plans or conduct of any naval or military operations, or with respect to any works or measures undertaken for or connected with, or intended for the furtification or defence of any place, or any other information relating to the public defence or calculated to be, or which might be, direally or indirectly, useful to the enem), shall be punished by death or by imprisonment for not less than thirty years; and whoever, in time of war, in violation of regulations to he prescribed by the President, which he is hereby authorized to make and pro-

mulgate, shall collect, record, publish, or communicate, or attempt to elicit any information with respect to the movement, numbers, description, conditton, or disposition of any of the armed forces, ships, aircraft, or war materials of the United States, or with respect to the plans, or conduct, or supposed plans or conduct of any naval or military operations, or with respect to any works or measures undertaken for or connected with, or intended for the fortification or defence of any place, or any other information relating to the public defence calculated to be, or which might be, useful to the enemy, shall be punished by a fine of not more than \$10,000 or by imprisonment for not more than ten years or by both such fine and imprisonment;

"Provided. That nothing in this arction shall be construed to limit or restrict, nor shall any regulation herein provided for limit or restrict, any discussion, comment, or criticism of the acts or policies of the Government or its representatives, or the publication of the same: Provided, That no discussion, comment, or criticism shall convey information prohibited under the provisions of this section."

Other censorship clauses of the bill put in the unmailable class everything of a nature conflicting with any provisions of the Act, and also bar from the mails anything containing any matter of a seditious, anarchistic, or Fines not extreasonable character. ceeding \$5,000, or imprisonment, both, are prescribed as penalties for violations.

Another section provides that "an order of the Postmaster-General forhadding the use of the mails in any case under the provisions of this chapter shall be subject to review by injunction proceedings instituted in the Supreme Court of the District of Columbla."

Billy's Prayer for Newspapers

Billy Sunday, in a prayer full of "pep" last Tuesday night, included the newspapers in his petition, saying: "Bless the newspapers-I wish I could rememher all their names. Their reports have been fine, even in these days with war taking all the space and the price of paper sky high. Bless these boys on my right and left who are writing the reports-all splendid-of our work here. And you devil tleaning over the platform and shaking his fist), you're sure at that, aren't you? And you're trying to tell the managing editors to leave us out of the papers, and they're telling you, 'Nothing doing.'"

Diamond Jubilee of Galveston News

The seventy-lifth aniversary number of the Calveston News consisted of eighty pages. A notable feature of the issue is a history of the newspaper and its relation to the life of the great Stat: in which it has been such a factor for progress ever since its first number was "Service has ever been the girtistani. paramount purpose of the News," is the claim of its publishers, and the claim will hardly be disputed.

Starts Recruiting Compaign

Working along lines similar to the American idea in New York, the Boston American has started a recruiting campoign. The results of the campaign on the Common last Saturday were very satisfactory to those who have the interests of the campaign at heart, including James Reaction and William Flynn

Clothes demonstrate that people will pay to be uncomfortable.

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Three and One-Half Million a Month

A payroll like this may not sound so tremendous for an Eastern city, BUT BUTTE, MONTANA—WAY OUT WEST, with a population at the 90,000 mark, receives this amount EVERY month—and spends it—right in BUTTE.

THE BUTTE MINER

Montana's greatest newspaper, the only morning newpaper published in BUTTE, leads in both the local and State field, standing head and shoulders above all competition.

IT LEADS THE FIELD

In every form of advertising-local, foreign and classified.

Its gain is sure and steady-both as to advertising and circulation.

Indicative of this healthy growth, the gain in foreign advertising for the first three months of 1917 over the first three months of 1916 was 73,262 agate lines, or 28 per cent.

The gain in classified advertising for the same two periods was 60,452 agate lines, or 34 per cent.

AS TO CIRCULATION

THE BUTTE MINER—is the **HOME** paper of Butte and has the largest circulation in the State of Montana.

YOU CAN COVER

The City of BUTTE, and the whole State of Montana as well, by placing your copy in THE BUTTE MINER.

THE BUTTE MINER COMPANY

FOREIGN REPRESENTATIVES

BENJAMIN & KENTNOR CO.

225 Fifth Avenue NEW YORK, N. Y.

1218 People's Gas Building CHICAGO, ILLINOIS

America's Most Carefully Edited Features



"You Are Accused of Wasting the Grain Supply of the United States!"

Cartoon By Cesare

Cesare's cartoons are more than the easy pencil strokes of the artist; they have the thought-power of the essay plus the thrust of the pungent editorial. They make people THINK.

Post Impressions By Simeon Strunsky

(Weekly)

Strunsky is a favorite of magazine readers of the higher type—appearing in a number of leading magazines. An essay by Strunsky is something to be always hailed with delight. There is all the zest-ful reading that characterizes the modern litterateur, coupled with an insight into human nature and a fundamental grasp of passing conditions. You will not find another viewpoint like his, if you search the country over. He is one of the great modern essayists.

Strunsky is a member of The Evening Post's regular staff and

contributes a weekly essay on some topic of the day.

Prudence Bradish—The Homemaker

(Weekly)

Articles that treat of matters interesting to mothers and housewives. They are written from the point of view of the modest-income home, and the dominant note is ethical and inspirational. The author is a trained kindergartner, a successful mother, and a housekeeper who knows her job in minute detail.

The New York Evening Post

More than a Newspaper—A National Institution
Syndicate Department 20 Vesey Street

America's Most Carefully Edited Features

The higher type the reader, the more carefully edited is his newspaper.

New York Evening Post features represent the highest standards of editorial judgment and selection.

Every one (with a single exception) is prepared by its own staff. Every one is created bearing in mind that wonderfully high concept of journalism laid down in 1801 by its founder, Alexander Hamilton:

The design of this paper is to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals, and politics; and to cultivate a taste for sound literature.

Newspapers desiring exceptional service can get rare talent plus careful editing at a reasonable price.

Ask for booklet telling about National Pub ication Features and their prices.

The New Hork Evening Post

More than a Newspaper—A National Institution Syndicate Department — 20 Vesey Street

INDICTMENTS IN OHIO UNDER "BLUE SKY" LAW

24

National Vigilance Consuites of A. V. C. W., Cleveland Advertising Club, and Others Back of Charges Made by State Banking Department Official Grand pary indistinctes were returned

Henry Heffman, Heffman (N) & Jonnperations effering stock purely to adupon the theory that the "Tesviand the agent in Ohio.

If the courts unheld the contration Attorney as (Seveland) that a news-

. In the meantime, the National Vigi-

Whether the defendants can be taken if it is legally possible, they will be

As the result of a recent report by Henry Heffman has operated us the

The Amalasmated Oil con-on adver-

PATRIOTIC TRADE PAPERS

Three Hundred Offer Their Columns Free to Uncle Sam

NEWSPAPER MAKERS AT WORK



HERBEIT P. GUNNISON, because memory of the Brooklyn Engle, is a man of resembedishme. He is known at a loss. He can observ wash-o special . He presume the faculty of dissecting a problem intelligible And the names of those present are correct, both as to mittale and evellen-

without friction. He always gets the lest out of these who currently him, but

13th most broughow men of affairs, Mr. Gammoon Law a bridge. He likes to

BILLY SUNDAY BREAKS RULE TO AID NEWSIES

Examplify Appears on Stage at Newshops' Renefit Suns Little Fellows Have Vim Zim, Ginger, and Popperino, and De Not Grow Up to Be

Willis Bays. Walls fully Sunday is generally re-

The occusion was the benefit perprophers. The frature of a show absording in bradline offerings was the evangelist, who gave a characteristic

of vauxicelle, introduced Billy as being to Toddy Roomyett." "I want to any right here," said Mr

Sunday, 'That although I'm prownt I'm day terebull, too, though I'm as strong for tocetall as when I was on the crooked short boreball, that the games

SCOUTS FOR THE NEWSTER. "But I'm here because I want to say a word for the newstey. I was a poer

boy once mywif and the butt of hardships, and I want to add my smile and boost for the little fellows and for all up to be a might or a willie how or a

"And I've come down here into this theatre to say a word for Josus Christ it is reader to do right than to do wrong. Tou may have climbed high or divyou may be all to, all tired of the struggle, but Christ can belt you ster. mone. You don't have to stay in the

Then Mr Sunday told the familier to his feet as he "sat in the gutter" with other hall players, "all of on

The benefit was a great success. Mercy west in the house was sold. norman, sent a check for \$100 to pay for a walkey wat for a newshop

Evening Post Pays Insurance Within less than a week after the

An Announcement of Significance

THE next issue of MUNSEY'S MAGAZINE will mark the beginning of a somewhat radical change in policy and method. It will cast off from the moorings of conventional magazine-making, and set itself to work to produce and print the things that are interesting and useful without regard to their magazine flavor.

The print capacity of THE MUNSEY will be greatly enlarged by the addition of a considerable number of pages, and by the elimination of illus-

trations that serve too little purpose to justify giving up to them the space they occupy.

All the changes I have in mind that will go to make up a reinspirited, revitalized magazine cannot be put in force in the twinkling of an eye; but, starting with the May issue, we shall show some real improvement.

As a leading feature of the rejuvenated magazine, we have the pleasure to announce, beginning in the May MUNSEY, the publication of a remarkable contribution, entitled

THE STORY OF



We might well call it "The History of The Sun," or "The Romance of The Sun," or "A Condensed Biography of New York Journalists since the Beginning of Small Things," or "The History of New York Journalism Covering Three-Quarters of a Century," or "A Look Backward at the High Lights and Big Wigs of New York in Antebellum Days." It could appear under any one of these titles, as it covers all of them in flashlight and snap shot in "The Story of The Sun."

The Sun was founded in 1833, and was the pioneer one-cent paper of the world that stuck. All earlier efforts at once-cent journalism were of short life. Among those who failed where young Ben Day succeeded, was none other than the great Horace Greeley. But Ben Day, the young printer from New England, did much more than pioneer a new idea in journalism; he gave us a new journalism.

"The Story of *The Sun*" shows Ben Day expanding from the boy printer—and he was little more than a boy when he founded *The Sun*—to

the keen journalist with whetted native wit and broadened vision. It tells of the struggles and final triumphs in journalism of three contemporaries of Ben Day who were destined to leave their footprints big on the sands of time. They were James Gorden Bennett, Sr., the founder of the New York Herald, A. S. Abell, the founder of the Baltimore Sun, and Horace Greeley, the founder of the New York Tribune.

These three newspapers came after The Sun had pioneered the way. "The Story of The Sun" graphically pictures the simple beginning of Ben Day's tiny newspaper of only four pages, scarcely bigger than so many pages of MUNSEY'S MAGAZINE—a newspaper which was destined to become in prestige and power one of the three or four greatest in the world.

As the story unfolds we reach the period of Mr. Dana's administration, and it was the hand of Charles A. Dana that wrote genius all over the pages of *The Sun*, and sent it everywhere into the homes of culture and intellectuality.

ON SALE APRIL 20—TEN CENTS A COPY

This "Story of *The Sun*" begins in the May MUNSEY. There probably will be a sharp demand for the magazine. It is, therefore, advisable that you place your order for the May MUNSEY with your newsdealer now. Failing to do this, you may not get the opening chapters of "The Story of *The Sun*."

FRANK A. MUNSEY



Elitary in and the state of the



THE MACHINE THAT LASTS

"It's Economically Right"

said an A. N. P. A. member in referring to Linotype - Ludlow All-Slug Composition

EvERY publisher attending the 1917 A. N. P. A. Convention stration of producing all the text and 95° of all newspaper display in slag lines—which means: (1) Economical Composition (2) Improved Typography (3) Rapid Make-up (4) Elimination of Storage Cabinets (5) Saving in Floor Space (6) Minimum Metal Investment (7) Profitable Non-distribution.

The Linotype-Ludlow System of all-slug composition will net bigger returns on your investment than all other methods combined.

The Experience of The Lynn Item Reflects the Satisfaction of Publishers Everywhere

"Only a few morth-shared-speed since the form install free posteroid most of modern reporting mass." The Three will complete a buttery of IT up-soduce shares posterior for allow Tryansparks to eximic. Hosepter and will complete a buttery for the probability base, and but Model II kinespees.

We're Ready to Show You

MERGENTHALER LINOTYPE COMPANY

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EDITORIAL

THE MIGHT OF THE PRINTED WORD.

The editors and publishers of America, members of the Associated Press and the American Publishers Association, will assemble in New York next week under conditions of unparalleled gravity. Not at any time since newspapers were first published—not, perhaps, in the history of the human race—have such mighty, such determining problems pressed for immediate solution.

The world is being made anew. The first creation, in which "lava drops, trickling forever from the ringer of God." were caught in the fire-cradies in which worlds are moulded, seasoned in the Celestian Furnaces, becoming a habitable globe and joining the procession of the Planets, was a forecast of the second Creation.

In the first Creation order and law, form, motion, and light were evolved from chaos and vaid and night. The first Creation was material The second Creation is Spiritual. In the first Creation Mother Nature's task was to harness and subdue her charging Wild Horses—Fire, Water, Air—and to give them to the service of man.

In the new Creation, whose processes we see in world-girdling hattle lines, the rights of man are in the crucible. Democracy, child of age-long strife, turning her sword-scarred face, with a smile of hope and benediction, toward her defenders, calls them to battle.

It is one of the last of the great wars foretold by the prophets three thousand years ago. Its issue will determine the course of human history through countless journeys of the sun. Americans have been called to the ranks, to give of their strength unstinted to the cause of human liberty. They are responding.

That we may fight a good fight there must be no hampering of our national forces. The press, the third arm of our defence, must may its part in this crists with valor, loyalty and unmatched public service.

Our newspapers must visualize for our people the heartening episodes of the struggles attending the new Creation. They must keep alive hope and faith and unity. THEY MUST HELP TO WIN THE CHEAT WAR.

The editors, who are to meet here within a few days, must decide how best they may serve—how best they may nake the might of the printed word count for national victory. To these men an official press censorship, whether directed on broad lines, or otherwise, is almost an affront to their self-respect, implying a doubt as to their complete loyal-ty. THEY WILL MAKE A CENSUISHIP SUPERFLICT'S.

Pacing the publishers, whose conferences follow those of the editors, are grave problems prossing for attention. Threatened with such serious curtishment of their paper supplies that the service of their newspapers to the nation, and to the world, in this crists may be weakened nusterially, they must insist that the l'ongress assure to them cromonic isaffer.

THE ASSAULT ON PRESS FREEDOM

T has been lightly assumed that objectionable features in the Espionage bill, threatening the guaranteed freedom of the press, were solely the concern of editors and publishers of newspapers.

In the Senate debates on the measure, however, it seems that the truth has dawned upon some of our Senators that others than editors and publishers are concerned in the question of a free press.

On last Saturday Senater Borah made this plainand impressive. In the course of the debate he said:

"It is a provision that strikes at the fundamental tights of the whole people. Some Senators seem to think that the Conditution is suspended in time of war. But that is absurd. The Constitution undoubletly has some war powers that are latent in peace and which are active in war, but that does not need that war suspends the Constitution itself.

"The importance of the provision in this subsection of the bill is shown by reading the first are nament to the Constitution, which protects the freedom of the press. In one sentence that amendment prohibits the establishment of a State religion, and forbids curtailing religious liberty, liberty of the

Waste not fresh tears over old griefs.—Euripides.

press, and the right of the people to speak freely and to petition the Government. If one can be set axide is a war measure, so could all the others; but nobody thinks that is possible."

When the preservation of a free press ceases to ce the concern of the whole people, it will matter little what editors and publishers think about the matter—for we shall not any longer have a free press. Senator Borah has performed a great public service in pointing out that the issue is fundamental—that the Constitution is not solely a peace-time document, but attains its full potency as the guardian of our liberties only in time of war.

AS A WAR MEASURE CLOTHE THE COMMISSION WITH AUTHORITY

I T accurs difficult to persuade some of our people that we have quit talking about the possibility of war—and that we have actually entered the great world conflict.

THE EUROR AND PUBLISHER has been severely reluked, in some quarters, for its insistence that Congress shall give to the Federal Trade Commission power to enforce its rulings. It is pointed out that this would be the entering wedge of state socialism, of Governmental regulation of prices and policies in all manufacturing lines.

The Editor and Published does not believe in state socialism, nor in interference by the Government in private affairs—so long as those affairs are conducted legally and in a spirit of fair play. But when, through manipulation, prices for a necessary commodity are inflated, artificial shortages created, as charged in the findings of the Commission, with disaster threatened to so vital an institution as the restricted service of the press is essential to the mational security the intervention of the regulating hand of the Government is fully justified.

No publisher desires to buy news print at a price which will mean loss to the manufacturer. All publishers realize that it is important to them that paper manufacturers should have a reasonable profit on their product. Publishers will be glad to pay a price which shall assure such a profit. Nobody doubts the fairness of the price scale fixed by the Federal Trade Commission. The manufacturers have not questioned the justice of these prices except in the most general terms.

Yet the Pederal Trade Commission is without power to enforce those prices, or to demand that production be speeded up to meet a reasonable demand. In this impossible astuntion the publishers face a menace which could be removed, by the enactment of needed legislation, without resulting in the shghical injury to the news print industry. In fact, such legislation would tend to restore healthy conditions in that industry, and to end the suicidal policy which har been followed for nearly a year.

All nations at war safeguard their vital interests through special war legislation. It seems that only through such a course will the Government be able to protect, in war time, its third arm of defence—a free press. GIVE THE FEDERAL TRADE COMMISSION AUTHORITY TO END WHAT ITS INVESTIGATORS CALL "AN INTOLERABLE SITTATION."

GEORGE CREEL

Phesident wilson has selected George Creek to be chairman of the newly created Committee on Public Information.

Mr Creel has been a writer, well known to the American public, for more than a generation. Twenty years also be was connected with New York daily newspapers, going from here to Kansas City and founding a weekly publication called the Independent which he edited with marked successes for many years. His department of "Whim Whams," in which he commented on people and affairs in the kindly, critical vein of Charles Lamb, was wished copied by the newspapers of the country. Leaving Kansas City he went to Donver, becoming editorial writer on the late. Senator Patterson's newspapers, the

Hocky Mountain News. In this work he distinguished bimself as an exponent of progressive and liberal public policies. In recognition of his ability he was made Commbedoner of Police for Denver.

For several years past Mr. Creel has been engaged in magazine work, his contributions to leading periodicals having attracted wide attention to himself as a radical thinker, with a passion for the furtherance of democratic ideals. He is personally known to thousands of newspaper men throughout the country, and is one of the most popular men in the rinks.

In the selection of Mr. Creel as civilian chairmen the President has assured, for the direction of the newspaper censorship, the most broad-visioned interpretation of the problems which will confront the Board Mr. Creel's view of the functions of the bureau is characteristically liberal. He believes that he will better serve the nation's interests by aiding the newspapers to secure legitimate news than by merely suppressing news. Under his direction we should have a censorship which shall be an asset, and not a liability, to the country in time of war.

The Entrol and Publisher believes that it speaks for all newspaper men in assuring Mr. Creel of the loyal, painstuking comperation of the editors of Amerlean newspapers, and of their faith that he will meet his difficult task in the spirit of high service which has distinguished his work as a writer.

FOR A DEPARTMENT OF ADVERTISING

THE Entur AND PUBLISHER suggests and urges the creation of a DEPARTMENT OF ADVERTISING as an auxiliary service-arm of the tlovernment.

The present national emergency calls for EFFI-CIENCY in all lines of effort in connection with the mobilization of the country's forces. In the marshalling of the manhood power of the nation the Government needs to utilize ADVERTISING—ALL. NECESSARY FORMS OF ADVERTISING. Advertising will sell war losus, too, as Great Britain and Canada have demonstrated so convincingly.

ADVERTISING, on a big scale, must constitute an important service factor in the successful prosecution of a people's war.

Yet there is no bureau or department of the Government through which advertising campaigns may be carried on—other than mere routine advertising for bids on supplies, etc. In all other details of preparedness for the great test of the country's patrictism and military strength the Government is ORGANIZED. Definite tasks are assigned to definite departments, with full accountability for results.

The Congress should provide, through emergency legislation carrying proper appropriations, for the immediate creation of a United States Department of Advertising. This liureau might be made a part of the Department of Commerce. It should have a staff of men in charge of it who are experienced and expert in the art and science of advertising, and whose judgment would be an asset of incalculable value to the nation.

There should be no money wasted through ignorance or through the blas of men entrusted with the nation's advertising—nor should money be spared when the nation's need demands its use on an advertising should bring results. Men who know how to get results from advertising should control that advertising.

Efficiency in advertising will be assured only through ORGANIZATION—through placing the advertising of the nation on the same basis as the other branches of the Government's business. Let us have prompt provision under by the Congress for a DEPARTMENT OF ADVERTISING!

The talk of committees of advertising men to not in an advisory capacity to the Government, to prepare coles, etc. metals means that the Government is trying to "find itself" in the problem of making advertising serve the nation's needs. These committee propositions are merely first steps. No time should be wasted through reliance upon such uncertain resources. Beal work will follow real provision by the Congress for the prosecution of that work.

PERSON

NEW YORK. Helen Classe, who nelpon the Brooklyn Eagle, recently publish ed in the Bagle a polin on "Caster Daybreak," which was characterized by fine mentiment and construction.

Ernest Howard, of the editorial writern' staff of the World, has returned to his duties much refreshed by a rest in

Andrew McLean, editor of the Breoklyn Citizen, was the principal speaker at a patriotic rally on Tuesday evening at Jefferson Hall.

Arthur H. Warner, who was for three years a New York newspaper correspondent in Paris, will lecture on "France at War and at Work," at the National Arts Club, on April 25, at \$120 P. M., for the benefit of La Frate: nité des Artistes of Paris.

Thomas Cronyn, of the New York Sun, is temporarily detailed to Wash-

Frederick W. Eddy, art critic for the New York World, morning edition, who has lived in Asia for more than tive years, will comfact a vacation trip to China and Japan this season. As arranged, the party will leave New York on or about June 1 and is due to return here by this bar 1

Joseph 1 C Clarke, formerly editor of the Sunday edition of the New York Herald, and later advertising couns ther for the Bundard Oil Company, has been visiting frends in Mobile, Ala.

Hazold C. Hansen, associate editor of the New York Globe, and Thornton Fisher, an artist with the McClure Syndicate, have bought adjoining houses in Albemsele Terrace, Brooklyn.

OTHER CITIES-Thomas M Walsh has been promoted from (it) obtor to news editor of the Woonsneket (R. I) Call. Timothy J. Crane has returned to the Call, after being outside the fold for ten years

J. Donald Adams, who left Providence, R. I., last September to work on the Seattle Post-Intelligeneer, has returned to join the city staff of the Providence

Benjamin Grossman, librarian of the Providence (R. 1) Journal, was a New York fast week, where he visited several newspaper "morpues."

Carl E. Brazier, for mx years no mber of the Sacramento Union staff has become sporting editor of the thickland (Cal) Tribune. During his stay in Sacramento, Baszler was successively a trporter, city editor, sporting editor, and telegraph editor of the Union, a'l of which positions he filled ably.

Hastings MacAdam recently arrived in Lon Augeles, en route to Honolulu. where he has been appointed Postmas ter. MacAdam was, for ten years, the Washington correspondent of the St Louis Republic and, later, head of the publicity bureau of the Post (Rho De-

Elias H. Cheney, one of the oldest editors in the United States, has recently been a visitor in Jacksonville, Pla. Chency is the editor of Granite State Press, of Lebanon, N. H., and has been going South regularly for forty-three years.

Marse Henry Watterson, editor of the Louisville Courier Journal, who has been enjoying his customary winter vacation at Minmi, Fla., has returned

W. S. Scott, formerly circulation man-

"Let a man contend to the uttermost For his life's set prize, be it what it will." $-Robt.\ Browning.$

parlment of the Akron Evening Times. Roy L. ("Addie") Adams, former sporting editor of the People (III) Journat, has joined the staff of the Akron

has taken charge of the circulation de-

Evening Times, and will serve that pubheatlen in a similar expectly

Forest F. Tipton, who was secretary to former Gov. Frank B. Willis, will become manuging editor of the Daily News Washington Court House, Ohio, and the Record a semi-weekly of that C C Martin, principal of the Wilmington, O., High School, will be the business manager of the tuper. Interested with Tipton and Martin in the News and Record will be W. J. Galvin and Thurman Miller, Wilmington, O. publishers.

W. D. Eaton, formerly editor Scoop the Oldeago monthly, has severed his connections with that publication in order to devote himself to other affairs. He plans to publish a journal, at a later date, devoted to the interests of newspaper men.

Van Lear Black, one of the owners of the Baltimore Sun, with his family, and McKee Barelay, cartoonist of the Sun. are making a several weeks' cruise in Mr. Black's househot on the Upper St. John's River, Fla-

David Gilchrest, of the Fall River (Mass.) Evening News reportorial staff, and Paul H. Johnson, advertising manager of the Fall River Evening Herald, were given a farewell diriver by many associates a few night ago. (lik brest received a roll of greenbacks and Johnson a tine pipe. Gifchrest has joined the Massachusetts Na. of Battaiton, and Johnson has gone with the Standish Advertising Company. Providence.

R. D. M. Decker, formerly circulation manager of the London (Ont.) Advertimer now circulation manager of the Reading (Pa.) News-Times and Telegram, was presented, on the occusion of his leave taking at Landon, with a pair of diamond-studded cuff buttons by his associates on the staff of the Adver-

PHILADELPHIA, Alan C. Refley, president of the National Association of Advertisers, spake at the Poor Richand Chib luncheon this week on the remomic worth of advertising

Mrs. Cornelius Stevenson will be Concred by a breakfast on Saturday at the Bellevue-Strafford, in recognition of her extinoidinary service to the city in civity charity, and war relief work, in ar brodony, nuseum management and organization and many other ways. the is the "Penny Shippen" of the Public Ledger, and was decorated by the French Government last year for her valuable help to the cause on chairman of the French war relief committee. A distinguished group of leading men and women, including Cyrus H K Curtis and Mr t Talcott Williams, and representing no less than thirteen organizations with which she has been prominently come to do has the affair In charge

Louis Gerson, relitor of the Jewish Morning, Journal a founder of the Mais denne, organiz d. 18 months ago nger of the Argus at Bock Island. Ill., for the furtherance of preparedness.

At a recent meeting of the society, 31 of the 51 members present, Jewish vouths between the ages of eighteen and twenty-five offered their services to the country.

Richard J. Beamlah, directing editor of the Press, spoke at the annual dinner of the Alfalfa Club a few nights Plans for the care of horses in the war were discussed.

Barclay Warburton, son-in-law of John Wanamaker, formerly owner of the Evening Telegraph and captain of the old Battery A, a crack organization connected with the National Guard, has offered the Government in behalf of himself and Henry W. Rudd, an American living in London, the site, equipment, and operating funds of an aviation school in England for the benefit of Americans in that country who ek an early chance for active service Mr. Warburton will probably serve as a reserve officer.

WASHINGTON.-Robert Hill, for-merly a local writer, is now writing special feature copy on war matters for the Post. His contribution Sun lay was that of his trip on a mule boat to somewhere in the European war terri-

Judson Welliver is writing feature articles for the Munsey papers from London.

Former Senator William E. Chilton. cilitor of the Charleston Gazette, is being congratulated by his friends for the assistance he gave in securing the erection of the new navy \$11,000,000 armor plant in Charleston, W. Va.

E. J. Archibald, of the Montreal Star, who has frequently come to Washington on important occasions in the past, is representing his paper here at this

Newspaper visitors to Washington this week were S. P. Whipple, of the Syracuse Post: Wade H. Harris, puls-

lisher of the Charlotte Observer: C. W. Miles, of the Minneapolis Journal: E. B. Lilly, publisher of the Ht. Louis Republic: Carl Dickey, of the New York Times, and Irvin R. Kirkwood, of the Kansas City Star.

Bataff of the Herald, who has been ill for about a month, is once more doing regular assignments,

Jerry Delane, is now a member of the city staff of the Herald.

William Flynn, of the American, is mentioned as a candidate for a war correspondent's berth if any of the Massachusetts regiments are sent abroad.

George Hines, of the Advertiser, is doing the military run for his paper which means that he is busy the most of the time. Jack Harding and Herbert Haldwin of the Post are doing similar duty for their paper.

Michael Hennessey, of the Globe, is pleased to learn that the book that he wrote on political life in Massachusetts has reached the thousand mark sales.

George B. Gallup, formerly an advertising man, pure and simple, is now the publisher of the Woman's Journal, a suffragette organ, that does not have to rely on advertising to "make it go." Mr Gallup started his career as a newspaper man.

Pof Senator Convert Oliver, son of Senator George T. Oliver, of the Gazette-Times and Chronicle-Telegraph, has received notice of acceptance of his application for admission to the Army Aviation Training School, Having pageed physical and mental tests, he is now awaiting assignment to one of the achoola

Philip Patchen, a London newspaper man, was a recent visitor to Pittsburgh. He is an American citizen, and has been appointed by the authorities at Washinuton as an official censor.

Elmer Rupp, Sunday editor Pittsburgh Press, has answered the call to colors as a captain in the National

Make a note to call on

Frederic J. Haskin,

Room 107. The Waldorf,

during the

Publishers' Convention

THE EDITOR & PUBLISHER FOR APRIL 21, 1917

PERSONALS

(Continued from page 29.) CHICAGO.-William K. McKay, for-merly managing editor of the Chieago Evening Post, has joined the editorial staff of the Chicago Examiner.

James Butts, of the Chicago Daily News, sailed April 11 for China to take a position as assistant editor of the Shanghal Sun, said to be the largest newspaper in China. It is printed half in English and half in Chinese.

S. J. Duncan-Clark, war analyst and editorialy writer for the Chicago Evening Post, has recently delivered several lectures on war subjects.

Jack Goldberg, news-wagon driver for the Chicago Tribune, has enlisted as a blacksmith in the United States navy.

Mark Watson, formerly New York correspondent for the Chicago Tribune, is back in the Tribune local office pending the mobilisation of the Illinois National Guard.

Edmund Vance Cooke, the poet, has just finished a series of highly successful lectures before Chicago school children under the auspices of the Chicago Daily News.

Charles L. Hays, former telegraph editor of the Chicago Evening Post, has tecome financial editor, succeeding C. L. Speed, who is now city editor. H. R. Beckman has been appointed telegraph editor.

Donald H. Higgins, rewrite man for the Chicago Journal, and Herman B. Deutsch, assistant editor of the Civil Service News, have left their respective positions with a view to going "a-prospecting." They say they'll probably end up in war service, though they have a Mississippi River trip immediately in sight.

William H. Field, business manager of the Chicago Tribune, is the author of an informative article, in the current Printers' Ink, entitled, "Wanted, For Uncle Sam-A War-Time Advertising Chief."

UFFALO-F. B. Brigge, city editor Bof the Jamestown (N. Y.) Journal, is color sergeant of the Seventy-fourth. Regiment, and is stationed at the armory in Buffalo.

Earl Pettit, lately a member of the News and Express staffs, has left Buffalo to study the art of chiropractic in Des Maines.

Edward P. Harinett has reagned as a member of the Enquirer staff to join the News staff.

Marshall Taylor, of the Courier staff. is the father of a baby girl. Joseph Scantan, chief copy render of the News, is receiving congratulations upon the recent visit of the stark to his home. Robert C. Stedler, sporting editor of the News, is the proud father of twins.

C' Fitzgerald, of the Courier staff, has left the city to join the copy deak of the Philadelphia North American.

Fennell Smith, a former Buffalo newspaper man who recently was a member of the Cleveland Leader staff, has enlisted in the Ohio naval militia-

William J. Harris, a Buffalo boy, who also was a member of the Leader staff. has enlisted with the United States Marine Cortis.

HAWAUKEE, Wis. - James W. MSprading, editor of the Monroe County Democrat, has received his communion as a captain in the United States Army Reserve. He served ten years in the National Guard.

J. H. McGrayet has resigned from the Sentinel city staff. He has been succeeded by John Roberts.

Chester Vonler has resigned from the Sentinel's copy desk to accept a similar position with the Minneapolls Journal

Alvin J. Steinkopf and Harry Olson, the former a member of the Milwaukes Evening Wisconsin staff, and the latter a student in the Department of Journalism of Marquette University, have enlisted in the United States

Paul Kaiser, former Sentinel reporter, now a student in the Department of Journalism of the University of Wisconsin, spent his Easter vacation with Milwaukee friends.

Melvin A. Hoyt, publisher of the Daily News, has returned from Madison, where he appeared before the State Legislature.

ALLAS, Tex.-Beh Hill, until re-Dently on the staff of the Commerce (Tex.) Journal, has accepted a place as reporter on the staff of the Dallas Morning News.

Col. Frank P. Holland, publisher of the Texas Farm and Ranch, Holland's Magazine, and other publications at Dallas, Tex., has been elected a member of the board of directors of the Texas State Fair Association.

J. W. Carlin, of Waco, Tex., has accepted an invitation to address the convention of the Associated Advertising Clubs of the World in St. Louis in Mr. Carlin will deliver his address "Making Type Talk," which has won much favorable comment in Texas.

A. B. O'Flaherty, formerly of Corpus Christi, but recently "on the road" for a paper house, has accepted the position of business manager of the Bryan (Tex.) Daily Eagle. Ed E. Talmage, recently of the McGregor (Tex.) Mirror, will be editor.

ST. PAUL-W. H. Powell, for the past three years connected with the St. Paul Dispatch and Pioneer Press, has resigned to become managing editor of the Ottumwa (Ia.) Courier, a Lee Syndicate paper, of which James Powell, a brother, is publisher. Mr. Powell during the past three years has done work on the copy deak, has been city editor of the Pioneer Press, and for more than a year has handled city politics.

V. O. Law, formerly with the St. Paul Daily News, is doing day police for the St. Paul Dispatch, taking the place of Henry Mos, who became private secretary to Congressman Lundern, of Minneapolis, the first of April

Glenn Briggs, on St. Paul Pioneer Press assignments, has resigned to reenter insurance work in St. Paul. His place is taken by Earl Christmas, formerly with the Des Moines Register and Tribune.

W. A. Moon, on the Ploneer Press rewrite desk, has been called out with the naval reserves, and has reported in New York as a non-commissioned officer. Other staff changes are: H. F. White, formerly with Minneapolis rewspapers. and Jack Hammond, formerly of the St. Paul News, on the Ploneer Press cupy deak, Roy Dunlap being transferred to the telegraph editorable in the place of Hal Denny, now with the Minneapolis Daily News.

Robert Strong, former telegraph editor of the St. Paul Dispatch, now is with the Manneapoles Journal, Ben Ferriss, former rewrite man for the Dispatch, taking his place. Harrison Fuller is doing rewrite temperarily.

P. M. Letteny, who resign d from the advertising staff of the St Paul Dispatch and Pioneer Press early in Pobrunry to handle a business proposition in Minneapolis, has returned to those papers and is doing special work. J. M. Bennett, formerly space-buyer for a medical company, also has joined the staff for special work, as has Fritz

Bourman, who came to St. Paul from MOORE RECOMMENDS Omaha

W. F. Dixon, of the advertising staff of the St. Paul Daily News, has joined the correspondence force of the Minneapolis Journal.

Henry Bratter, circulating manager of the Rural Weekly, of St. Paul, has gone to Omaha as manager of the Omaha Rural Weekly. These are the weekly editiona respectively, of the St. Paul News and Omaha News.

Prof. W. P. Kirkwood, head of the department of journalism of the University of Minnesota and editor of the agricultural publications of that institution, and John E. Casey, publisher and editor of the Jordan (Minn.) Independent and secretary of the Minnesora Editorial Association, are members of a committee of twenty-nine, appointed by Gov. Burnquist, on food preduction and conservation—a war measure.

AN FRANCISCO-Frank Carmody, Sday city editor of the Associated Press, has resigned, and will develop his ranch in southern California. Hugh Bergh, formerly on the editorial staff of the Fresno Herald, has joined the staff of the San Francisco division headquarters of the Associated Press, Lindsay Campbell, night city editor of the Associated Press, will go to the Examiner as night city editor. J. M. Colwell will go from the A. P. staff to the copy deak of the Examiner.

F. W. Kellogg, publisher of the San Francisco Call, and one of the principal owners of the Oakland Daily Post, has returned from a two months' trip in the East.

Edgar A. Waite, of the Pacific News Service, is now stationed in San Francisco, having been transferred from Los Angeles, where his former position has been filled by Mr. Fredericks.

William Slattery, the well-known sporting writer, recently left the staff of the San Francisco Call to become pubherty agent for the Pacific Baseball League, with headquarters to Ban Francisco.

Justin McGrath, managing editor of the San Francisco Examiner, member of a party of prominent citizens of San Francisco, headed by Mayor James Rolph, who recently visited the Capitol at Sucramento in an effort to save from destruction the magnificent California State Building on the site of the Panama Pacific Exposition.

T. LOUIS .- W. W. Ellis, editor of the Snunting and taking department of the St. Louis Republic, has been appointed president of the Missourt Fish Commission by Gov, Gardner, of Missouri.

Joseph Flming, formerly of the editortal staff of the St. Louis Republic. is now manager of the Paut St. Louis (III.) Chamber of Commerce.

George S. Johns, editor of the editored juge of the St Louis Post-Disputch. was recently appointed a member of a commission to take charge of the designs and workmanship of decorations for Missouri's new State Capitol, but dechied the honor for business reasons. P F. Burton, editor of the Jophn (Mo.) News-Herald, was a recent visitor

S POKANE -W. H. Coles, publisher of the Spokesmon-Review, was chosen to serve another year as chairman of the northern circuit of the Assaciated Press at a meeting of representatives of Pacita Northwest papers in

for a week in St. Louis

Partland.

Persons prone to anger dwell on the provocation received, and are apt to fement the prevocation they gave,

ADS IN NEWSPAPERS

Tells Motor Cycle Manufacturers in Meeting Held in Chicago What the Dailies of the Country Have to Offer, the Service They can Render, and What They Are Doing.

Motor cycle manufacturers are considering enlarging the scope of their advertising, which at the present time amounts to about \$2,500,000 annually. At a recent meeting held in Chicago the representatives of the various motorcyle manufacturing concerns were addressed by Thomas Moore, assistant director of the Bureau of Advertising The manufacturers requested the Bureau to send a representative to discuss the subject, and Mr. Moore, responding, put over the message of the newspapers, what they had to offer and the things they could accomplish for the makers of nationally distributed products.

SEEKS TO ENJOIN SHIMANSKY

United Press Brings Injunction Suit to Protect its Name.

The United Press Associations of New York on April 19 filed suit in the Federal Court in Cleveland, O., for an injunction against O. K. Shimansky to prevent him from sending out antiprohibition propaganda and other publicity matter in such a way as to make it appear to come from the United Press

Shimansky has been conducting a publicity campaign mainly in behalf of the liquor interests, of late through a concern incorporated in Ohio by him as the "United Press Association Com-pany." In sending out propaganda to newpapers throughout the however. Shimansky used the name United Press Association," omitting the word "company."

The petition filed asks that the injunction perpetually restrain Shimansky from using the name "I'nited Press" or "United Press Asociation" unless accompanied with the following explanatory statement; "Not connected with the United Press Associations."

John H. Perry, counsel for the United Press, supported his petition with a large number of affidavits from prominent newspaper publishers and several members of Congress stating they received liquor propaganda from Shimansky under the name of the United Press Association.

"The Cleveland Company is a paid publicity bureau," said Perry to-day. "Its aim is to get advertisements for special interests into the newspapers as news matter. In recent instances it has been paid by the liquor interests.

"The Cleveland Company has been simply masquerading under the name of the United Press. As a consequence the United Press has been flooded with bettern from its clients objecting to the unfair use of its name. A gross deception has been practiced upon United Press clients and a fraud and imposition upon the public generally. propose to put an end to such unfair practices."

Federal Judge Westenhaver mediately granted an order, returnable April 28, under which the defendants unist show cause why they should not to compelled to state in all their pubhelts that they are not connected with United Press of New York.

DECISIVE VICTORY IN AD ROOM

Entire Force in Productive Column

MONOTYPE COMPLETELY REVOLUTION-IZES OLD METHOD OF SETTING AND DISTRIBUTING DISPLAY ADS

Three Big Advances at Once

DON'T MISS THE EXhibit of the Monotype at the American Newspaper Publishers Association Convention, at the Waldorf-Astoria, from April 23 to 27.

Actual pages of newspapers in Monotype type will be shown as well as the Monotype Composing Machine and Type-&-Rule Caster at work. THE MONOTYPE NON-DISTRIBUTION System is an advance for the publisher because it gives him a better paper, with clean-cut, up-to-date appearance, without extra cost and places all the compositors in the productive column all the time.

Non-Distribution is an advance for the compositor because it improves his working conditions, and renders them more pleasant and sanitary by doing away with the old dusty, dirty type cases and replacing them with new type and lots of it.

Non-Distribution is an advantage for the advertiser because it gives him new type for every ad and all he may need of any size or style and better display.

THE MONOTYPE

and Non-Distribution eliminate the lost motion of the ad room by providing all the type, leads, slugs, rules

and borders required by the compositors, and sets the intricate ads as readily as the easy ones:

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK: World Building Boston: Wentworth Building CHICAGO: Plymouth Building TOR NTO: Lums len Building

MONOTYPE NON-DISTRIBUTION WILL REPAY THE INVESTMENT IN LESS THAN TWO YEARS

THE EDITOR & PUBLISHER FOR APRIL 21, 1917

MANY NEWCOMERS IN THE PRESS GALLERIES

Directory of Sixty-fifth Congress Lists
Lugar Number of Correspondents,
Some of Whom Are New to Capital
Big Press Associations, Enlarge Their
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WAR ON I

Forty Years' Service on San Francisc Chemistic Fittinally Recognized. On April 1, John P. Young, menni



Jones P. You No.

ofter his courting collectial darlies, betoo found time to write and publish a history of San Proteinen and other lanks.

The publisher and editorial staff of

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The publisher and editorial reaff if the theorials paraented Mr. Young with televis of their exercis on his autievenesty.

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Plans of P. P. A.

The PHOTON Positivity Association, therein, its planeling a special encurrent in the Rt. Leans convenient of the A. A. I' or W. Isoving Isoton at 1. I' M. Thromosius, Man 30. A slop of a complex of cleans, will be made or restore in the party and from theringston. In the party will see it in the party will see it in relation to MI. Leans in company with the delegation.

These who talk much are sure to say



The next time of the Harrischem (Mar Route of Serie, Vers of which Printle H. Harson period mention and a sold to to a Series of the Harrischem (Mar Route of Series of Wall of Congress), and organized of specialization of series of the seri

MACHINES

Sold in March



-a new Intertype record for one month's sales

The best previous record was 76 machines sold last December.

Every Buyer a Believer Every User a Booster

Watch Us Grow!

INTERTYPE

CORPORATION

Terminal Building, Brooklyn, N. Y.

NEW ORLEANS CHICAGO 539 Carondelet Street Old Colony Bldg

34 AFFILIATION OF FIVE

ASSOCIATIONS PROPOSED Mayeness Started to Effect Victoral Consolidation of Different Occanizat Whose Membership Consists Principals by of Journalism Teachers in Calleges

and Universities. Tractions of Journalism everywhere to effect an affiliation of the Association of Journalius, which was occasized to



President Association of the American

Assertican Association of Tranhers of Jumes Melvin Lee, director of the depariment of journalism at New York

with the representatives of the organmatters concerned, with a view of effect-N. W. Barren, of the University of

thing proposal to effect attitution.

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ, Secretary, American Association of Teachers of Inormalium Attached to Ohio State University, Columbus,

ed to Juniors and Seniors.

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In the third year about one-ball the

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DUDINALISM NOTES

Four courses in teurnalism will be

ington summer session. Jame 14 to

J. W. Evens, assistant professor of

Destinated pest fall the department

COLLEGE EDITIORS ORGANIZE REORGANIZE IDERNALISM WORK Instruction at Washington to Be Restrict-

Heads of Joya School Publications Form Iora College Press Association. College araspaper men of Iowa met in Colfax, In., Murch 50 and 54 and newspapers of the State for the three-

field regresser of promoting friendly reen between the colleges, to main-It will be principally in language, sei-

The general programme for the twoday sension contained recer talks by peasurent speakers and jour ter of the free Moines Capital: James News: See Taylor, sports editor of the and Comper Resmonts, penfessor in University of laws. Millers and busirous savagers of the leading college

others for the campag year work elected, as follows: Baltis, office the College Courses of Donahue: business manager, L is. C. Kropeth Natthews, testiness manager

of poursalies department, 1 8 C. TO RECEIVE NEWS BY WIRELESS

Middle Western Colleges Plan to Evchange News in Navel Way. A special section devoted to "Wice

The stations which will probably to

NEW YORK UNIVERSITY GOES TO HEAD OF LIST

With a Total Excelment of 553 Students is the Departments of Journalism, and Advertising and Marketing, New York

At New York University, Journalism persident of the American Association Teachers of Journalism, is head of

The work at New York University is areableed suite differently from that of other institutions offering technical inediting, magazine fiction, newspaper

The Department of Journalism at New York University makes a special effort to have the classes conducted by men actively to the business. For ex-Hughes, former city editor of the Reasing Mail, now city editor of the Globe The class in literary criticism is given Boral J. Devis, Becary editor of the New York Evening Post. The class is current topics in under the direction of William Carmen Reberts, political editor of the Literary Direct. The

Frederick Wilson, are

R. J. Dustman, Calumbus, O., repr. (8000), Me., April 15.-Aunouncemen has just been made that the somul May The speakers will include J. T. "Newspaper Building" is the title of Jasen Rogers, publisher of the New York Ginbe. A special edition intend--arrived on by the stalwart regiment of

> Cets to Leave Obio State Carl H. Gets, secretary of the Ameri-

how to draw a benefit from the labora

University are now making weekly

City Institution Has Largest Journalion Resistration in Country With a total enrolment of \$52 stu-

ment of Journalism there are 235 stevertising and Marketing, there are 335 George Durton Hotchkins, secretary of

sampler of the staff of the New York

Maine Newspaper Institute

field frien to provenency offices, total "He is the richest man who knows

DUPLEX TUBULAR PLATE PRESS

"Cur customers write our ads."

Some of the Recent Purchasers:

Richmond, Va., "News-Leader"

TWO 24-PAGE FOUR-PLATE WIDE TUBULAR PLATE PRESSES (each the equivalent in printing capacity of a sextuple of any other style) with a COMPLETE OUTFIT of TUBULAR PLATE STEREOTYPING MACHINERY REPLACING A COMPLETE AND COMPARATIVELY NEW SEMI-AUTOPLATE equipment

(The Duplex Tandem style sextuple press and the complete Autoplate equipment with other stereotyping machinery therewith are for sale and may be inspected by interested parties at the News-Leader office.)

Vancouver, B. C., "Daily Province"

TWO 32-PAGE FOUR-PLATE WIDE TUBULAR PLATE PRESSES (each the equivalent in printing capacity of an ordinary octuple of any other style) with COMPLETE OUTFIT OF TUB-ULAR PLATE STEREOTYPING MACHINERY. The Proxince for several years has been using an equipment of two 24-page Tubular Place Presses and this second order for a new and much larger equipment by such a publication is sufficient evidence of the success of Tubular Plate principles.

Paris, France, "L'Information"

A SECOND 16-PAGE DUPLEX TUBULAR PLATE PRESS, together with additional stereotype machinery, is being prepared for shipment to this office. For the past four years L'Information has been printed on a Tubular plate outfit and this order is for a complete duplicate.

Columbus, Ohio, "Monitor"

A little less than a year ago the Columbus Monitor installed a Duplex Tubular Plate Press. After several months' experience AN ORDER FOR A SECOND MACHINE was placed, which press is now being installed.

Besides the above particularly noticeable repeat orders, we have orders on our books from a large number of other concerns for Tubular Plate Presses of 16, 20 and 24 page capacities. Below are the names of some of these.

CONCEPCION, CHILE....."El Sur''
GREENVILLE, S. C..."Daily Piedmont"
MIAMI, FLA...."Daily Metropolis"
EVANSTON, ILL...."News-Index"
MARTINS FERRY, O..."Daily Times"

CORTLAND, N. Y. ..., "Standard" AMSTERDAM, N. Y. "Recorder" ATHENS, O. "Messenger"
HONOLULU, HAWAII. "Star-Bulletin"
SPRINGFIELD, ILL... "News Record"

Recent Installations

BELOIT, WIS. "News"

MADISON, WIS. "Democrat" LEXINGTON, KY. "Herald"

See the DUPLEX EXHIBIT at the A.N.P.A. Convention

Hotel Waldorf-Astoria, April 24-28, 1917

Several new machines of the Tubular Plate line recently designed will be shown in this exhibit. They will be "eye-openers" in the line of up-to-date and greatly improved newspaper machinery.

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN

Miller & Richards, Agents for Canada

New York Office, World Building

36 TEMPORARY INJUNCTION NOW MADE EFFECTIVE

Indge Hard, on the United States District Sench, Signs an Order Restraining the International Service from

Convenneirating Certain A. P. News-The Court's Comment. Section Manual of the Distinct States Disnational News Service, controlled by William Handelph Heard, from Inducing any person to corresplicate Ame-It had been established to his estimation that the International had 'noted plainent," and that the Associated Press

Judge Hand, however, denied the mo tion of the Associated Proof's counsel for a tresporary injunction to restrain the international from willing news copied from Associated Press bulleties or early editions of Associated Press that this legal point should remain for the Circuit Court of Appeals to decide sides will take appeals, it was announced. The Ameriated Press, because eross appeal because of the part that

TERMS OF INJUNCTION

The International is restrained as fellows by the terms of the order: From inducing, procuring, or permitting any telegraph operators or other or any of its masshers or of any news. sented by them or any of them, or any such members, to communicate to de otherwise, any news received or gathered for complainant, and from purchasbug, receiving, softing, transmitting, or

or indirectly, and of complainant's members or any of the newspapers reporagreements good by the charter and tion that he dented, Judge Hund sald liminary injunction against the coupled.

resisting willing transmitting using or causing to be copied, received, sold furnished by complement from bulleties day of the complanant's members, bethat although the Court is naturied, both

And it is further ordered that the said domai of temperary injunction in

seration in obtaining a specity disposition of such appeal; and in the event nininant may renew its application for

Judge Hand stated that It had been "Year the annual cost to the co ribution to 7th 500 members is great, being in the year 1915 about \$2.-500,000, all of which cost was assessed that the annual cost to the detendant That defendant has engaged in ob-

telegraph editor of the Cleveland News. ship from the Associated Press, to fursigh it, for sale to its clients and poh

Country was in violation of his obligause as an employee of the said Cloveland News and of its obligation as a chine, before publication thereof. lication by them complainant's dispatch- counsel, and the cross appeal filed by

lication by them, not only with the local particularly of foreign news which had IN MISSOURI RELIEVED

NEWS PRINT SHORTAGE President Blanton, of State Press Augcistion, Makes Cheering Assounce ment of Purchase at \$3.25 to \$3.50-Hopes to Get Larger Allotmont News

H. J. Hington, provident of the Minsouri Press Association and editor of the Paris (Mo.) Appeal, has just onnamed that through the organized efforts of the officers of the association material relief from the present paper He states that 160 tens of news print paper had been bought for distribution

One hundred tone of roll paper were distributed to merchan who require that variety of paper, and forty been of Out paper of all sizes and weights, emplayed to country printing effects.

ALL YOU REED NOW

IS THE FAMILY

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE

YES AND THE READERS HAVE YOU SAN HE HAD A BEEN SENDING RIM ALL SURTS BARN COME TO THE OF BABY CLOTHES AND I FAMILY IN HIS COMIC STRIP? TRINKETS AND THE SAD PART OF IT IS, HE HAS NO CHILDREN



BABY DUFF MAKES A HIT

Brings Presents from These who Issugired that Artist is a Proced Father.

From the way Year Boff talors core of

wa biband-turker days, and wast be-

teatis, the first strip, which was restant Fromte of the Italia.

The presents on odd in storage. Digitized by Google

To Visiting Publishers

15 Minutes from Broadway

You can see Scott Quadruple presses running every afternoon at THE HUDSON OBSERVER, HOBOKEN

25 Minutes from Broadway

You can see the Scott "Multi-Unit" Double Sextuple Combination Triple Quadruple Press running every afternoon at THE NEWARK-EVENING NEWS

35 Minutes from Broadway

You can see the Scott "Speed King" 24 page press running every afternoon at THE ELIZABETH JOURNAL

45 Minutes from Broadway

is our factory where we can show you presses and other newspaper machinery under construction.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK OFFICE-Brokaw Bldg., 1457 Broadway

CHICAGO-Monadnock Block

38 I. C. M. A. CONVENTION IN JUNE AT ATLANTA, GA.

Circulation Manager of The New York World Writer Entertainingly of Forthressing Convention of Circulation Men Dates June 12, 13, 14, Coopens-

tion Strengly Urged.
By Japon McKurwan,

THE appearance of a 1' tout along to the Atlantic Coast will use death of caure a change in the plant of these members of the Association who through making the title frees New York Atlantic Newsonah by boot, and therete by the less to Atlantin. However, the war with the



Cormoty engine and to have any effect on the ultimistance, or shall at requests have been compelled to review to the neutron on arrown of the high cost of will no dead to take a term thereeves been there desire for a few days that it takes to allow the convention, there expectally as many guideliness results in the convention.

There are many ways in which a trivialism nonhaper can error his employer in addition to increasing circuminant, particularly the reconstant running of his department. In most revery newspaper allow during the past year the viscalism necessor has been of arrow realism in working alone lines.

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with washer papers action to the lines.

problembers and the crips.

Problembers and deserves manner of the college made and made used year fall. It is no excellent these to be the deserves manner of the confident measure in our Association measure in our Association of the college manner of the mind of some of them that a convention we simply a publishing too his hear personal problembers.

last your, when through the leastness the methods the convention had been died and discussed the various matern which were scheduled for that partice we doe, and allowersement was in order to doe, and allowersement was in order these were effected in choice by our practices were effected in choice by our practices of accepting as introducing the own of the local committees for a slightversus trip, or to take up descrusion.

American view classes the state of the state

see, Ad. one Convention we leade at this Boad just how curious whenever have here sometice, and when seem of their laws leaf difference we have learn their states.

In part of their states are and when a reason how in their case, however, and when a reason how in their case, however, and when a reason how in their case, however, and when a reason content, and their case of their case, and content, and their case of their case, and their case who is ten forwered. In this content, and their is the searce and you

A rigerilation menager capset spend a week more advantageously in the interest and welfare of the nempager on which he is employed than by attending the I. C. M. A Convention is June

A beat frip, although it takes exertions than a trip by red, in unusity forvened by our members because in fervened by our members because in ferrotte them to get hatter acquaintee with their dutter, and to discuss exattees not make suggestions with a fortilizate intended to the second of the contraction of the contraction of the Auditor of the outsides of the Convention; preserve, unless there is a decide of the contraction of the contraction of the contraction of the a consider over this way. There are exercised good, fast trains beginning.

Baltimore is particularly interesting to the advertiser who is working on a limite! appropriation, to secure the maximum results.

For Bother Business is Baltimore Commentable in the

BALTIMORE NEWS

Not Poilly Circulation, March, 93,013 Gain over March, 1996, Over

18,000

And to property the state of th

York for Allanta at hours that will mail the controversors of one normators. The trup on the train takes about twentyforce havin. Members will have to leave New York on hundry right and arrive in Allanta Blenday right in order to be in time for the opening of the Conven-

tion. Tucoday morning.
Bhost of the members in the West will
no death assemble in Cincinnall, and
have been requested to address are prepleat, John M. Schwist, Indianapolis.
News, heleanapolis, Ird, so that he may
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A general femiliary selection is a second all those for heart of the principle femiliary and the principle femiliary part of the principle femiliary and that the principle femiliary and that the principle femiliary of the principle femiliary and that the principle femiliary of the first principle femiliary of t

Time.

J. M. Assemberg, chairman of the Convention programme, is perparing as neverthelling list of subjects to be discus-

Buy Page to Boost Recruiting
The Washbarn though the sparty,
Minusapotic reflers, have offered the
use of their advertising space, a full
page, in the Saturday Economy Post to

List of Advertising Agents

The Six Point League has compiled a directory of arboritising agents, space loggers and solitizes in the territory case of Bulliahs, Filtidates, and self-size state of Bulliahs, Filtidates, and statisfies (Virginia, Detecta) and Fhorida, waken is for shade as \$100 per conflicted in a fairly complete list of material research and arborations measured newspaper affectives and arborations; measurements. Part 100 books requirements are also as a substitution of the property of

Six Point League



EVANSVILLE

Described, find or the "comparate to the South I transmit Memorate of the tild approximation of the International Con-Montaget and the six agreements of the International Con-Nation subleapy lines with provident lines with a changing tillion. All the subleapy lines with provident lines was changing tillion and the contage and the subleapy lines with the contract of the party of the contract of the contage and the contract of the contract of the contract of the contract to contract, still and when small panaline plants are the contract of the contract proper adopting contract, and the contract of the contract of the contract proper adopting contract of the contract of the

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THE EVANSVILLE COURIER

THE JOHN HEED COMPANY ADVERTISING REPRESENTATIVES Barrell Bidg, No. York Tobuse Bidg, Chicago Chemad Bidg, No. Louis

CORRESPONDENTS ELECT CARDOZE AS PRESIDENT

Annual Dinner of Legislative Reporters at Albany Was Usual Success—Ambassador Gerard, Gov. Whitman, and Former Govs. Glynn and Odell Among Speakers.

The Legislative Correspondents' Association of New York State made merry at its annual dinner and "roast fest" at the Ten Eyek Hotel, in Albany, last Thursday evening. With all the fun and good-intured "slamming" of State officials and prominent men, there was



FREDERIC T. CARDOZE.

an undercurrent of seriousness to the dinner this year, caused by the war, and several of the "stunts" took a distinctly patriotic turn.

The dining-room was transformed by the means of painted scenery into a "throne room," where the correspondents staged the coronation of King Charles III, or, in other words, Gov. Whitman's third term. The walls of the throne-room were decorated with portraits of the various King Charleses, each with the well-known features of the Governor in dress of various periods, from the Indian days to the modern. This was the central theme of the dinner, and about it were staged many stunts, punctuated with clever parodies hitting the folbles of the day in political circles.

Former Ambassador James W. Ge-Renvice; James H. Gaylor, Albany rard, just returned from Germany, was Evening Journal; Jerome L. Smith, the

the principal sp aker. The other speakers were Gov. Whitman, former Gov. Benjamin B. Odell, jr., and former Gov. Martin H. Glynn, Following the usual custom of the State legislative reporters, the speeches were delivered in confidence, and no word of them was reported. Scores of prominent men from all parts of the State and country attended.

Frederic T. Cardoze, International News Service, president of the Association, presided at the dianer. The other officers of the Association are: vice-president, Don Martin, New York Herald; second vice-president, Harold Jarvin, Buffalo Courier; secretary, Albert E. Dale, the Knickerbocker Press, of Albany: treasurer, George R. Coxzens, the Associated Press; board of directors, Charles S. Hand, New York World, chairman; Charles H. Armitage, Buffalo News, W. Axel Warn, New York Times; Joseph J. Early, Brooklyn Standard-Union; William H. Owen, United Press Associations; Frank A. Tierney, Albany Times-Union; Edward Staats Luther, New York Telegraph; Harold Phelps Stokes, New York Evening Post.

Mr. Martin acted as chairman of the entertainment committee; Mr. Luther, chairman of the reception committee; Mr. Armitage, chairman of the insulations committee, and Russell Hathaway, jr., of the Associated Press, acted as chairman of the dinner committee.

THE MEN WHO MADE IT OR.

Resides members of the board of directors who served on the various committees, the committee organization follows:

Entertainment—James E Macliride, New York American; Royal K Fuller, Brooklyn Times; John M. Francis, Troy Times; Thomas J. Ross, New York Tribune; Charles D. Watkins, the Associated Press; John McH. Stuart, New York Herald; C. F. Betts, New York American; George W. Herrick, New York Telegraph; John D. Whish, Syracuse Journal, George T. Fry, New York Evening World.

Dinner—S. Louis Schnitzer, New York Staats-Zeitung; Edward C. Cuyler, Litica Press; Joseph L. McEntee, New York Staats-Zeitung; Willard A. Marakle, Rochester Democrat and Chronicle; John C. Crary, New York Tribune; Douglas Griesemer, New York Mail; Samuel J. T. Coe, International News Service; James H. Gaylor, Albany Evening Journal; Jerome L. Smith, the

Knickerbocker Press, Albany; Neil Mc-Donald, Albany Argus.

Reception—Fred W. Wose, New York World; James Mansell, Albany Argus; Walter S. Green, Rochester Times; Harold J. Blackford, Brooklyn Pally Eagle: Frederick P. Burdick, New York Call; Warren W. Wheaton, Albany Evening Journal; James B. Wallace, Troy Record, Leonard Smith, New York Times; Harold G. Nye, the Associated Press; Maurice Rodesk, New York Jewish Morning Journal.

Nesbit Vice-President's Guest

Wilhur D. Nesbit, author of "Your Clay and My Flag," which is proposed as the new national anthem, and which is quoted at all patriotic gatherings, is a guest of Vice-President Marshal, in Washington. Mr. Nestit is an Indiana man, a fermer newspaper man, now vice-president of the William H. Baukin Company, one of the big advertising concerns in the country. He is considered one of the best advertising writers in the country, and has attended the meetings of the National Advertising Board in New York and Chicago. While in Washington Mr. Nesbit will be entertained by a number of Government efficials.

Oklahoma Press Association

The Twenty-Sixth Annual Convention of the Oklahoma Press Association will be held May 11 and 12 at Shawnee, Okla. The programme as prepared by the special committee includes a number of papers and discussions by members of the association and editors and publishers of nation-wide acquaintance.

High Lights on the Foreign Situation

The kind of reading that appeals to all classes with the United States now in the world war. Feature articles from leading soldiers, statesmen and authors of Europe.

We handle more important articles of this description than any other agency in America.

The International News Bureau, Inc.

J. J. Bosdan, Editor
15 School St., Boston, Mass.

The Sun

"Morning Quality & Quantity"

Notice
Advertisers
Advertising Agents

<u>A</u>
<u>Gain of</u>
64,350 Lines

of advertising for March, 1917, is the result of a New Force in New York City compelling the revision of advertising schedules.

The Sun

Always a Great Newspaper, with inherent Selling Power, has more than doubled its circulation the past year.

March 31st, 1916 - - - 68,309 March 31st, 1917 - - 150,139

Average net paid daily and Sunday for six months

Gain in Circulation, 81,380

Member Audit Bureau of Circulations

OFFICIAL CIRCULATION STATEMENT

OF THE

NEW YORKER HEROLD

as submitted to Post Office

APRIL 1, 1917

Total Daily

121,778 NET

The above figures demonstrate that the NEW YORKER HEROLD has the largest daily circulation of any of the Metropolitan Newspapers published in the German language in the UNITED STATES.

Applicants for A. B. C. Membership

Office: GERMAN HEROLD BUILDING, 22-24 North William St., New York

WILLIAM BERRI, NOTED NEWSPAPER MAN, DEAD

Owner of Brookley Standard-Union Surrumbs to Long Illness Fallowing Pleasier Contracted Last July-Was Foremost Citizen and Mark Interested in Public Affairs



WILLIAM BOOK Ottorse, takewing plearing contracted last July while he was returning from business, formed by his father

Bahad a printing business for Mesself,

on Assured 24, 1869, he married Mine

Mr. Bert became one of the owners of the Standard-Cates in 1888, and for

This extra free was a great burden to ing the bridge had actuarly fallen off.

World's Pistr of St. Leone, in 1964. He

to 1915 the vaters of the State elected him a Delegate-at-Large to the Casatiand Assembly to hold that office for the

of them. He was also a months of colsucress cities. He founded the Oxford

Mr. Berri's funeral will be bold of his THEOLOGY TO MA. HAVE. R. P. B. Huntaman, for many years

universally from corot to ole-the Golden Stale. I'mder obligations to no man, feathers, and free of

We see what is right, and not do II.

The Times-Dispatch Richmond, Virginia

Stery, Brooks & Finley

employee. His newspaper family was tional and unwise" and an unfair and really a family in every sense of the monorchical. those who intered for him, and for

peoply from the presperity which is nors of things which could be uc-Many years before the Standard-

was importally independent of his

OPPOSES CENSORSHIP BILL. Pre-ident Jorea Denounces Measure

Drafted by War College, Arneld Joerns, president of the Adver-

Times Ad Men Hear Patners Major George Haven Painam was the

> A Live Town A Leader in 1764 A Live City

> FITCHBURG

MASSACHUSETTS Population 40,000 Fifty miles from Boston

The center of a district of 100,000 population.
Celebrated for the manufacture of Revolvers, Beryeles, Sows, Machine Krisyn, Paper, Screen Plates, St um Engines, Boilers, Steel Horse Collars, Woodens and Ginghams.

Sentinel

will reach these manufacturers and

The Des Moines Capital

has been making wonderful satisfies in the past few works in rewiscore oradio. The Capital is publishing the magnifector was stroked or for Fund II. Stroked and Cari Advarcas, northward from the New York Tribuse Spracked and the Carinal members of the Capital members of the Capital for the Capital forms of the The Capital's sole ambitum is to be "EVERY INCH A NEWS-PAPPIR," and in succeed in this respect it is necessary to have seen time policies. The vigorous character of the Capital man be recor-nized when we obtain the Capital puthinks in the publishy, does

time policies. The eigenome character of the Capital may be recognized when we stole the Capital publishes on free publish, does not publish a low of method selectrising, and that it guarantees every live of advertising which appears in its orderes. Furthernere, the Capital has the largest circulation of usa Des Moints remajorer, and in 2010 published more clean advertising in my issues a neek than are other Des Meines newspaper published

Here are the government circulation figures filed with the Des Mointes post-office on April Ltd:

GOVERNMENT FIGURES. .. 47.668.6 upo avceage, net puid Built and Sunday News 40,520, 6 um average, net mid

Perhaps the most notable adventising fact in connection with the

The Des Moines Capital

Honest News-Honest Views-Honest Advertising

ESTIMATES \$5,000,000 FOR BOND ADVERTISING

Amount Experts Think Will Be Necessary to Make Sale of Largest Single Issue of Uncle Sam's Bonds in Quickest Time on Record Cost Will Only Be 001 Per Gent.

Five million dollars, advertising men estimate, will be the necessary adverfising fund to sell \$5,000,000,000 worth of Government bonds for the prosecution of the war with Germany, if the sale is effected through the bunks of the country, which some seem to think will be the plan followed. Just how the offer will be made has not been determined, but whichever way it is done, It will involve the use of advertising in the newspapers. If this estimate is correct, the cost would be .001 per cent. Turning the figures around the oti-er way, one cent's worth of advertising will sell \$1,000 worth of bonds.

Just how the advertising will be done, is not known. It depends on the manner in which the bonds will be sold. It is all speculation so far.

One proposition, it is said, is to offer the honds through the agency of the Federal Reserve Bank, which in turn will sell them through member banks and other financial institutions.

BANKS MAY DO THE ADVERTISING.

Another is to turn the issue over to a syndicate of bankers, who will in turn make the sale in the form of a popular loan, utilizing every bank and trust company in the United States as a selling agency. The bonds, disposed of in this way, it is said, would be sold in denominations as low as \$5. In the event this is done, it is said that the commission to the bankers will be the smallest ever paid, and will effect a tremendous saving over former issues with the chances that the bonds will bring a premium.

In the event the sale is made by the Government, the advertising, it is believed by those who have followed the matter, will be done by the Federal authorities direct. If the offer is made through the banks, then those institutions will be required to do the necessary advertising.

EVERY DANK TO ADVERTISE BOXES.

It is said that the bankers are anxious to place the lean in a time so short that it will be a revolution to the lainer of the world as to the financial preparedness of the United States. Their plan, if they handle it, is is said, favors a preliminary advertising campaign by every lank in the country prior to the date when the sale opens.

For this purpose copy that will hit the mark will be furnished. Profiting by the mistakes of Great Britain, the waste effected in the original English campaign will be avoided.

WHAT THE NEWSPAPERS WILL GET.

Just how much of the advertising will go to the newspapers, if this plan is

Do Not

ORDER COMICS, DOT PUZZLES
HOUSE PLANS OR OTHER FEAT
TURES WITHOUT FERST WRITING
FOR OUR PROOFS

Keystone Feature Syndicate 264 DREADL BUILDING, PHILADELPHIA, PA.

25th Leve of Frithful Ferrice

adopted, is not known, but it is believed that it will be in proportion to the amount expended in the papers annually, which is more than 50 per cent, of the total.

There has been a great deal of talk as to what will be done and the way it will be done. So far, nothing has been given out officially, and will not be until after Congress passes on the amount of honds that will be offered, and determines the method by which the armost the method by which the armost it universal conscription is decided upon, advertising will not be necessary. If the volunteer method is adopted, advertising will be required.

It is stated that the Government is better prepared than is realized, and has worked out definite plans as to the manner in which the advertising campaign will be conducted, regardless of the method that may be followed in the sale of the bonds. These plans will not be announced until the proper time arrives. Everything, so far as possible, has been coordinated, and just as soon as Congress clears the decks by authorizing the sale of bonds, and the raising of the armed strength of the nation, the plans of the Federal officials on advertising, as well as on other methods for the conduct of the war, will be made known.

Government officials are keeping silent on these points. It is only those who are not in the confidence of the Administration who are doing the talking.

Class Ionepala Back Wilson

The Editorial Conference of the New York Business Publishers' Association, Inc., han passed the following: "Resolved, The members of the Editorial Conference of the Class Journals of New York City here assembled are glad to respond to President Wilson's appeal in his proclamation of April 15, and will do all in their power to lead and inspire the industries they represent to render that patriotic service to the nation which the President has requested."

Letters to Successful Publishers

Hon. James M. Cox, Columbus, Ohio. Dear Governor Cox:

You have made an enviable record as a progressive and militant chief executive of your state, but among newspaper men we believe you are best known for your work in building those two fine properties, the Dayton News and the Springfield News.

When we recall how you started in Dayton with practically nothing but grit for capital, and how you fought your way through to a 100 per cent, success, we are dispo ed to think that it is far easier to be a good governor than it is to do what you have done with your newspapers.

We are proud of the fact that the Dayton News and the Springfield News have used our diastrated service for four years past.

Respectfully yours,

THE CENTRAL PRESS ASS'N.

MEMORIAL TO FARNSWORTH

Providence Journal Staff Dedicates Tablet in City Room.

The city staff of the Providence (R. I.) Journal on April 12 dedicated a bronze tablet in their room to Henry W. Farnaworth, a former fellow work-



THE FARNSWORTH TABLET.

cr, who was killed in action in Bois Subot, France, September 28, 1916, while a member of the Foreign Legion.

Farnsworth's parents, Mr. and Mrs. William Farnsworth. of Boston, and sister, Mrs. Aifred L. Loomis, of Tux-edo Park, N. Y., were present at the services.

John R. Rathom, editor and general manager, of the Journal, eulogized

Farnsworth: Charles R. Stark, jr., of the reporters' staff reviewed his service on the staff, while Stephen O. Metalf, president of the Journal Company, read a letter from Jules Jusserand, French Ambassador to the United States.

Following the reading of the letter, Mrs. Farmsworth unveiled the tablet, which was draped with the American and French flags, and placed a wreath underneath it. She and Mrs. Loomis were then presented with large bouquets by J. Harold Williams, on behalf of the staff.

The tablet bears the following inscription: "In loving memory of Henry W. Farnsworth, who died for France at Bols Sabot, September 28, 1915, aged twenty-five, this tablet is erected by those among whom he once labored in this room.

"Tail, eager, a face to remember, A flush that could change as the day; A spirit that knew not December, That brightened the sunshine of May."

The Globe Was Safe

When Owen Eagan, Inspector of the Bureau of Combustibles, opened the three-inch shell found in the press room of the New York Globe, he found it was unloaded. He expressed the opinion that it was probably a souvenir of the Black Tom explosion, owned by an employee of the Globe.

NO NEWSPAPER IN AMERICA HAS A greater circulation in proportion to the population of its city than the Evening Star of Washington, D. C.

NO OTHER NEWSPAPER IN AMERICA combines the greatest circulation in its city with as high quality rating as that of the Evening Star, Washington, D. C.

THE STAR HAS MORE CIRCULA-TION in Washington than all three of its competitors combined. It is believed that no other newspaper in America so completely dominates its field.

THE STAR'S CIRCULATION WITH BUT one edition printed every afternoon between 2:30 and 4:00 o'clock is over 90,000 a day.

THE STAR CO-OPERATES WITH NATIONAL advertisers to see that the wholesale and retail trade in Washington knows of and appreciates the manufacturer's advertising in The Star.

FAKERS AND CROOKS ARE BARRED from the advertising columns of The Star. Readers are constantly invited to call the paper's attention to any statement which they might find in The Star to be misleading or untrue.

DAN A. CARROLL Tribune Building New York, N. Y. J. W. LUTZ
First National Bank Building
Chicago, Ill.

THE EDITOR & PUBLISHER FOR APRIL 21, 1917

SHOWS BIG PROFIT IN SAVING WASTE PAPER

Washington Star's Campaign Nets School Children's Playground Fund \$5,077.09 Twenty Tons of Paper Were Sulvazed Weekly by Pupils Children Taught Value of Thrift.

The Washington Star's campaign to save old newspapers has been attended with success beyond expectations when the campaign was launched. In order to popularize the idea, it was proposed that the old newspapers be collected by the children and brought to the different public schools, from which points they were to be gathered by a junk dealer. The money derived from the ndo was to be devoted to the Playground Fund of the public schools of the city.

MANUS TWENTT TONS OF PAPER A WEEK.

The children collected an average of 41,422 pounds of old papers weeklymore than twenty tona. The paper so saved was shipped back to the mills and is utilized in the manufacture of box leard, murble paper, and other grades for which it is suitable, and reduces the amount of original raw material that would have to be used for that purpose were it not available.

The campaign, started by Fleming Newbold, business manager of the Star, made it possible to turn over to the Superintendent of the Schools an average of \$241,76 weekly, or a total of \$5,077 09 for the time the campaign ran. The result has been that it has adverthed to the community the searcity of paper, and the necessity for economy has taught thrift to the children in a definite and practical way, has conserved considerable paper that would have otherwise been destroyed, and has raised a substantial sum of money for the school children's playgrounds.

JACKSON PATRIOT BUYS A FINE NEW BUILDING

Michigan Daily Acquires New Home in the Exact Business Centre of the City, Which is to Be Altered to Mest Growing Need of the Newspaper --Will Be a Model Plant.

The Jackson (Mich.) Patriot has purchased the three-story and basement Cooley property, at the northeast corner of Cortland and Mechanic Streets, which is to be the future home of chat newspaper. When the alterations and improvements are completed, the Patriot will have one of the best and meet complete newspaper offices of its

size in the United States.

Work of remodelling the old building will start in a short time. The business office will be located on the corner of the ground floor, with the press and mailing rooms on the ground floor also, but in the rear. The editorial and composing rooms will be on the second floor, and for the present the third floor will be continued as the National Guard Armory. Later, it is planned to raise the building to six stories, for additional shop and office room. The building occupies 66 feet on the Mechanic Mirret side, and 132 feet on Cortland Street. New store fronts are to be put in on the Mechanic and Cortland Street sides, with a large new building entrance on the Mechanic Street side There will be a broad stairway from the basement to the upper floors of the building.

With the acquisition of the new building, John H. Miner, the principal stockholder of the Cooley Building, be-

comes a director in the Patriot Co., and will give the benefit of his experience in directing the improvements to be made to the building. Mr. Miner is one of the large real estate owners in Jackson. He is a prominent attorney, and is a director in the Jackson City Bank, is identified with the Union Hank, the Jackson State Savinga Bank, and is one of the principal owners of the Orpheum Theatre.

The Patriot has been built up by Milo W. Whittaker and James Frank, until it is one of the largest and most innewspapers in Michigan, renking close to the top among the morning dailtes of the State. Mr. Whittaker is treasurer and Mr. Frank recretary of the Patriot Co., and both men are widely known and popular with the editors, publishers, and advertimers of the country.

CUT OUT BASEBALL EXTRAS

Buffalo Afternoon Papers Will Not Publish Them This Year.

In line with the movement to conserve the supply of white paper, the four afternoon papers of Buffalo this year will not publish the extras which in former years were issued during the baseball season.

This action will result in a large saving of print paper, and the climination of no small expense. The basetall extras in Buffalo, it is understood, never have been paying propositions

Had it been decided to continue the publication of these extras this year on the same scale that prevailed heretofore, there would have been serious conflict with the iron-clad non-return rule which was established when the price of the papers was advanced to two cents.

It was recognized that it would have been difficult to sell baseball extras, for which there was a fluctuating demand. If this restriction were to be rigidly enforced. This factor was of assistance in determining some of the publishers to give up the baseball ex-

As a matter of enterprise in bygone days of low cost and abundance of white paper, it is considered here that baseball extra might have been a luxury which those who could afford could indulge in. But in these days it is considered a reckless extravagance.

The News, Times, and Enquirer in past seasons issued one or two extra editions. All haseball and late sport news now will be handled in the final

HOUSTON MET PUBLISHERS

Plans for Co-operation Between Government and Agricultural Papers.

At a meeting in St. Louis this week sixty-three delegates of the Agriculturnt Publishers' Association pledged themselves to obtain more effective publicity for the efforts of the United States Department of Agriculture and recommended that the department appoint an advisory editorial board, consisting of twelve members, of whom six are to be editors and six publishers, to work out a plan for conducting the information branch of the department. in addition to farm publications, rural and metropolitan newspapers are to be represented on the committee

The meeting was presided over by Secretary of Agriculture Houston and it marked the first time in the history of the United States that the department has met officially with the publishers of farm papers. In a short In a short talk to the editors at the close of the

meeting, Secretary Houston said that the department welcomed constructive criticism, and that any suggestions regarding the increase and conservation of the nation's food resources should be sent in writing to the department.

No detailed plan of proceeding with the publicity campaign was adopted. the sense of the meeting being that such questions must be left to the individual editors and publishers, who hest know the territory which they serve. The meeting represented a combined circulation of 11,000,000 and included delegates from as far East as New York and as far West as the Dakotas.

COBB STIRS PHILADELPHIA

Urges that American Troops Be Sent to Battle Lines in France.

PHILADELPHIA, April 18 .- Irvin Cobb, 'America's greatest reporter," spoke at the big Red Creas rally at the Forcest Theatre during the week. At the beginning of the war he got within both the French and tierman lin s, and spent three months at the German front. Although he has been accused of being pro-Teuton, his references to "Prussian paranoises" and what America could export if the "German lunaties" reached these shores, bardly bore out the charge. He warmly advocated sending troops to France, and said that the moral effect of the American flux over American soldiers in Flanders would by of incalculable value. Mr Cobb read a cablegram just received by George Horace Lorimer, from Lord Northeliffe, Instructing the editor of the Saturday Evening Post to turn over to the Itid Cross the \$1 000 which the British editor is to receive for an article. Mr. Lorimer gave a luncheon for the speaker before the meeting, and in the evening Mr. and Mrs. Lorimer entertained at dinner, previous to another talk which he gave at the Huntingdon Valley Country Club.

NEW BUREAU ORGANIZED

Hugh Gibson in Charge of State Department News Philip Patchen as Assistant.

WASHINGTON, April 19 .- With a view to the better dissemination of official information regarding foreign affairs and the transactions of the Department of State, a publicity bureau has been organized in that department. The hureau is in charge of Hugh Olison.

recently relieved from duty as a secretary at the United States Embassy at London. He is andsted by Philip Patchen, a newspaper man, formerly attached to the New York Sun and recentreturned from Europe, and by Howard R. Barnes, a clerk in the department, who recently served as a detail at the London Embassy.

"He who has health has hope" runs an Arabian proverb, "and he who has hope has everything."

The Boston **Evening Record**

Independent, optimistic, published in the interest of its 35,000 readers, and growing every week because people believe in it.

Rate, r.o.p. 12 cents a line flat

Represented in New York by Bryant Griffith & Fredricks

James Vance Hackett Who Knows His Address?

Was a newspaper reporter in New Orleans, Memphis, Chicago and St. Louis some years ago. Last definite address was New Orleans in 1908. It is to his advantage to be located. Will reward anyone giving accurate information regarding his whereabouts since 1908.

Address H. S. Avery, 141 Milk St., Boston, Mass.

STATEMENT

Of the ownership, management, circulation, etc., of Eric Daily Times, published daily except Sunday, at Erie, Pennsylvania, required by the Government Act of August 24, 1912, for April 3, 1917. Editor, F. S. Phelps, Eric. Pa.; Managing Editor, F. S. Phelps, Eric

Business Manager, John J. Mead, Erie, Pa.; Publisher, Times

Publishing Co., Erie, Pa.
Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock), F. S. Phelps Times Publishing Co., Eric, Pa.; John J. Mead, Times Publishing Co.,

Known bondholders, mortgages and other security holders, holding cent, or more of total amount of bonds, mortgages, or other necurities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information 25,773

JOHN J. MEAD, Business Manager.

Sworn to and subscribed before me this 3d day of April, 1917.

(Seal) P. V. GIEFORD, Notary Public. (My commission expires Jan. 16th, 1921.)

The E. Katz Special Adv. Agency, New York and Chicago.

ALL AGREE THAT UNCLE SAM SHOULD BUY SPACE

Advertising Club of St. Louis Passes Unanimously Resolution Approving of Payment for Bond Sale Publicity -President Houston Predicts Record A. A. C. W. Convention in June.

That the annual convention of the Associated Advertising Clubs of the World, to be held in St. Louis June 3 -7, will be a revelation to the world, is a prediction of Herbert B. Houston, president of the association. This statement was made in an address before the members of the Advertising Club of St Louis recently.

He made his prediction, he said, hecause the success of the undertaking could well be foreast from the extensive preparations being made by advertising organizations all over the country, and because of the elaborate plans being perfected from day to day for the reception of delegates and the entertainment of visitors by the St. Louis Club and the municipal author-Itles of that he-pitable city.

President Houston further predicted that instead of recent war developments interfering with the convention in any way, they would be beneficial. "During your June convention the brightest minds in the commercial world will be congregated in St. Louis, and you will find that hundreds of business men, whom you never expected to see, will be flocking in upon you, that they may be able to catch the drift of the nation's thoughts relative to affaira commercial," he continued.

President Houston then told of having offered the services, gratts, of an advisory board to the United States Government in planning an advertising campaign for the bonds, which are to be issued to raise war funds. The speaker declared that the advertising men of the country could save at least \$25,000,000 of the money that otherwise would have to be spont in selling the bunds. Houston declared he believed, and so advised the Government, that all of the publication space of various kinds, used in advertising the proposed bond issue should be puld for at prevailing rates, as the publishers equid no more afford to give away their space than the merchant his stock of goods or the banker his money.

PARRIE STRONG RIGHELTION. Festus J. Wade, who raised the \$85,-000 convention entertainment fund among St. Louis business men, then offered a resolution as follows:

"Belleving that advertising is a commodity precisely as bonds are, or as the products of the farm are, the Advertising Club of St. Louis wishes to go unanimously on record to the effect that the Government in using adver-* tising space, should pay for it precisely as it pays for food or munitions for the army or navy: Therefore, be it resolved that The Advertising Club of St. Louis unanimously approves of the action of the National Advertising Advisory Board in offering its professional services to the nation without cost for the direction of an advertising campaign of paid advertising to mobilize either men or money for the war. In adopting this resolution we wish to express it as our united belief that publishers are as patriotic as any other citizens, but we also wish to express it as our united belief that there is no more reason why they should contribute space, which is their merchandise, than the farmer should contribute his grain, the merchant his goods, the manufacturer his finished product, or the banker his money." The resolution was adopted without a dinsenting vote, and Mr. Wade, who be president of the Mercantile Trust Co., was felicitated upon its authorship by President Houston, and others.

The National Exhibit Committee of the A. A. C. W. has cabled to John Hart, advertising manager of the London Opinion, requesting him to send the complete exhibit of the famous British Army and Loan Campaign conducted by the advertising men of England, to he exhildted at the convention. The committee has received a favorable reply, and it is planned to install the exhibit in the marble rotunda of the City Hall during the convention.

FAMOUS EXHIBIT EXPECTED.

This exhibit will be especially pertinent in view of the fact of President Houston's offer to the Government, which has been accepted by President Wilson. The exhibit, which Hart has assembled, will libustrate the campaign, which assembled 4,000,000 soldiers and raised \$5,000,000,800 for the famous "victory loan." The exhibit will be installed with national colors of the two countries-the United States and England. Edward Mead, member of the Advertising Club of St. Lauts, who is vice-chairman of the National Exhibit Committee, and the chairman of the Committee of National Exhibits of the Convention Board of the Advertising Club of St. Louis, will have charge of the exhibit.

A. W. McKeand, president of the Community Advertising Departmental

of the A. A. C. W., is in St Louis from Indianapolis to get the initial work of preparing the programme of his departmental under way. Nine different contributing factors to all civil and municipal growth and advertisements will be touched upon in the speeches to be made before this departmental at the convention by the leading authorities in the United States in the litterent lines. Space for the departmental has already been procured,

Delegates and visitors to the annual convention will enter the city through a "tiolden Way," which will be a wonderful system of orange-colored lighting, into the arrangement of which the Illuminating Committee of the St. Louis Club, the merchants and municipal authorities are entering with a zest. Work has already begun on the openair theatre in Forest Park, which will be a concrete affair of solidity and permanence, and which will always stand as a reminder of the convention. It is being erected at a great cost, and the Advertising Club of St. Louis is bearing a large share of it.

The Women Associates of the Advertising Club of St. Louis have about completed the programme for the entertainment of the women who accompany the delegates to the convention; Mrs. Henry W. Kiel, wife of Mayor and Mrs. George Burtach, wife of the advertising manager of the Post-Dis-patch, are leaders in the preparations.

A. N. A. Annual Convention

The Association of National Advertisers will hold the semi-annual meeting at Detroit, Mich., May 31, June 1, and Sessions will be held at the Hotel Statler, and wil he executive as heretofore. Meeting dates will make it possible for the members to go on to St. Louis in time for the convention of the A. A. C. of W.



This Is The Name of The Monthly Magazine That Is Sent Free To All NEA Client-Newspapers.

There's a Reason—

A Mighty Good One -For Its Name, As Any Newspaper-Maker Will' Discover By Reading One Number.

We Will Be Very Glad To Send You A Sample Copy.

THE **NEWSPAPER ENTERPRISE** ASSOCIATION

1279 West Third Str. et CLEVELAND, OHIO

PUSH BUTTON CONTROL

NEWSPAPER PRESSES

CLINE-WESTINGHOUSE

FULL AUTOMATIC

USED BY

KANSAS CITY STAR SEATTLE TIMES AND OTHER WELL KNOWN PAPERS

Complete Electrical Equipments

CLINE ELECTRIC MFG. CO.

CHICAGO: Fisher Bldg. NEW YORK: World Bldg.

The Armor Plate City

Among more than 100 competing cities, the United Status government has selected CHARLESTON, W. VA. as the most advantageous site for its great new Armor Plate Factory and for its Projectile Plant to be erected this year at a total cost of Twenty-two Millions of Dollars, and to employ from 2,000 to 4,000 men.

The Leader in the rich Charleston Area is

THE CHARLESTON MAIL

Published in the Largest County's Largest City, in WEST VIRGINIA

When The Mail goes to press no other paper published or circulated in Charleston is less than 12 hours old.

CIRCULATION

ADVERTISING

The Muil's circulation is 99%, PAID. Its un-paid copies include Emplacers' and Advertisers copies nelly. No contest or premium executed to indice subscribers.

FOREIGN REPRESENTATIVES:

Bryant, Griffith & Fredricks 225 Fifth Avenue, New York

THE EDITOR & PUBLISHER FOR APRIL 21, 1917

TO ADVERTISE DAIRY PRODUCTS IN DAILIES

Big Newspaper Campaign of the National Dairy Council has Started and Will be Continued Until it Reaches Every Portion of the United States-Much Activity in the Field.

LORF & THOMAS, Mailer's building, Chicago will handle the advertising account of the National Dairy Council, 130 North Fifth Avenue, Chicago. The t'auncil is to spend from \$100,000 to \$750,000 in advertising, of which, it is said, more than half, will go in the much as 75 per cent., will go in the newspapers. Some full pages have already been started by the advertising manager of the Council, Julius Kahn. The advertising has appeared so far in Detroit, Milwaukee, St. Louis, Louisville and Indianapolis. All of the milk and cream advertising will go in the newspapers. The campaign will embrace every section of the United Mates.

THE DONLEY-BRENNAR AGENCY, OF thicaso, is to conduct an extensive rewspaper advertising campaign for the "Cudahy Curied Hair Mattresses," a bypristuct of the Cudahy Packing Co., of Chiengo.

THE FRANK SEAMAN AGENCY, New York city, will put out large copy for the General Electric Co., of Schenectady, N W.

THE PEDERAL ADVERTISING AGENCY, 16 East 39th Street, New York city, handless the advertising of D E. Sicher & Co., 45 West 21st Street New York city, This agency also handles the Utica Knittime account.

THE E. R. CONRAD Co., Denver, Colo., will handle the advertising of the Tolliver Tube & Tire Co. Denver Colo

THE A. M. SWEYD CO., 847 Pifth Avenue. New York city, in asking newspapers for information for the Richard (°a., "Campbell Wafers," Broadway, New York city.

THE TATLOR, CRITCHPHED, CLASSE CO., Brooks Building, Chicago, Ill., is placing orders with some Chicago newspapers, and later may extend to other cittes, for the E. J. White Laboratories, "White's Pearl Tooth Paste," Chicago, Ill., and also is sending out orders to Western newspapers for the Pabst Brewing Co., "Publo" (a new temperance drink), 917 ('hestnut Street, Milwankee, Wia.

Brooker & Finner, 171 Madison Avenue, New York city, is handling the advertising of Silberberg Import Co., "Slip-Pun" Veils, 239 Fourth Avenue, New York city.

THE MACAYOY ADVERTISING CO., COUway Building, Chicago, Ill., is placing one-time orders with a selected list of Sunday newspapers for the Motor Cooling Systems, Baltimore, Md.

Mock & HARDY, Harris Building, Chiengo, are placing eight-inch, eight-time orders with newspapers in selected sections for Martin & Martin, E-Z Stove and Shoe Polish, 326 South Michigan Avenue, Chicago, Ill.

Hanny C. MICHARDS, 404 FOURTH Avenue. New York city, is handling the advertising of, and making 5,000-line contracts with newspapers in selected sections, for the Plymouth Rubber Co., "Slipknot Rubber Heels," Canton.

Fourth Avenue and 30th Street, New

York city, is placing extra space on contracts for the B. F. Allen & Co., "Beecham's Pills," 417 Canal Street. New York city.

THE NICHOLE-FINE ASSERTING CO., 222 South State Street, Chicago, Ill., is planning an extensive newspaper campaign for the Racine Rubber Co., "Country Road Tires," Racine, Wis.

PICARD & Co., 50 East 42d Street. New York city, are renewing the paper contracts for the United Shirt & Collar Co., "Lion Brand" Collars and Shirts, 720 River Street, Trov. N. Y.

THE SINGLETON-HUNTING Co., Citizens Building, Cleveland, O., will place the advertising of the Peterson's Manufacturing Co., Agricultural Implements, Kent, O., during the month of May.

THE CORNING FIRMSTONE ADVERTISENT Augney, St. Paul, Minn., is placing advertising in 163 daily and weekly newspapers in the Northwest for McKibben spring and summer hats. This agency is also placing a line of copy for the State of Minnesota in a number of large newspapers and magazines of pretional circulation. Ten-thousand-line contracts are being placed by the same agency for Lanpher & Gordon hat advertising. This agency is also making up lists for a number of Northwesteducational institutions, among them being the College of St. Thomas and St. Catherine's College, St. Paul; St. John's Military Academy, Delasteld, Wis.: Shattuck School Farthealt. Minn.; Oak Hall, St. Paul; St. James School, Furtbault, Minn.: St. Mary's College, Winona, Minn., and Macalester College Conservatory, St. Paul.

CHAMBERS AGENCY, New Orleans, is placing 28-line copy in Louisiana, Misrissippi, and Alabama newspapers for Louis C. Carvaiho Co., New Orleans,

THE N. W. AYER & SQN, 300 Chestnut Street, Philadelphia, Pa., will place orders with newspapers early next month for Win Peterman, Inc., "Peterman's Roach Food," 200 Fifth Avenue, New York city.

THE E. D. KOLLOCK ADVENTURED AGENCY, 201 Devonshire Street, Boston. Mass., is offering the following hotels on an exchange basis: Greylock Hotel, Mann; Williamstown, Rockingham Hotel, Portmouth, N. H.: Grenliden Hotel, Lake Sunapee, N. H.; Maple-wood Hotel, Maplewood, N. H. Patcroft Hotel, Worcester, Mass.; Spplean Hotel, Marion, Mass.; Bethel Inn. Bethel, Me.; Winthrop Arms, Winthrop Highlands, Mass., and Cumberland Hotel, New York city.

THE GEO. BATTEN Co., Fourth Avenue Building, New York city, is making up a list of newspapers for the Cliquot Club Co., "C. C. C." Product, Millis,

THE GREEN-LUCAR Co., 21 West Payette Street, Baltimore, Md., is placing orders with some large city newspapers for the Herr Corporation, real estate, Atlantic City, N. J.

DEAN JEAN HARNES, 354 Fourth Avenue. New York city, will use consideraldy more space this year for the adverthing of B Priestley & Co., "Pristly's Cravenette," English mohair, 254 Fourth Avenue, New York city

THE FIGURE-SMITH ADVERTIGING US. 122 East 25th Street, by placing orders with newspaners that have multry sec-THE MORSE INTERNATIONAL ACENCY, tions for the Cinnakol Positry Food,

THE BAYER-STROUD CORP., 200 Fifth Avenue, New York city, is handling the advertising of the United States Tohacco t'o., "Epicure Tobacco," Richmond. Va.

Then It'Asser Assessments Co. International Life Building, St. Louis, Mo., as sending out orders to some Western newspapers for the Sheboygan Mineral Water Co., Mineral Water and Ginger Ale, Sheboygan, Wis.

THE GEO. L. DYER Co., 42 Broadway, New York city, will spend about \$200,-000 handling the business of the Simmons Co., "Beds," Kenosha, Wis

HERRIEN-DIESTING, 25 West 45th Street, New York city, is sending out orders to newspapers, in selected sections, for the American Asiatic Association, "Asiatic Magazine," 280 Madison Avenue, New York city.

THE DARLOW ADVERTISING Co., World-Herald Building, Omaha, Neb., is placing orders with newspapers in large cities for the Skinner Mfg. Co., "Skinner's Macaroni," Omaha, Neb.

THE CAMPBELL-EWALD Co., 117 Fort Street, West Detroit, Mich., is sending out orders to some Western newspapers for the Hyatt Roller Bearing Co., Detroit, Mich.

THE NULSON CHIMMAN & Co., 200 Fifth Avenue, New York city, are handling the advertising of the Empresa Mfg. Co., "Empress Hair Restorer." 36 West 20th Street, New York city. and are placing \$5-line, 9-time, orders with newspapers in selected sections.

THE NELSON CHEEMAN & CO., 1127 Pine Street, St. Louis Mo., are placing orders with a selected list of newspapers in Western cities for the Blatz Brewing Co., "Barma," a new temperance drink, Milwaukee, Wis.

THE WALTON ADVERTISING AND PRINT-ING Co., 141 Milk Street, Boston, Mass., is placing orders with some newspapers for the Saxony Knitting Mills, "Saxony Nogap Shirts." Needham Heights

VANDERHOOF, CUNDET & COMBIR. 140 South Dearborn Street, Chicago, Ill., are placing orders with some Western newspapers for the Mct'ray Refrigerator Co., Kendallville, Ind., and are handing the advertising of the Flanders Co., Food Products, Detroit, Mich.

THE J. WALTER THOMPSON Co., 242 Madison Avenue, New York city, preparing an advertising campaign for the Deppe Motor Corporation, "Deppe" Automobile, 34 Pine Street, New York

H. H. LEVET, Marbridge Building, New York city, is placing orders on an exchange basis for the Rutledge Hotel for Women, 168 Lexington Avenue, New York city.

Land & Thomas, Mallers Building. Chicago, Ill., are placing orders with newspapers in cities where they have stores for the Wormser Hat Stores.

THE WM. D. MCJUNKIN ADVISITING ACRNCY, 35 South Dearborn Street, Chicago, Ill., is placing contracts and orders with some Western newspapers for the Heppes Nelson Rooting Co., "Flex-A-Tile."

THE J. WALTER THOMPSON CO., Lytton Building, Chicago, Ill., is mending out orders to a few newspapers in large cities for the Felt & Tarrent Mattufo turing Co., "Comptometer" Machine, 1719 North Paulina Street, Chicaso, III., and 350 Broadway, New

(Confront on proc 49)

WORLD WIDE CAMPAIGN TO ADVERTISE JAPAN

Tokio Kisen Kaisha Co. to Open an Office for the Purpose of Launching an Advertising Plan to Attract Attention to the Mikado's Realm Tips for the Ad manager.

W. H. Aveny, assistant general manager of the Tokio Kisen Kaisha, the lurged steamship company operating passenger steamers between San Francisco and the Orient, has announced a world-wide advertising and publicity campaign to expluit the attractions of Japan and the Far East. The management has decided to open a large advertising bureau. The new advertising department of the steamship company will have its headquarters in Son Eraness o and will be directed by James King Steele, San Francisco advertising and publicity man, who is well known as the editor of the World Traveler de Luxe.

Sullivan Talks to Ad Women

The last regular programme of the League of Advertising Women of New York was held at the Advertising Club on the evening of April 17, John Sullivan secretary of the Association of National Advertisers, addressed the ladies on "The Distribution of Advertising Films." The League has had a most prosperous season.

New Orleans States

Member Audit Bureau of Circulatio orn Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

recritory of New Orleans.

To reach a large majority of the trade prespects in the local territory the States in the local and crossmic medium. Official and crossmic medium. Official and second request.

The S. C. BECKWITH SPECIAL AGENCY

Sole Fereign Representatives New York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO. 26-28 Beaver St., New York. Tel, Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

AD FIELD PERSONALS

JAMES P. HUNTING, former treasurer of the Singleton-Hunting Company, has been appointed manager of the Cleveland branch of the Macavoy Advertising Company, of Chicago. The Cleveland branch office has been opened in the Union National Bank Building.

J. W. SANGER, formerly advertising manager for Pease Brothers, opened an office for himself in the Hollingsworth Building, Los Angeles, on April 15.

Carl, M. Gman, president of the Carl M. Green Advertising Company, of Detroit, who has been touring California recently, says he is greatly impressed with the possibilities of advertising Cal-Hornia products at home and abroad

F. J. HUERMAN has opened an advertiming agency in Los Angeles, Mr. Huesman recently arrived in Los Angeles. He maintains a well-appointed suite of offices in the Merritt Building, and plans to conduct a general advertising business.

H. E. James, of the H. E. James Advertising Agency, Inc., Philadelphia, has just returned, after an extended vacation and husiness trip to California and The James the Hawaiian Islands. Agency will move to New York and occupy its new quarters at 110 West 19th Street about June 1

ALCORN-HENKLE, publishers' representatives, New York and Chicago, have been appointed as foreign advertising representatives, both east and west, of Reno (Nev.) State Journal.

HORACE H. DELANO resigned as classifled advertising manager of the Chicago Herald to manage the advertising of Alfred Decker & Cohn, of Chicaso, "Society Brand" manufacturers of

P. A. Wilson-Lawresson has been made general manager of the Weich Grape Juice Co., of Westfield, N. Y.

W. L. Talemer has been appointed advertising director of Frank B. Strauss & Co.

W. M. Himowitz has been appointed Western advertising manager of Frank B. Stevens & Co.

C. E. WITHMACK has been appointed sales and advertising manager of the Oshkosh (Wis.) Overall Co.

FRED W. McElmoy has been appointed acting advertising manager of the Alpha Portland Cement Co., Easton, P.t., succeeding S. Roland Hall.

JOHN W. Objax has been appointed advertising manager of the Wright Tire Co., Worcester, Mass.

W. T. PICKERING has joined the service department of the Southwestern Advertising Company of Oklahoma City at the Dallas, Tex., branch.

MAURICE NEEDHAM is now associated with the Barrett-Cravens Co., of Chicago, maker of automobile equipment. Mr. Needham was formerly advertising manager of the Nash Motors Co. of Kenosha, Wis.

BRABLEY WELCH, formerly of the Wallace Armstrong Agency, of Philadel-phia, has joined the staff of the Greenleaf Company, of Boston.

AGENCY NOTES

H. E. James advertising agency of Philadelphia will move to New York city about the 1st of June.

The H. E. Restman advertising agency is the new hame of the company formerly known as the Salea Service Co., of Chleago.

Breadth of vision and directness of purpose should so hand in hand

Frank A. Arnold and Julian Seaman were appointed directors of Frank Seaman & Co., at the annual meeting held recently.

Frank Klernan & Co., advertising agency, have moved to new offices at 135 Broadway, New York. This business was established nearly fifty years ago hy Benator John Kiernan and has grown steadily under the direction of his son. Frank Klernan. Large and commodious offices have now been provided to take care of the volume of business which the Kiernan agency places with publications all over the world.

Moves to New Quarters

The N. W Ayer & Son Advertising Agency now have large and especially attractive offices in the National Bank Building, Boston, having moved from 111 Devoushire Street to the present location some days ago. The present offices of the company are much larger and more attractive than those formerly occupied, and are easier of access from the business part of the city.

Advertising Luncheon

Those who attended the recent lunchcon given by the Greenleaf Company at Roston to about forty publicity representatives in that city are still talking about the success of the affair. The party was held in the Rose Room of the Hotel Lenox.

Arkenberg Special Agency

Is making Advertising Agents realize the value of Newspaper Classified for developing small accounts, and assisting on large campaigns.

A. S. A. is allowing commission to Agencies on all orders sent in.

Lists are now being arranged for new Bulletin No. 136 which will be the best ever put out.

Will your paper be represented in "No. 136" and get the benefit of distribution of this Bulletin and all other promotion work we are planning? It's up to you.

Write, phone, or call

ARKENBERG SPECIAL AGENCY Publishers' Representatives

Toledo, Ohlo, Phone Main SMS 702 World Bldg., New York, N. 1. Phone Beckman 2252 The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA	MONTANA	
NEWS Birmingham by conge circulation for December, Daily 41,673; junday, 42,087, Printed 2,891,112 lines more directions than its searcest competitor in 1916.	MiNBR	
CALIFORNIA	NEW JERSEY	
BEKAMINES Los Angeles A. B. C. Audit reports show inspect Morning and Sauday circulation. Greatest Home Deliv- sey. MERICURY-HERIALD	JOURNAL Binabeth PRINSS-CHRONICLE PROVISOR COURIER-NEWS Plainfield	
Fost Utilice Bintement		
GEORGIA	NEW YORK	
JOURNAL (Cir. 87,881)Atlanta	OOURIER & ENQUERER	
CHROWIGLE	IL PROGRESSO ITALO-AMERICAN. New York	
ILLINOIS	The National Sewish Dully that no general advertiser should overlook.	
HERALD-NEWS (Circulation 18,190)Jellet		
AWOI	OHIC	
THE REGISTER AND TRIBUNEDes Mointes (Trenlation, 85,000 Daily, 70,000 Sunday.	VINDICATOR Toungatown	
SUCCESSFUL FARMING	PENNSYLVANIA	
KENTUCKY	DARLY DEMOCRAT. Johnstown	
	TIMES-LEADER	
MASONIC HOME JOURNAL Lowisville, Ey- (Somi-Mosthly, 32 to 64 pages.) Guarunteed argret circulation of any Masonic publication in the world. In excuse of 90,000 copies monthly.	TENNESSEE	
LOUISIANA	BANNER Machellie	
TIMES-PICATUNE	BANNER	
MICHIGAN	TEXAS	
PATRIOT (No Monday Issue)	CHRONICLE	
contracts, 35 cents inch; position 20% extra.	UTAH	
MINNESOTA TRIBUNE Morning and BreningMissespolis	HURALD HEPUBLICAN Belt Eake Cl	
MISSOURI	VIRGINIA	
POST DISPATCH	DAILY NEWS-RECORD Harrisonbur In the famous Valley of Va. only paper in the richest Agricultural County to United States	
The PORT-DISTATCH sells more papers in St Louis every day in the year than there are homes in the city.	WASHINGTON	

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

Circulation entire year, 1916;

ILLINOIS

NEBRASKA

PORT-INTELLIGENCEM

PREIR PRESSE (Cir. 129,384)......Lincoln

NEW YORK

BOELLETTING DELLA SPRA New York Digitized by Google

THE EDITOR & PUBLISHER FOR APRIL 21, 1917

A. N. P. A. CONVENTION EXHIBIT PERSONNEL

Floor of the Waldorf-Astoria Where the Annual Gathering Will Be Held, Will Resemble the Best-Lighted Section of Brondway, on a Small Scale-List of the Exhibitors.

The convention floor of the Waldorf-Astoria Hotel will be the point to which all publishers will gravitate during the coming week. It will resemble, in many respects, an exposition of publishers' supplies. Practically all of the availalde since has been rented by different manufacturing concerns, feature and syndicate companies, trade newspapers. and the like. The same rooms are retained by them year after year. As far as possible, the convention staff is always the same. Publishers who come from all portions of the country find famillar faces and make acquaintances that ripen into strong friendships.

The number of rooms that have been rented this year are in excess of any previous gathering of the Fublishers Association.

There will be exhibits of machinery, or syndicate and feature matter, and of everything of interest to the publishers who will be there. The corridors that lead out from the Astor Gallery will be flanked with brilliantly lighted display. The large hall in front of the gathering usually looks like a miniature White

THE LIST OF EXHIBITORS.

Among those who will represent the various associations and exhibitors on the convention floor are:

The American Newspaper Publishers Association-Lincoln B. Palmer, manager, F. P. Sherwood and Thomas Walsh.

The Bureau of Advertising of the A. N. P. A.-William A. Thomson, Thomas H. Moore, Miss Florence W. Bernstein, Miss Frances Robers, and William C.

THE EDITOR AND PUBLISHER-For news and features: James Wright Brown, W D. Showalter, Merlen Pew, Frank J. Arkins, and H. H. Thomson; for advertising and circulation: Edwin D. De-Witt, George P. Leffler, J. W. Ferguson, L. H. Townsend, and Edward Gans.

Pollard-Alling Manufacturing y, New York-William M. The Company, Stretch.

Photographic News Syndicate-Francla Lawton, jr., general manager; Rusnel Gomez, and Kenneth T. Kendall.

R. Hoe & Co .- O. C. Roesen, ar., and practically all of the sales representatives of the company will be in attendance.

The Haskin Letter -Frederic J. Haskin, W. J. Cobb, and Miss Frances J. Work.

The Advertising News-William C. Freeman, George French, William B.

The Fourth Estate-E F. Birmingbam, Fremont Spicer, Joseph Savadel, J. F. Redmond, and William Henry House at

National Electric Bulletin Corporation-K. A. Staahilgren.

Mergenthaler Linotype Co.-Walter H. Savory, manager of the New York sales department, and the following men from the New York offices: Hugh t', Curry, efficiency engineer; Alfred Archer, assistant manager, New York sales department; W. L. Parks, John D. Bahlage, jr., Charles P. Gurnett, George W. Loop, Fred C. Grumman, C. C. Rhame, Fred J. Mueller, William H. Stubbs, Mark H. Boynton, E. G. Myers, M. J. Kerrins, L. H. Quade, M. O. Menage, E. H. St. John, Alfred 11.

Channing, William H. Miller, Frank B. Fobes. There will be present, in addition, George E. Lincoln, manager of the Chicago office, and W. C. Bleloch, assistant manager; Fred W. Bott, manager of the New Orleans office; F. C. Van Schaick, manager of the San Francleco office; Thomas Bland, manager of the Canadian Linotype, Ltd., Toronto. The Ludiow Typograph will be rep-

resented by William A. Reade, president of the company, and Mr. Muir, of the Ludlow Typograph Co., as demonstra-

The International Syndicate-Howard E. Muller.

The Evening Mail's Midnight Frolic Atop the Century Roof will be in charge of John E. Cullen and Virgil B. McNitt.

Goss Printing Press Co., George A. Eddy, vice-president, assisted by R. C. Seymour, R. P. Thomas, J. W. Spencer, M. L. Redfield, H. D. Bell, and Paul Cox.

The Monotype Co.-Richard Beresford, New York manager; H. D. Best. Philadelphia district manager; James H. Sweeney, Western district manager; H. F. McMahon, Canadian District Manager; F. Weindel, Philadelhpia office; J. C. Thompson, G. W. Lieb, and E. Lundeen.

GRAND RAPIDS PAPERS DOING PATRIOTIC BIT

Are Unitedly Co-operating in Recruiting Movement and Aiding in Every Way Possible the Country's Cause -Manager Booth's Two Sons and Other Newspaper Men Enlist.

The Grand Rapids Press, one of Michigan's foremost dailies, is doing things for the great recruiting movement started the country over. Prem is not only printing boxes and stories urging the youth of the land to enlist. It has already contributed eight of its employees to the cause even at this early hour, and more are The pick of the editorialto follow. room staff of the Press is now enrolled in United States services, ready to do their duty at their country's call. Two members of the staff, W. H. Kingsley, assistant city editor, and Kenneth Clapp, reporter, are now in training, Kingsley at Columbus, O., and Clapp at Port Royal, B. C.

Edmund W. Booth, manager of the Press, has contributed his two sons to the cause and has done so unflinchingly. niding them in every way to land in troops which seem sure to see action. Paul Booth has departed for the East, where he is expecting to join a submarine-chasing outfit. Ted Booth, correspondent for the Press on the Mexican border during the stay of the troops in Texas, has joined the Naval Militia, and has given up his newspaper duties to take up recruiting work,

W. Nickel, religious editor; Percy Hubert H. Woltjer, United Press operator; Ray Wells and Arthur Lockhart, of the advertising department, are the other youths who have joined the service. All four are in the Grand Rapids division of the Naval Militia. Kingsley is in the United States Army Hospital Corps, and Clapp in the United States Marine Corps.

Alex Golden, Sunday city editor of the Grand Rapids Herald, has also enlisted in the local division of the Naval

PATRIOTIC MENTINGS STAGES.

All three Grand Rapids newspapers, the Press, News, and Herald, are cooperating in the recruiting movement, staging huge patriotle mass meetings at

which the editors of these papers and newspaper men from other cities are principal speakers, and playing up recruiting news to the fullest. At the first mass meeting held for this purpose, at which A. P. Johnson, editor of the News: Arthur H. Vandenberg, editor of the Herald, were speakers, and which was presided over by E. W. Booth, manager of the Press,, more than 10,000 crowded the doors to get in. flow meeting was held to bring the message of preparedness and duty to the thousands who could not gain admission to the hall.

SELLING BUSINESS MEN FOR CONVENTION MONEY

Advertising Club of St. Louis Has Novel Plan to Raise Funds for Entertainment of A. A. C. W. in June-Newspaper Space Bought and Paid for to Push Campaign.

Members of the Advertising Club, of St. Louis, have gone about the problem of raising money for the entertainment of the thirteenth annual convention of the Associated Advertising Clubs, June 3 to 7, with the determination to make the funding campaign do more for the club than merely supply the needed cash. They are determined also to make the campaign the occasion upon which they will "sell" St. Louis business men on the convention and on the value of the St. Louis club.

"sell" The plan has been to business man thoroughly, rather than merely to go forth with the idea of obtaining donations, and the plans have all been laid with the greatest care.

In addition to presenting strong selling talks to interest business men, the committees that have been on the job have tried to make their methods of themselves an indication of the business-like character of the advertising club and the approaching convention.

The club first paved the way by using full-page advertisements in the newspapers (paid space, by the way) and this was followed by a careful division of the lists of names of the men and firms to be seen, and a classification to show how much ought to be obtained from each line, and how much each man or firm in the line ought to provide.

ARMED WITH ARGUMENTS.

At the same time, definite talking points, especially applicable to the individual line worked upon where this was possible were devised, so that members of the financing committees

You MUST Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWEST Sunday Circulation 150,000

went forth armed with definite reasons why the firm approached should put a definitely suggested sum into the fund.

After the campaign had started, and as a means of helping to sustain interest, the club used posters in all sections of the city, stating briefly something of the value of the convention to the city, and the work was further supplemented by direct-mail cultivation where this was practical.

"It is certainly belitting," said Harry E. Myers, general secretary of the convention board of the Advertising Club of St. Louis, recently, "that the club should have paved the way, to the greatest possible degree, with advertisstarting before the solicitation ed, and that efforts should be made to maintain interest in the course of the campaign, both because this was the best, ensiest way to accomplish the desired result, and because the club wanted to take its own medicine, to show Mt. Louis firms that it believed in advertising for its own work."

The St. Louis committees promoting convention plans have felt they were especially fortunate in obtaining the services of Festus J. Wade, president of the Mercantile Trust Co., as director of finances, for his connection with the movement instantly gave it a hall mark that meant a great deal to St. Louis business interests.

NEWS PRINT FOR KANSANS

Car Load of Paper at Federal Trade Commission Rate to be Distributed.

A car load of flat news print will be distributed to the papers of Kansas about May 1, at the price fixed by the Pederal Trade Commission, and agreed upon by the manufacturers and jobbers, according to a telegram received by George W. Marble, president of the Kansas League from the Federal Trade Commission. This is the first car to go to the publishers of the Sunflower State in this manner, according to Mr. Murble. The price to be charged will be \$3.25 per hundred pounds, plus 12% per cent, profit allowed some jobber to handle the shipment. The distribution will be handled by a Kansas City pa-

While dirt is very valuable in some places, your office or store is no place for it.

Times Subscribers All

In the Editor of The Nest York Times :

An acquittance of the Nett 1 and Trenes.
An acquittance of miles recently more of into the Ohan Court Apartiment, Harves Avenue, Kirakarat, The first day he was there he was sought by the buy who has the merapoler restry. He ordered The New York Times. Heing a newspeper man himself, he asked the boy if many other families in the apartment took The Times. Next, six, "was the reply."

"How many families in the apar ment?" was asked. "Forty six." L. B. CASK. families in the apart-

Flushing, April 18, 1917.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

1. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bldg., Chicago Foreign Advertising Representatives

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

LOUIS GILMAN World Building NEW YORK
RAIRY B. LASHER
Tribute Ruilding CHICAGO

THE EDITOR & DURI ISHED FOR APRIL 21 1017

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies. flowers,-Washington Press, Inc.;

Construct R. L. The Printing Company; capital, \$20,000; inmy Company, Blown; Harry A. Ringle-

PHILADELPHIA - Melacin Healthan - Sim-NEW ENTERPRISES

LESSURE Ark-A new paper is to be started here soon by It L. Applety. Lexence, Kan .- The first issue of the

has been made. It is nothinged by Witness Tox ... The Willia Star onpraced here recently, after a layer to

WHITE CLIED, Kan. - A new newspa-per, called the White Cloud Bassler, is Lowrent, Okla-D. Preston Methills. reliter of the tikishems redder, to be published here as the official weekly

Name (Bits. The Marmine Times is he the Eald Eagle, according to recent

be out about May L. Newway Tong -M A Handreys who was editor of the Newport Plats Talk continues of a defanct plant in Mrsmodified, and will move the same to New-

Wattern Tra -T E. Chibles, who Scoon, Pa-The Kicker, of which Arna C. Kinney was editor and swirer,

Purceum, Okta-John C. Nagle, for Oil City. One of the features of this

CRANCES IN INTEREST

Weganymy, Kan-The Wellmaton Hogher and H. C. Phunh, control of the Arms, Kan The Athol Record's

the South Crater Journal's office, and nee editor for his paper. Nowara Kon-The Nawata Times Stank, for \$1,540. Mr. Howell states that he exercis to distuse of the prop-

Orack, No -Edward P Georgh has

Duco, Kan-Miss Hits McHeide has

stretuned and now is editor of the India charges, Mo.-M. F. Meade has well Pleasant Hill, who has taken charge of Its Some Mo.-Henry W. Harris has

Min-him and has taken change of the

see, who assumes other duties on the

Young Pear, Kan .- J. L. Met'al-Consumer to-The Enterprise No. been sold to C. E. Huffalor.

Paragonale O.-The Tricgraph, crisisone of the heat-known would deliber in thus, how been sold by J. P. Harke to Will C. Keges, of Defance; O. The

mars by 10kda 5 American, hos parchas-

sect has succlased from S. A. Dichi o Tiesca-Echo, and bereafter this paper

Assence, Cal.—The Darly Herald has been purchased by W. G. Damen, 10th-

HUNTENESS PAGE, Cal-The Signal which was imprecty conducted by Lib

The Pittsburgh Doyatch is giving

ceived by John Snyder, of the circulatten department of the Philippurph received by the readers. The Pitts

sule and accessory dealers. The idea for the nevertising and sale of used or second-hand sufemobiles, and, as a reand advertising, the event was very

Men are improving in politeness, but in most minds when an alternal in

The Greatest Since Sail Player Sanct Player Incented STANDARD HALL PLAYER CORP. D. H.S. and Vaccination V. E. Ann-



In rural communities clusters and villages. One-fourth of

of mail delivery boxes at the crossroads evidence Uncle Sam's postal service. Here the neighbors trudge from their homes-perhaps a few yards. perhaps a quarter mile or sofor their mail Comprehensive as is the

government postal system, still the service rendered by its mail carriers is necessarily restricted. as the country dweller knows.

Long before rural delivery was established the Bell System began to link up the farmhouse with the neighboring towns the 10,000,000 telephones in the Bell System are rural. They reach more places than there are post offices. Along the highways and private lanes the telephone poles lead straight up to the farmer's door. He need not stir from the

cheerful hearth ablaze in winter, nor grope along dark roads at night for friendly news or aid in time of trouble. Right in the heart of his home is his telephone. It is the American farmer's key to the outside world, and in no other country is it found.

WAR SCOOPS BOY SCOUT BILL Smiles-Hints for the Motorist-House Plans-

Daily Fashions - Puzzles - News Weekly Comic Fashion - Childrens Feature Pages - Art Needlework, also The Ad Route.

The International Syndicate Fratures for News Established 1889

Baltimore, Md.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY One Policy

AND ASSOCIATED COMPANIES One System

Universal Service

"NOT GUILTY" NEWS PRINT MAKERS' PLEA

Seven Manufacturers Indicated On a Charge of Entering Isto a Compirary in Restraint of Trade Appear in Court and Give Bonds in Sum of

\$3,000 Each "Not stilly" alone were entered Tues afacturers who were tedested by Scathern District of New York, The pleas were entered before Judge Cush-



Stavial Proserator for the timerrowest.

rean, in the criminal division. The When the case of the paper makefacturers was entited, Henry A. Wise, wreke 30 which to change their plea-

Mr. Wire stated that tensmuch as the myn indicted were all prominent huse. theorement and were in court, that appeared in court with their attorneys Tuesday, are: George H. Mende,

Mills, Ltd.; Pallip T. Dodge, of the leterospicional Paper Co.; Edward W. Laurenthie Paper Co.; Ltd., Gerdins H.

I'm what you have to get what you



ty on the polytion of his promoted views on one

Year Own April 11, 1881. THE ENTRY AND PERSONNEL

Bud builders make considerable strany at

The conductors of acceptance and magnetice

INVESTORS PUBLIC SERVICE. Inc. UNBIASED FINANCIAL NEWS

To Navagopera Daily & Sanday AT PRACTICALLY NO COST TO THE PUBLISHER Write for Details.

The New Orleans Item

Largest Circulation of any Louisians Newspaper Largest afternoon Circulation in the

by Tue Office #0 Sunday 68,942 Daily 55,365

LIVE TOPICS DISCUSSED BY OUR READERS said he note to showly. For the publishers of inagestors and deriversely than we week

sounds. Assortated Admirations Clobs of the

Dr. Reisner's Appreciation I common and Principals.

I common reducts from sensibly just this fift out of constituents I am naturally sensible for your government of any sensible for the principal formula and estimated.

To Represent Cuban Daily

of Omete de la Marino, Havene, Cubo,

Landing mency is more prefitable and

To our Flag Customers SPECIAL NOTICE field up. Flag colors accepted subject to

depend demand opper for this world: the Bag market Can supply Plan William's threat Message and a cru-ter Supplied deliver. BLAKE WILLSDEN Printed and Advertising

QUALITY CIRCULATION BUILDER

225 Fifth tree New York. There is always room for the best

Goldberg's Cartoons

The Evening Mail Syndicate 203 Broadway, New York

HELPS PITTSBURGH RECRUITING

Post and Sun of Iree City Stimulates Young Men to Join Army or Navy. The Patteburgh Peel and San ar in P. M. which has had the effect of arous-

flag-enals feet, which requires filty steps and plays "The Star-Spanaled igner" the block in which it hairs is newspapers and the manner in which

Crochet and Embroidery Lessons Furnished in mat form, 2 column,

3-column, and 7-column size. Enables you to dress up your page attractively without much cost. Send for proofs today.

Warld Color Printing Company R. S. GRABLE, Mr. Established 1900 ST LOUIS MO.

HE circulation of The Louisville Herald is concentrated circulation. Ninety per cent, of the

Louisville Herald's circulation is within a radius of 100 miles to Louisville "The paper that goes home" in Louisville, Kentucky, and Southern Indiana is THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

Buffalo News EDWARD H. BUTLER "The only Buffale newspaper that on-see in advertising column. Mean of one advertises use our columns exclusive by. The above is one of the many rea-ness tolay." MEMBER A B. C.

Farage Affections Representation RELLYSHITH COMPANY NEW YORK

CHICAGO

PAPER MAKERS WANT TO STOP THE FIGHT

(Continued from page 18)

companies themselves furnished, and from records which their own employees kept.

That there is a greater degree of dissufficiention among manufacturers today than at any time since the Federal Trade Commission set the price at \$2.50, but which has not yet been put into effect, is evident. A number of them, it is said, have offered to make con-TIPS FOR THE AD MANAGER ressions, and it is declared that at least one manufacturer has offered to go over to the side of the publishers, finance and erect a mill of great capacity for the furnishing of news print at a reasonable price, under such safeguards that publishers may be assured of fair dealing for a number of years in advance.

That this offer has been noised about seems evident, for within the past few weeks similar propositions have come from other sources, and, in addition, a number of manufacturers who were, prior to the returning of the indictments, inclined to the belief that the Covernment investigation would amount to nothing, are now anxious, it is said. to make concessions.

A few weeks ago a number of manufacturers, it is said, were bussly engaged in trying to sow dissension among publishers, in order to create a schism when the A. N. P. A. convention meets. Since then there has been a change of front. Instead of trying to force the fight in the ranks of the publishers, where they have met defeat in every instance since the paper problem became acute more than a year ago, they are now engaged in trying to effect a compromise that will prevent the explosion. This eleventh-hour decision on their part will hardly be effective, it is said, for the exhibition of prices and costs produced by the Federal Trade Commission, plus the allegation made in the indictments returned by the New York grand jury. have opened the eyes of the publishers to the exact status of affairs.

The result of all this is a leavening influence at work among the manufacturers, who are declated to be even more anxious to effect a settlement than the publishers.

Publishers who have followed the .natter are of the belief that the indictment of the paper-makers will not in any way affect the price fixing on the part of the Federal Trade Commission is the opinion of several that the Commission will be clothed with the author-Ity to cope with the situation and to compel the manufacturers to make ranonable quotations for their product. The belief is expressed by many that the indictments mark the leginning of the end of the combine that has forced up the price of paper by creating what the Federal Trade Commission terms "an artificial shortage," and compelling publishers to bid against one another, thus creating an auction market.

The general belief is that the indictments returned last week well result in restoring competition, break up the combine and will in connection with the proposition to enlarge the authority of the Federal Trade Commission, give that body the power to prevent extertion in any line of business, either during or after the conclusion of the war.

ON THE BIG ASSIGNMENT

Four Reporters of Cleveland Lender Join the Naval Militia.

Four members of the Cleveland Leador reportorial staff were assigned the other day to "cover" the bac est "s'or;" of their lives. But it was Uncle Kam-

this time, not the city editor, who made the assignment. Anthony F. Moitoret, Fennell Smith, Collins Nadolleck, and William J. Harris had heard the nationwide call to arms and joined the U.S. S. Dorothen crew, which has left for the Eastern seaboard. Moltoret will rank as a yeoman in the naval militia service. Smith enlisted as a first-class souman. Nadolieck joined the engineers' division, and Harris the marine division.

(Continued from page 44)

THE TOWNER AGENCY, of Boston, is handling the New England account of the Universal Film Co.

.THE MOSE INTERNATIONAL AGENCY, Of New York, handles the campaign of the Portland Chamber of Commerce. Metropolitan newspapers are to be used.

THE SWANN AGENCY, of Boston, is placing good-sized orders for the Republic Rubber Co.

THE BLACKMAN-ROSS Co., of New York, handles the account of the Gibson Hollister Co., manufacturers of Jumbo spark plugs.

THE MARTIN V. KRILEY Co., of New York, handles the account of the Fiske Rubber Co., Chicopee Falls, Mass.

THE GREENLEAF Co., of Boston, ia placing the advertising of the American Optical Con using large city newspapers.

THE POWNING AGENCY, of New Haven, Conn., is using large space in the newspapers for "Absorbine, Jr.," a liniment manufactured by W. F. Young, of Springfield, Mass.

THE O'KERPE AGENCY, of Boston. Mass, has recently run copy in the Boston papers for the Massachusetts Committee of Public Safety, urging recruiting.

THE FERRY-HANLY ADVERTISING CO., Commerce Building, Kansas City, are mending out orders as follows: Houthern Pine Association; Nonspi; H. D. Lee Mercantile Company, page copy in national farm papers; Long-Bell Lumber Company; Morey Mercantile Company; Odelsa Manufacturing Co.; Tulsa Off Review; Tulsa Securities Corporation; t'actus Remedy Company, and Dixon

ARNOLD JOERNS Co., Chicago, has socured the account of the Knickerbocker Manufacturing Company, makers of Knickerbocker Bath-Spray Brushes.

MALLORY, MITCHILL & FAURT, Chicago, handle the account of the American Washing Machine Co., 10 South La Saile Street, Chicago.

LORD & THOMAS, Mallers Building, Chicago, handle the account of the Marshall Ventilated Mattress Co., 1454 South Sangaman Street Chicken.

THE FIELD ADVERTISING SERVICE, Indianapolis, Ind. handles the account of Wilkinson Sisters, manufacturers of quilts, comforters, and couch throws.

BRIDGES-11 DETINE, Inc., New York city, handle the account of the New York Couch Hed Co., Long Island City, N Y.; also John Paterson & Co., tallors, 10 East 23d Street, New York City

THE FRANK PRESIDENT CO., New York city, handler the account of Haker, Murcay & Imbrie, Inc., 10 Warren Street, New York erry

This Court Appendigues Augster, Richmond, Va., handles the auto accessories percount of the Bain Manufacturing Co., Highmond, Vn.

SPECIAL SERVICE for

NEWSPAPER **PUBLISHERS**

MECHANICAL

Mr. Victor P. Laucan, referred to by per-mussion, writes to an inquering publisher:— "I consider him exceptionally well in-formed in the details of newspaper adminis-tration. He did some very satisfactory work for us."

CHAS. S. PATTESON Prince George Hotel, New York City

SERVICE MANAGER

SERVICE MANAGER

National advertisers and the agentise are solding the necessaryers for local market la-formation and for maistance in securing distribution and displays. They want design to an indisplays. They want design who is saw available. Experience includes you may available, Experience includes profit or litting, newspaper and agents soliciting and copy westing, also handling large antiqual eventual growth of the same a writer of univertisencents or solicitor. He is an advertising amon of vision who known merchandlise and how to apply advertising to being results. If you have a man-slaw opening, for in introduce No. 248. The class of the control of t

FERNALD'S EXCHANGE, Inc. Third National Bonk Bldg., Springfield, Mass.

SITUATIONS WANTED Advertisements under this clearifoution for comin per line, each descripton. Count els sends to the Mar. For lines membered, med to exceed 50 words, two dustribus FRRE.

WOMAN WRITER, (27), free-insce, wants settion, Hussan interest, humerous and ar-cles. Address P. 3256, care Editor and Pub-

CHRITLATION MANAGER with excellent references up to date kiese. 17 years' experience, where position as such with live paper, country purferred. Address Fox P. 3267, care Editor and Cubilshee.

BURINESS AND ADVERTISING MANAGER needs position. Now employed in charge of splendid paper in basiling city but waste position where a larger salary can be paid. Haveforences from men of highest standing and recessed of business sourcess. Can handle estimate plant from end to end, in fact has done so for pears. Charge to reveare unswardly high grademan. Address P. 2265, care Editor & Publisher.

EDITIVILAL MAN, experienced as house organ editor or associated on nome live business jour-ns), strong, clean-nat writer; familiar with printing, entraving, sake-up- few years' experi-ence on several hig papers: highest recommenda-tions from well known editors; available now. Actives P. 3250, care Editor and Publisher.

HELP WANTED

A Canadian (French) daily newspaper seeks a representative for New York City and the Wasteris Klates. One who thereughly kenny Canada and the imperiance of the buying ca-pacity of French Canadians in the Prevince of Quebec preferred. The publisher will personally receive mail during convention week if addressed to flow P. 2295, care The Editor and Publisher, World Building, New York City

WANTED PROOF BEADER TOUNG WOMAN EXPERIENCED, ACCURATE MUST ALSO BE WILLING TO BO TYPING AN FILING, CALL ROOM 74 NO. 48 BROADWAY.

FOR SALE

Advertisements under this classification, fifteen outs per line, each insertion. Count of words to the line

LINOTYPE Model No. 2, Borisi No. 10100, wegarine, associated of matrices. Fort Wayne Printing Co.. Fort Wayne, Ind.

LINOTYPE-Model No 1, Rerial No. 8010, and Medel No 1, Rerial No. 8011, with 1 mage size, tinner, ejector blades, four of matrices (fee each machine). Tribune Printing Co.. Charleston, W. Va.

LINCYTEE-Model No. 4. Serial No. 11680, magnatus, matrices, spacebands, liners, and blades, Winston Printing Co., Winston-Salem. V. P.

LINOTYPE-Three Model I markines with implate equipment of mile, magazines and mat-ree New Haven Union Co., New Haven, Conn.

FOR SALE Branch press, prints 4, 6, 8, 10, 2, 18, 20, 24 pages. Overhanted and rebailt. The Green Printing Press Co., Chicago, Bi.

Fig. 14, 16, 20, 24, 28, 32 pages. Will be over insided and rebuilt. The thous Printing Press Oc.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

CHANCE FOR MERGER

Two evening papers in live Central West field may be bought for \$50,000 and merged. Will not annually from \$15,000 to \$20,000 if merged. Details to inquirers furnishing references. Ask for propositions 918x and 1000x.

H. F. HENRICHS

Netospaper Propertie

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient everys of puld correspondents at the following important truste centers: Boston, Phila delphia, Betroit, Cleviund, Pittsburgh, Clorismo, Cantil, St. Leuis, Chésage, Athanta, New Orienns, Palias, Indianapolla, Wastington, Raiti more, and San Francisco. Other strerepondent with be added from time to them. Advertisers and newspaper men will find a ready marked for stories of advertising archievements, naws leads, but the definition of the control of th

Beilding, New York City.

Branch office San Franchers, 742 Mastiet St.,

B. J. Bidwell, manager, "phone Kearuey 2121,

The Station and Publisher page contains
672 agate lines, 163 on four Column are 13

pleas wide and twelve inches deep.

Advertising Rate is 23c. on agate Sac., \$100 a page, \$75 a balf page and \$42 a querier page. Prostition extra. Thus, space and cash discounts are allowed on contracts.

Small advertisaments under proper classifica-tion will be charged as follows: For Fale and Help Wanted, Given, centa a line: Rusiness Op-portunity and Miscellaneous, fitzen cents a line, cents disputsion Wanted, ten cents a line, cents dix words to the line. For those unem-ployed a fitz word or eight-line advertisament will be published two times FREE.

Beaders are urged to have the paper mailed to the home address. This will insure prompt de-

The Editor and Publisher colla regularly at 10° a copy \$3.00 per year in the United States and Colonial Peasemions, \$3.00 in Canada and \$6.00 furifur, and is on asis each week at the following news stands:

at the following naws atands:

New York World Building, Fribene Building,
Park Row Bunsding, 140 Nassau Street. Manningia (opposite the World Building), 33 Park
Row: The Woolworth Building, Times Building,
Forty second Street and Rivendway, at lessement
entrance to Kubway: Streinson's Book Store,
Twenty-sixth Street and Fifth Avenue and
Mack's, Mary's corner, at Thirty-fourth St. es
france.

Baltimore-B. K. Rdwards, American Bulliting. Philadelphia-L. G. Rau, 7th and Chestaut routs; Wm. Subel, Bulletin Building News

Beston-Parker House News Stand.

Pittsburgh-Davis Book Shop, 416 Wood

Washington, D. C .-- Bert E, Trunts, 511 Four-fronth Street, N. W., Rigge Bidg., News Stand. Seeth Street, N. W., Signe Bing, Peper Gasses, Chicago-Powner's Bouk Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Class. Lavy Circ. Co., 27 N. Fifth Avenue. Cleveland—Schrueder's News Store, Superior, Street, opposite Peet Office; Selemon News Co., 1111 Walbut Street.

Detroit-Solution News Co., 60 Larged St., W. San Francisco-E. J. Stdwell On., 743 Market.

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OBITUARY NOTES

WYATT BRODE, aged twenty-five, a sport writer for the St. Louis Republic, was killed on April 11 by being struck by a train in St. Louis County. He was popular among the St. Louis younger set of St. Louis newspaper men, and conducted an interesting department.

JESSE WEIGHT, one of the oldest printers in the Hearst service, died last week. He was fifty years old and was "headman" in the composing-room of the Cheago Evening American.

Mis, Hight A. O'Donnma, wife of the former editor and publisher of the New Orleans American, died in that city recently. She had been an invalid formany years, and was well known in Philadelphia when her husband was on the staff of the Press.

WILLIAM G. JONES, editor of the Brooklyn (N. Y.) Home News, dled on April 13. He was one of the owners of the Pentagon Printing Co., of New York.

Change Robertson, the advertising specialist of Toronto, Can., died in that city, on April 14, in his statisth year.

James J. Fleming, aged twenty-six, attorney and former newspaper man, is dead in St. Paul. He had been connected with several newspapers of that city and with the Chicago Inter-Ocean. His wife and infant child survive him.

H. O. P. Dittmars, aged thirty-six, for more than ten years editor and proprietor of the Kennett (Cal.) Outlook, died on March 31 at Colfax, of tuberculosis.

WEDDING BELLS

Reginald G Smith, city editor of the Nugara Falls (N. Y.) Gazette, was married on April 3 to Miss Frances E. Kincald, of Dayton, O.

Miss Florence Anna Rook, daughter of Col. and Mrs. Charles Alexander Rook, was married on April 15 to John Gormly MacConnell, of Pittsburgh. Miss Hook has been active in war relief work and showed her splendid patriotism by being one of the first women of the country to arrange her marriage plans litting to the spirit of the times. The wedding was small and informal, invitations baving been sent by telephone. Many comments were made in social circles about the splendid example of patriotism thus set. Col Rook is president and editor of the Pittsburgh Dispatch.

Mr. and Mrs. George Bannerman Dealey, of Dullas, Tex., announce the murriage of their daughter, Maidie, to Mr. James McQueen Moroney, of Dullas, at their home, on Tuesday, April 10. Mr. Dealey is vice-president and general manager of A. H. Belo & Co., publishers of the Dullas Morinig News, Dullas Exening Journal, Galveston Dully News, and other publications.

Walter H. Kraft, assistant city editor of the Eric Times, and Miss Gladys Hudson, were recently married in Buffalo. The wedding was hastened by or-

The McClure Method

Gur fratures are said on individual merit.
Any service may be ordered singly
THIS WEANS:
The greatest possible variety from which
to choose.
The substitute of each feature to your
own effords indepent.
The orportunity to order a budget conmixing only of what you wast.
A material reduction from individual prices
on indirects

ders received by the bridegroom to report for service with the Pennsylvania National Guard.

Theodore M. Le Berthon, editor of the Orange (Cal.) Daily Star, and Miss Frances Elizabeth Hawley, daughter of Mr. and Mrs. Charles O. Hawley, of Los Angeles, were married in Los Angeles on April 4.

WON HIS BRIDE AT BORDER

Carl Dirkey and Miss Winnie Harding, of Texas, Married.

When Carl Dickey went to the Mexican horder with Unche Sam's troops as a reporter for The New York Times, he found something more than a story. As a sequel, he was married last Thursday to Miss Winnie Harding, of McAllen, Tex., at the residence of Prof. Franklin Matthews of the Columbia School of Journalism in Brooklyn.

Mr. Dickey is a greduate of the Fulltzer School, class of 1915. He crossed the Atlantic on the St. Louis, the first armed American ship to sall following Germany's latest submarine order.

AT VIMY RIDGE

Brother of A. G. McIntyre Wounded, and Brother of Mrs. McIntyre Killed.

Williard McIntyre, brother of A. G. McIntyre, special representative of the Paper Committee of the A. N. P. A., was wounded, presumably on Vimy lidge, on the Hindenberg line, in Northern France, which the Canadisna assaulted successfully on April 11. Mr. McIntyre received a telegram from his mother, at St. John, to the effect that she was in receipt of official information to this effect.

The wounded man is in a bospital at Boulogne. Williard McIntyre was an officer in the signal corps, enlisting from Vancouver. He had charge of training quarters for two and one-half years, and had only isen in the trenches a week, when he was wounded. The Canadians were in force at Vimy Ridgewhich was taken in the face of violent artillery opposition, every foot of the way being disputed.

Last week Walter Pickup, brother of Mrs. McIntyre, was killed in action at Vimy Ridge.

The Evening Mail

New York

Last year GAINED 178,965 lines

Only Goods Advertising
Only one other N. Y. evening
paper exceeded this record, and
three of them showed losses.

The New York Evening Mail

The True News —FIRST—

Always-Accurately

International News Service 238 William St., New York City NEWSPAPERS WOULD PAY SHARE

And Few Editors and Reporters Would Escape Proposed Income Tax.

The new tax bill as tentatively submitted to Congress by the Secretary of the Treasury, will materially affect newspaper men personally and publishers generally. The Secretary suggests than an income tax be paid by all unmarried men receiving an income of \$1,580, and married men receiving \$2,000. Corporations owning newspapers will have to pay an increased tax.

The Secretary says if the present excess profits tax of eight per cent, on corporation and partnership profits on more than \$5,000 and \$ per cent, of invested capital were made applicable to the calendar year 1916, he estimates it would yield \$226,000,000. Corporations and partnerships would be given until September to pay the tax.

As to the excess profits tax for 1917, collectible in June, 1918, the existing law allows an exemption of \$5,000 and 8 per cent, on invested capital, and levies 8 per cent, tax on the remainder of the profits of corporations and part-

NEWSPAPER prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our calored comics, delly and Sunday pages in black and colors.

Newspaper Feature Service

M. ROENIGSBERG, Manager
ST WEST MUTS AT., NEW YORK

nerships. If this tax, allowing the same exemptions, were increased to 10 per cent, on profits in excess of 8 per cent, and not more than 15 per cent, of capital invested to 15 per cent, on profits in excess of 15 per cent, and not more than 25 per cent, of capital invested; to 20 per cent, on profits in excess of 25 per cent, and not more than 50 per cent, of capital invested, and to 25 per cent.

the Secretary, would yield \$425,000,000. New Members for A. N. P. A.

on profits in excess of 50 per cent. of

capital invested, the law according to

The York (Pa.) Gazette and Elmira (N. Y.) Harald have been elected to active membership, and the Hutchinson (Kansas) News, Osswego (Mich.) Argus-Press and Portsmouth (Ohio) Times to associate membership in the American Newspaper Publishers' Association.

Daily Capital

Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report.

34,238

And as confirmed by report of The Audit Bureau of Circulations

Publisher TOPEKA, KANS.

UNITED

PRESS

Afternoon Papers

General Offices, World Bidg., New York

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c-12c Per Week

KELLY SMITH COMPANY

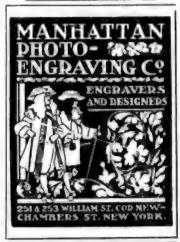
220 Fifth Avenue NEW YORK CHICAGO

The Vittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK, Real Estate Trust Building, Philadelphia



An Independent Field

As the only morning newspaper in Detroit—a city of 870,000 people, The Free Press offers you a clean-cut, non-competitive field for an advertising drive, with its 700,000 readers.

The Detroit Free Press

"Michigan's Grostest Emespaper."

VERREE & | Foreign | How Tark Chicago | Betreit

Colorado Springs

THE TELEGRAPH

An A. B. C. Paper
J. P. McKINNEY & SON

New York Detroit Chicago

The McClure Newspaper Syndicate 120 West 32nd Street. New York City

hindrets.
Weste us for samples of our Sunday Colored countes, dolly comics, women's feature, bedlims stories, folios, etc.

New England As A Field for Investment Advertising



Investment houses selling bonds and stocks for permanent ownership have long regarded New England as their most fertile field. Aside from New York, more securities are absorbed in this territory than in any other region of could population in the United States.

The reasons for this are plain: For more than a century New England has been a manufacturing community. This has resulted in a wide growth of accumulated capital and inherited wealth. More people live upon income from investments. In virtually every town and small city in New England, there are many families whose wealth goes back two, three or four generations.

In addition to this market for investments, the greater number of savings banks and commercial banks absorb a vast total of securities. And there are countless industrial firms with surulus invested in short-term notes and readily marketable paper.

The best proof that advertisement of investments in New England daily newspapers is profitable is seen in the constant growth of this class of business. No other group of newspapers anywhere carry such a large proportion of financial copy.

This fact also helps to explain why New England is such a feetile field for advertising high grade automobiles, books, musical instruments and other luxuries and semi-luxuries.

Investment securities mean dividends and dividends mean money to spend on advertised goods.

Advertise in New England Daily Newspapers

	ASSAC	BUSETTS		
	0	Net Paid reniscion	9,500	10,000
Besten Americ	(B)	321,463	-40 -35	.40 USS
Besten Globe	(ME)	256,H29 363,763	-30 -30	30
Sesion Straid	(MR)	*196.704	.24	400
Besten Jearna	(36)	*205,000	.10	1735
Beston Post	(M)	47%,970 344,563	-45 -33	198
Doston Record	(E)	41,991	.12	.12
Beston Transc	elett E	20.455	.18	-316
Fall Bleer Herald		7,900		.02
Fitchburg	(40)	7,900	.002	.03
pentinel	(8)	5,107	.0215	.0173
Lynn Item		*10,997	.654	26557
	(MK)	16,000	-038	CHES
A Herrury	(ME)	87,631	.04	.04
Pittsbeid Eagl			-0836	.9179
Salem News	(80)	15,605	/93	.03
Springfield Rep (N) Springfield Net (E) Springfield	91,70	3 300,784	.00	.04
Republicum	(5)	15,110	.063	.04
Springfield Da	10 (S. 10)	81,811	.06	.00
Werester	(E)	26,910	.00	.048
Mass totals,		2,481,571	3.4063	5.895T
Population,				
	нори	THE AND		
Penaldense		81,962		200
Providence Journal	(30'8)	22,388	.07*06	.07*0s
Providence Tribune	(E)	25,473	.00	.00.
Wassacket Co Reporter	(R)	*11,848	-943N	,egs5
Rhede Island		112.002	.989%	.0365
Population,			-	
Martin & Martin		INE.		

Popula	tien, 801,215.			
	38.43	NE.		
	Express(E)		.06	A
	VERN	ONT.		

Bridgeport Pont- Telegram (ME)	01,465	.075	.055	
Danbury News (E)	6,793	.0115	/011N	
Courant (MS)	19,941	.06	.01	
Hartford Times (E)	27,415	.00	.00	
Meriden Journal(E)	14,807	.033	.0143	
	19,225			
New London Day (E)	0,97K	.0345	-09	
Telegraph (M)	13,750	.0014	.0071	

Connecticut totals.

Population, 1.114,786. 1916 Government Circulation States

Local Dry Goods Advertising

Proves the value of a newspaper as an advertising medium because it must produce results practically overnight

The New York Globe

During the year 1916 carried the second largest volume of this business among all New York newspapers, the three ranking evening and morning papers standing

Evening Newspapers

The Evening Journal 2,959,137 lines THE GLOBE - 2,416,050 "

The Evening World 2,332,067 "

Morning Newspapers

The Times (7 days) 1,974,376 lines The American (7 days) 1,906,596 "The World (7 days) 1,650,208 "

The Globe's Progress

These figures (for the full year in each case) show total volume of all Advertising carried as recorded by the statistical department of The New York Evening Post.

1903—1,718,513 1908—2,803,297 1913-4,360,574 1916--5,921,522

Its growth in the volume of dry-goods advertising has been truly notable

1903— 297,756 lines 1908—1,129,880 " 1913-2,151,939 lines 1916-2,416,050 "

Globe's Circulation Growth

Average net paid, year ended March 31, 1912—119,924

" " " 31, 1913 132,299

" " " " 31, 1914—151,560

" " " " " 31, 1915—186,457

" " " " 31, 1916 181,387

" " " " 31, 1917—207,598

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc.

Special Representatives

NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

33 a Year (Copyright, 1017, by The Editor and Publisher Co.) NEW YORK, SATURDAY, APRIL 28, 1917

10 Cents a Copy

An Eight Million Dollar Campaign

Chicago retail merchants last year spent over \$8,000,000 for newspaper advertising in the seven local English newspapers and they made every dollar of that count.

The local merchant depends upon local newspaper advertising to produce most of his business, and if it doesn't produce he is apt to wind up in the bankruptcy court. Therefore, the local merchant knows which newspapers produce the most results for him per dollar invested.

Chicago merchants have known for years that The Daily News produces more business for them per dollar invested than any other Chicago newspaper. Therefore, these merchants have for years bought more space in The Daily News six days a week than they buy in any other Chicago newspaper in seven days.

The national advertiser would do well to follow the example of these local merchants.

THE CHICAGO DA LY NEWS

Over 425,000 Daily

"It Covers Chica o"

The North American Concord

The progressively friendly relations between the United States and Canada have reached a climacteric.

Thousands of Americans are now wearing the Canadian Khaki and are fighting in the battles for human liberty.

Now the Eagle need no longer assume the disguise of the Beaver in order to meet the enemies of their common democracy.

The friends of 100 years henceforth are allies.

The new North American Concord will find expression in even closer business relations between its members, the United States and Canada.

The first significant move was made when the Dominion of Canada rescinded the tariff on the most important food stuffs and declared for

Free Wheat and Wheat Products

Further developments depend to a great extent on the United States manufacturer.

American goods will be more welcome in Canada than ever before.

Opportunity is knocking with the iteration of a pneumatic hammer.

To the alert American the situation is as suggestive as a periscope but as propitious as a trade wind.

Connections may now be made and good-will established that will be invaluable in the near future.

Now is the time to advertise in Canada and the daily newspaper is Canada's pre-eminent advertising medium.

The leading daily papers in Canada's most thickly populated districts are listed on this page.



PROVINCE OF ONTARIO

	Circulation			
	Not Paid	2,500-	10,000	
Beautford Expositor (E)	7.500	.0175	.015	
Brantford Courier (E)	4.882			
Cliatham News (E)	2,259	.01		
limititon Spectator (E)	28,200			
Hamilton Hernig (E)	16,000		.023	
Kingston Britists Whig (E)	5,439	.015		
London Advertises (M. N. & E.)	31,766		-085	
London Free Press (M. N. & E.	34.050	.06	.04	
Ottawa Citlmen (M. & E.)	29,439		.03	
Ottawn Journal-Press (M. & E.	31,160	.05	.06	
Ottaws Le Droit (E)	16,128	.0261	.0189	
Peterberough Examiner (E)	4,900	.0131	.01	
St. Thomas Times (E)	6,330	.0125	-01	
St. Catherines Standard (E)	T,MUO	.025	.0123	
Toronto (Hobe (M)	84, 476	.12	, UD	
Toronto News (E)	49,000	.06	.0.5	
Toronto Star (K)	97.045	.11	.0115	
Toronto World (M)	46,926	.0166	.00	
Toronto World (8)	82,936	.10	,40T	
Window Hecord (E)	9,630	.02	.015	

PROVINCE OF QUEBEC.

Population 2,002,731—English 397,392 French 1,605,339

strain standard		
Montreal Daily Mail (M) 22,928		.05
Montreal Gasette (M. (2c-\$6 3v.) 24,388	.06	.05
Montreal La Patrie (E) 35,827	. Dell	.045
Montreal La Prense (E) 140,000	.10	.US
Montroal La Devotr (E) (2c \$5 yr.)12,859	.05 34	.04
Montreal Star (E) 100,000		.093
Queleg Le Behell (IC) 25,000		.03
Mierbrouke Record (E) 10,634		.025
994,3:2	1 4192	1.1469

The Newspapers listed on this page after 594,37; arrange Circulation of a told combined cost of \$1,14 per line, or a fraction less than one sud one-half feather of a cent per line per thousand.

Make pour oun induction as to whether that he not Low tool adscritions, bearing in ming that the territory is covered most intenential, and that it covered for the position of the most populous portion of presperous tained and their ensures, and covere three testing and their ensures, and and Keywigiton.

Suppose you had this tremendous Publiship Porce Murking for you, and this tremendous Publiship Porce that broaded open feel the broaded open feel

POR the first time in its 116 years' history, The New York Evening Post during January, February and March of this year published over one million (1,000,000) lines of advertising—the gain for last month being no less than 41,784 lines.

The outstanding reason for this substantial achievement is: that business men of vision are more careful than ever before to recognize the important relation of the dependable, authoritative and clean news and editorial content of The Evening Post to its worth as an advertising medium.

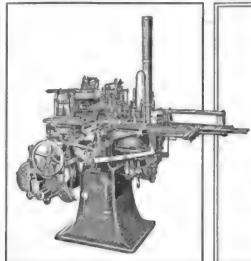
As both circulation and advertising increases are steadily earned by The Evening Post, it is significent that its influence in the community is more potent than at any time during its long history.

Its readers read

The New York Evening Post

Advertising results prove it

The Monotype will take care of the greater part of the composition in the Ad Room and provide the type for the balance, including the column heads, and all the leads, slugs, rules, borders and spacing material for the entire paper



THIRTEEN OUT OF FIFTEEN DAILIES IN PHILADELPHIA BALTIMORE AND WASHINGTON USE MONOTYPES IN THEIR AD ROOMS



THE DUPLEX KEYBOARD places at the operator's fingertips the various faces and figures required for the complicated Department Store Ads, so that they are completed with one handling and without his leaving his chair. By turning a switch the operator can break in for rush copy, and when it is done he swings the switch and goes right on with the regular work, nothing having been disturbed, there are no new adjustments to make or parts to change. If he strikes copy that requires two sizes of type he can handle it just as easy by using both ribbons.

NEW YORK World Building BOSTON Wentworth Building

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

CHICAGO Plymouth Building TORONIO Lumsden Building

THE EDITOR & PUBLISHER

Issued every Saturday-forms closing at ten A. M. on the Friday preceding the date of publication-by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Pub. isher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Deddridge DeWitt, Secretary and Treasurer. Expend on the New York Post Office as according to the

NEW YORK, SATURDAY, APRIL 28, 1917

SPIRIT OF '76 RENEWED AT A. P. LUNCHEON

Great Gathering of Editors and Publishers Swept by Patriotic Fervor When Flags of Nation and of Our Allies are Unfurled Side by Side-Stirring Addresses by Hon. Joseph H. Choate and Ex-Judge Peter S. Grosscup Impress Upon Members of Associated Press Their Grave Responsibility in World Crisis. DEMONSTRATION of patriotic of arciause as they marched through

A ferver, rising to theiling heights marked the lancheon in the brilliant at residay Tuesday.

With every one of the searchful min every one or use assermores desair impressed by the grave nationity of the newspapers of the nation in the crisis of world democracy, the bursting upon their sight of a stiken while fashlights made vivid its beloved tions, and there arose from the distinguished company a cry of devotion that neemed a thousand times to pledge the

and then, in the darkened room, air currents stirred the banners of Scitate and France and the soft banners unturn the dignified editors discarded all restraint, and with cheers greeted of the universe for the common rights A majo cherny of fifty votces, in the

gallery, teastifully sang "The Blar-Spangled Barner," "God Save the King," and "Le Marsellister." "Thank God." sald Frank B. Neyes, when he could make his voice heard. an ond. For years we have not been ship to excress that which was tracing at our hearts. The time has come to tell just what we feel, and the red blood of America demands that we not only

Veteran members of the Associated Press declared after the luncheon that they had never experienced a more dramaric moment, and that the event the American people, mirrored here by representatives of positive opinion from every section of the country.

It was only a few moments before the patriotic demonstration that the Board of Directors of the Association, in executive aradon, had advoted resolu-Sons that "in the crisis now confronting the country it is not inappropriate Associated Press to bear in mind at all fines that the representative we have as citizens must overshadow any respon- and eye, at his left, and Major-Gen.



President of the Associated Press stilling as prescriberry, and that it is Leonard Wood, stately in his field walfrom and the picture of robust manbood, at his right.

Every lock of room to the big dining room was at a premium at this bers of the world's greatest newspaper oreastastics. The balconies were tright The centrepiero of the decoration was the Great Seal of our country. At the excalery table Melettle E. Stone sat with Hon. Joseph H. Cheate. aged but scintillating as ever in mind

Judge Peter S. Gennscup sat to the left of Mr. Noyes, and the others at the speakern' table were D. E. Town, E. H. Saler, L. S. Palmer, W. L. McLean, Hopewell Hogers, Clark Howell, Charles H. Wilson, A. S. Ochs, Prederick B. Pairser, Charles H. Clark, Dr. Nicholas tin, Frederick B. Jennings, Gen. C. H. Paylor, W. H. Cowles, Newcomb Cart-Sr. A. C. Weiss, R. M. Johnson, W. S. Morgan, and William H. Dow A detachment of naval cadets receiv-

the banquet hall to the day standard and participated in a simple but improteive raising of the Stare 'and . In arising to introduce the encapres

President Prank B. Noyce strictest neutrality" were part and any the Associated Press could come out spealy for the right. "All of the red blood in our veice is tingling with patriction, and now we are standing abouter to absolder with our country across the see, battling to maintale the ideals of a Government of the people that shall not perish from the earth ing hesids the other nations, highly reselved that the dead shall not have died to vain. In all part crises, Ged has raised up a leader of the people who has and this time has been to exception Mr. Newes then proposed the total to the President, which was drunk standinc. and was followed by templitumes

General Manager Stone, of the A. P. then read a copy of a telegram received from President Wilson, is which the my duties here prevent my being pres-This also brought out a long round of

M.K. CHENTR'S ACCOUNT. The Hon. Joseph H. Cheste was prosented by President Noves as a man trouble in making himself beard to every corner of the big room. He said war "after all of the rights of the great transpled under the fret of the German right to interfere in defence of a help less people. Then I was afraid later a great and noble purpose, and we are



HON JUREPH H CHOATE Latest Photograph of Pamous Apperions Diplomat and Statesmon, Taken Shortly After His Eighty-fifth Strtbday. and declared that the Government of have not been united before. The pro-

the section by the people, and for the pie are all of one mind and are driveset a good example to setting saids a people had awakened to the necessity of setting aside the Pruesian dynasty. there would be nothing left to do, and the world would be at peace again.

"The press has the greatest opporpary lestitution in times of war, so that terraponaltile people will not painted to our cosmics. Hat we are get going the gag law imposed on the press and The speaker referred to the fact that the United States have now sought a foreten alliance, despite the advice of

In the listory of the country." league to leaure freedom to all and to european Propeling mulitariers. justified in doing that. After Prouden editaries has been suppressed we will has really learned to keep her word. Want we can do to help the Alten to the question that Balfour and fellow-Commissioners are here

has united the whole people as they

saladed to face the music, ready for any reed," saying that it was a mistake to rall it conscription. The President should have a list of every man, woman and child in the country." he said. the added that this country "ban & great President who is country the man and child in the country. I have man need child in the country. I through Washington. He is "To help blm to make good, we went, every man and wreen, rally to his surrout and obey whatever com-



one of our very distinguished furtists be said. 'just after my graduation. I stand on the American shore of the eave seen foreign land. I had always The charm of Ningara typified to rechasm briwces America and the world. Hut now a Divine moreage has live alone. We have a duly to perform to aid the world and we must do it I was not one of those who wanted war. I did not want to see our boys in oned a chappy in that attitude and the other side, I saw a vision that changed set. I do not need to sound a martial cote to-day. That was senseled by you to those glorious flags. It was sounded to the address of the Nostor of the American Bar. I want to sound a deeper and more remote

and taking olden in the great conflict Judge Grosscup referred to the greatdectaced that the Civil War had been freight for nationality, "New respons

Stanzone there were twenty different States fighting over concessions and vahave been our future. Lincoln was right

"Now that was the condition that con-Europe is modern in overything excepher political divisions. In publics she pelitically to unless with Europe social ly and commercially can never com about by conquest. I agree with Mr. Cheate that no mere league of peace that treets all these countries an arps-The American colonion held the Constitution that bound them inorparably together. May we not look to arebly together. May we not sook or international law to become a common through which rivalry cannot come, and cut helded that a unified people? War has developed the new man and has levelled all ranks. In the trenches men. Date side by aids, the working man with the man of title. In the hospitals the women work side by side without a thought of superiority. The religion of the courses man in service, service to his fellow must, not selfshouse. thought of service is riding like a golden force coward and is enshrining the value before up to not despute. tooming up I telieve we will ded a provenies had in he freight over in the reck of the law, its suspent in the

THE EDITOR & PUBLISHER

ANNUAL REPORT OF BOARD OF DIRECTORS TO THE MEMBERS OF THE ASSOCIATED PRESS

Expense of Reporting War News Not Likely to Make Extra Assessments Necessary, Because of Economies and Reduced Telegraphic Rates -Notable Feats in News Gathering Recounted-Directors Realize Responsibility of Organization in Present Crisis.

price that we call attention to the serdomonstrated that, indeed, "the world in nor field." Excepulare, in all lands, there has been experient rapit. Physical pethering sensire that the world has have contributed to ease the financial strate, so that the hope expressed last without any increase of assessments. evens likely to be justified.

had paid the telegraph companies higher rates than these paid by individual Germany was also reduced. Other even-

During the year the cooperative charerter of the organization has been very effectively Blustrated by the fact that extended territory beyond the point of them to emable the directors to elect a very considerable mustber of new mem

Each member binds blesself in assent. news. The latter contribution is quite ion of the five Judges composing that The collection and tobulation of the returns of the Presidential election of 1916 proved more difficult than any other for a quarter of a century. Procscalls the entire burden of this work fell upon the Associated Press. But for

Prote a catteling by George Separation. General Manager, The Assectated Presss

273 morning papers, basing aggregate

issues of 2,002,660 expire. Total, 1.011 papers, baving aggregate once. The service proved very massis-In the summer of 1916 the

this service which has been perform the work would have been done, since for yetrs on the Mexican border. The polls closed all the way frees 5 to 5

clock local time. Over 17,608,000 had

successful randidate to 5 o'clock, New lies. This was given to London, so that five hours difference to time agreement us, it appeared in the succeedaver for last year's election. Adding mosole, and considering everything, the turnty. We reald not compare the auto with 1912, because of the split in

archair methods for counting ballots in

bern surtained by the unanimous cele- force in several States. The laws to after the close of the polls, and no effort could be roade to first diamons of the world was waiting anxiously. Attempts to change this plan were made, but withvital to a final decision. Kansas led the way in a reterm. There a deal return-Ing board was provided at important points. From time to time during the

NAME OF THEFTIC SUPARTMENT.

The traffic department ratablished a tere record in telegraphy. The world's series of baseboli garnes was on. A reparter ant in a buseball park. He dirtated to an operator his story of the These times reached Bongor, Majne, on ton, El Poss, and San Diego, on the the west; Mannespolis and Duluth, on Fire bundred operators not in the newspaper offices and instabily received every det and every dash as the oper-

comprise news agracite have been plevidence secured, an application was for the Southern District of New York for an injunction. The Judge has renplete form, fully maintains the contampractice consultates unfair competition against which the courts will provide

board of directors to any that it will be the purpose of those administering the offsire of the Associated Press to bear to mind at all theses that the responsibillir we bare so citimes must overmilerers, and that it is both our privi lege and our duty to contribute as fully national authorities in the trying hours have the integer confidence that we are

Neses, Victor F. Lawson, W. L. Mc-A. C. Welss, W. H. Cowles, Charles A. Hook, W. Y. Morgan, R. M. Johnston It E. Town, Elbert H. Belov, Owweld New York, April 24 1917.

fixed as the inspiration to gaze strailly

THE EDITOR & PUBLISHER

FOUR DIRECTORS OF ASSOCIATED PRESS REFLECTED AND ONE DIRECTOR CHOSEN

Frank B. Noyes, W. L. McLean, Adolph S. Ochs, A. C. Weiss, and John R. Rathom Compose Board-Fight of Organization to Protect News Recounted-Ringing Resolution Pledging Support to Government in Conduct of War Adonted.

T one of the largest attended an-A rone of the largest attended an-roal reschings to its history, the Associated Press on Tuesday reelected five directors whose terms had expired and added one new name, that of John R. Rathom, of the Providence

ä



Western Divisionary N. McKey Sale Lake Trivane, chairman; Scott C. Bone, retary; S. A. Perkina, Torons (Wash.)



New Director, Associated Press. (R. 1) Journal, as the chief business of A resultation pledging the bearty supwas passed sizid eatherisses.

and the rate: Individual with wood. Washington Star 3,266 W. L. McLean Philadelphia Belletin., 3,189 Adolph S. Ocha,

Done of

New York Tirres 3,304 A. C. Welse, Debuth Horald 3,747 John R. Netborn. Providence Journal ... 2,046 Mesara Noyes, MeLean, Ochs, and Weiss were reflected, and Mr. Rathom In the balleting the following were returned: W. Y. Morgan, Hutchinson Nows, 1,500 legal and 200 individual votes: P. P. MucLennan, Topeias State

Journal, 1,796 legel and 332 individual E. P. Adler, Davenport Times. The following advisory beards were etected: Eastern Division-Alexander P

Southern Division-H. C. Adler, Chattaxoun Times, chairean; J. N. Hele-News & Chreedele; Hence Haldeman, Lutter, Galverien (Tex.) Neven.

ADDIPH S OCHE. Ledger; J. R. Knewland, Onkland (Cat.) Tribune: J. N. Stovena, Pueblo (Cal.)

The following were elected members Division-ol. M. Emerson, Ansonia (Cons.) Sentinel: Arthur R. Kischer. Waterbury (Conn.) American Southern Invales-James M. Thomson, New Orleans from: F. G. Bell, Savannah (Ga.) News. Control Division-P. E. Perton, (Mo.) Nows-Hernid; Ernest Brean, Term Haute (Ind.) Star. West-

ern Itvision-J. C. Hayes, San Jose (Cal.) Messery-Herald: B. A. Crothera, The following were elected members erick I. Thompmer, Mobile (Ala.) Register Central Division-O. D. Brunden-

een Division-Culvin Culd, Below (Idaat the afternoon scatter there was a tention in excard to the franchise clause shall not be permitted to the offices of

PRINTE TO PROTECT NEWS. If was appropried that the A. P. was is began and at the present time of at the Chambers Street offices for the substiting the effects of the A. P. to purpose of stretting officers

protect its seatter, which is the design ASSOCIATED PRESS A echastion was spring when an-P., for permitting one of its agenta though without the knowledge of the member publisher, to "leak" was affected in the new famous injune-

Control Division-I I. Stortevant. and was nearly referred to the Board of Directors. It was said that a long list of various soris, ranging from "teales" to

Mattern of service were discussed by ectors and odvisory boards were an-

at the costrum with the officers. The

ter Callery. The following resolutions were adopt-

That as local citizens of the Unit-



W. L. McLaux. support of the effort of the executives of the Conserment to carry out offictively the mendate of the nation as ex-

people of the United States of America;

of America in Congress assembled, That the state of war between the United States and the Imperial German Gov-

by authorized and directed to employ the Covernment to carry on war against to brigg the conflict to a successful ter-

Board of Directors was to craspemble

LUNCHEON GUESTS

Complete List of Those Who Attended Occapitation in the Grand Balleson of the Waldorf-Asteria Hotel, Tuesday

Noon Pollowing in a complete list of the utilishers and guests who attended the Associated Press Lunchesa Tuesday: After, H. C., Chattanoons (Tens.) Times Agens, Gra. Print Earlinery America Altern-C. H., Pinnife (Aria.) Gasette Alexander, Herman, New Yorker Henri Alrea, H. J., Widdle (Kan.) Beauty

can. Anderson, W. T., Marco, (Ca.) Teleproph. attery, Beginnes H., New Subtree Office.

W. H., Fort Worth (Drawn Second Dentiles, Dive (N. Y.) Observer Saber, Ellert E., Cierrinol Philip Swater. Zaverett. Juseph. Willington. (Del.) Errey Botton, Arthur S., Branc (Dan) Pr

Screen, J. D., Stravase Feet Nun-tard, Scient, E. W., Mradashou (Ab.) Aprillerabl Scient, E. W., Brance (Mr.) Communici Jell, Clarkw J., Chestanti Empley.



Reclayled Director Associated Press. Pints, Tens. Nichoper (Okla.) Playets Fisher, There Minesper tone, Harts, Herry C., Rattenery Syn. Francis, C. K., St. Pac. Linguists Firther, Longit, Scalife Thems. Backwards, Themberry, New Landons (Conn.) Day or. Best C. Bestle Perfinteligrour

Scote, Schmid S., Gill Cay (Fa.) Service Street, A. W., Chirage From Press. Street, H. L., Chirage Streets-Science, Street, A. E., Printerph Peel, Street, John V., Halson (N. 1); Segion Street, William L., Whothin (W. Va.) E. Street, William L., Whothin (W. Va.) E. Street, Toron Haute Stat. Howe, Misse C. Collempiers (O.) Vindicater, Hern, N. G. Youngstern (O.) Vindicater, Brunner, H. G. Mus-shed (H.) Steley Repri. John Stewart, Michaele Nava-Lapley

Senters P. W. Brand Class & Banci Council

A. N. P. A. CONVENTION OPENS AUSPICIOUSLY

Great Gathering of Publishers Gets Down to Business in a Mood to Face and Solve Problems of Publishing and of Advertising Arising Out of the War Crisis-Government Publicity and News Print Questions Dominant Features of Discussions-Report of Paper Committee.



Stranding left to right; Harry Chamiter, Los Angeles Times; B. B. Hoore, New Orleans Thouse Pleagues; Educard P. Call, New York Journal of Commerces; John
Strandi Brain, Michaeld Certs-Lorder; Pleaning Newhold, Wooklands Story, B. H. Anthony, New Bellewi United-Mercery; Charles H. Taylor, Ir., Boston Scaled-delt to right; Lincoln R. Phiner, manager A. N. P. A.; Billon U. Brown, Indianapolic News; J. F. MacKay, Tourist Obbe; B. N. Kellegy, Chairman Aperial Standing Committee on Labbe; W. S. Joses, Missengolic Journal; Frank P. Gitas, Voc.-President A. N. P. A., Birningham News; Happasell L. Ragers, President A. N. P. A. Chicago Daily Nesce

WHEN the lite enemal enerting of News, introduced a resolution to sus-the American Newspapers Pubceder in the Autor Gallery at 8 o'clock on Megers, the president, there was the largest attendence to its history, men to participate in the vital questions In less than it on hour after the of directors for final action. The proselling estates second to be that the esqueez should be regarded as the exests and that intervilsing was an During the savuitag scenion, the dolegates indeed to the address of the the results of land and moval forces breakent and to the reports of the would be reported at here and alread Haton II. Hrown, of the Indianapolis

Inducts Association was called to efforts to have passed a miscure conscription law. The resolution was debated and a rising vote taken. Whereas, our country is in a state "Wherean the responsibility for the seasons of organies decord by them measures are now pending in Congress. ingpeas to share in all propossibility

> Hradvel. That we picter our hearts and undivided support to the Administrailing in its plans for military preparedress and believing that the failno a severe them to the effectiveness of

of an effective salitary force." Louis Wiley, of the New York Tonco.

introduced a resolution volcing the scatterents of the publishers on the the newspapers were already cheerfully conforming to the regulations of the strictive conscrable was contrary to the constitutional guarantee of a free press. on-American, and undemocratic Mr. Wiley's resolution was passed

The report of the Paper Christities was presented, and was unantinously crisis or preparing to the end that fuscal of full approval by the convention. Plain Dealer, made a special report on u standarditel cost system.

> postal rates Lipcoln B. Palmer reported that the

Department and endorsed by the Presi. 1, 1916, was \$50, the Increase above REPORT OF THE PAPER COMMITTEE. The report of the Paper Committee was the most reportent, as it was the lungrat made to the convention. It detuils the whole history of the 1916-17

'No has proven bimself a vertically treasure," the report states, "with thor-

Consistency, and the NAT PROTESTS PROPERTIES. Witty of a zone postage rate for news-The report says: "Your Committee the special consultive on second-dass my from the Department of Justice the

vestigation they make will be taken into consideration in any future developments in the matter. What will be the immediate outcome in this connection your Committee cannot now prophesy.

"The Trade Commission has not abandoned the arbitrament and has called upon the manufacturers to carry it out with all the newspapers which signed the agreement. What the legal force of the situation is your Committee does not venture to assert, but it is confident that the signatory manufacturers are morally bound to carry out their proposition with all the papers which accepted it.

Just what course the indicted manufacturers may see fit to follow in the light of the conciliatory disposition of the Department of Justice is not yet clear. It would seem probable that those manufacturers would now realize that they have made many mistakes in the past year and that they would see that it is not to their permanent advantage to oppress the newspapers to which they must look for patronage in years to COMPO."

There follows then a mass of statistical information, bearing on contracts, forms, imports and exports, new mills projects, and new tonnage coming on the market for 1917 and 1918.

This is followed by an account of the development of the Canadian paper industry and the part it plays in meeting the requirements of American consumers, as well as the objections raised to sending across the frontier for supplies that might be manufactured in this country.

PLENTY OF PAPER MATERIAL.

There are ample timber resources in the United States," the report continues, "for the development of all the news print paper mills required on a competitive and economical basis as well, The timber resources of the west coast and of Alaska are now available to the entire territory of this country, including the eastern seaboard, under competitive rates and conditions. Reforestration in eastern and central territory will in time overcome the handicaps now exlating. It is, of course, very desirable from a publisher's point of view to have these mills developed in this country, particularly in view of the fact that practically all the equipment required must be built in the United States and where mills are developed in Canada at a very excessive duty, it is always a charge against production and operation. We must, therefore, realize in our efforts for future development that the Northwest and Alaska must not be overlooked. The Government timber resources of these countries are incalculable. They are situated tributary to large rivers and available for transportation economically to the East through the Panama Canal and across the continent as well. The very much lower cost of production in mills in this district would more than compensate for the long haul. The stocks on hand, as reported by

the News Print Manufacturers' Association, the only available source of supply, are then discussed, following which there is a statement to the effect that none of the plans for new sources of pulp supply for paper, from different grasses, cornstalks, and other waste materials can enter into the matter in such a way as to relieve the situation, because of the lack of bulk in these materials, compared with the amount available in wood. The matter of de-inking and repulping the old paper is discussed.

Regarding mills to be owned wholly or in part by publishers, the report says: "Much discussion has arisen during this paper difficulty on the advisability

to observe the law, and that any in. of publishers owning and operating their own paper mills. Experiences of this in the past have not always been satisfactory, and it appears that only under certain conditions is the ownership of a paper mill by a publisher an advantage.

The Committee, however, does recommend that all 'publishers interest themselves in milis in some manner, either by partial ownership, long-term contracts, or cooperation in construction. To what extent this can be advantargously carried on depends entirely on publishers and conditions, as well as focal man opportunities and necessation.

he Paper Committee has accompaisned a great deal in this direction, but we are convinced that publishers must recognise that to meet the situation adequatery they must be writing to assume in some was some of the manufiles of the manufacturer of paper. It goes without saying that any one who invests the enormous amount of money required tor paper mills in ploneer development, with an the rises involved is entitled to very mores return on his money, and unless Dublishers are withing to assume some of this liability which affects the varying cost, they must be prepared to acknowledge that mills are cutified to interest on money plus good manufacturing pront, plus interal allowance for conungencies. II, however, publishers are willing to cooperate by guaranteeing for a long term a moderate profit upon whatever the manufacturing cost may be, or are willing to share part of this investment, or perhaps all of it, then we may expect paper to be sold at a reasonable price over its fair manufacturing cost. 'the representative of the Paper Committee win se guid to arrange such a mill connection for any maintest чин вримина."

Ine question of profits is then discussed, and the difference between the mounts equipped milis and those of low capacity is contrasted.

GRAPHIC CHARTS SIMPLIFY PAPER PROBLEMS.

In order to give the members of the Association a better understanding of the news print situation, and to post them on the cost of the manufacture, a number of graphic charts were prepared oy direction of A. G. Mcintyre, and distributed among those present in the convention hall.

One of the most important itemizes the cost of news print. The ligures, taken from the record furnished by the Federal Trade Commission, cover the years 1913 to and including 1916. This chart shows the cost of every ingredient entering into a ton of news print, and all of the expenses incurred in manufacture. Sulphite, about the increase in the price of which so much has been said by the manufacturers, is shown at the bottom; the amount used in combination with other materials constituting \$8 out of a total of \$34 required to make a ton of paper. The ground wood figures are superimposed on the sulphite calculation, and added to it, making the total cost of these two raw materials in a ton of paper worth a little more than \$20 a ton. The cost of wires forms the smallest part of the expense, regardless of the increase in price.

Another chart shows the variation in news print consumption with reference to production each year. Since 1910 the average increase in production has been at the rate of 5.46 per cent. annually. In 1911 it was about 6% per cent., went up to about 7 in 1912, and then steadily declined to less than one per cent. in 1916. rising to about 12.2 in 1916, This curve gives publishers an idea of the manner in which the mills have failed to keep pace with the steadily increasing demanda for news print.

LOWER PRICE FOR NEWS PRINT EXPECTED SOON

Paper-Makers, Tired of Fighting, Want to Effect a Settlement of Difficulties with Publishers, Restore Free Competition, and Manufacture Product on Cost-Plus-Profit Plan.

The price of news print is expected to drop, within the next six weeks or two months, by those who are best informed as to the situation at the present time. A compromise agreement is expected The advances come from manufacturing interests, it is said. The paper makers see in the future the regulation or control of their business by the Government, unless there is a decided change in the methods they have followed. The plan contemplates, it is said, costs of manufacture, plus a fixed profit. Publishers have declared at all times that they want the paper makers to obtain a would on their investment, realizing that unless they make money they cannot remain in the business, but they will not submit to extortion. On this point, with-

Another chart shows the value of the sulphite used in a ton of paper at any price from \$13 to \$120 a ton. If the manufacturer's cost of sulphite has increased from \$70 to \$90 a ton, and he is using 15 per cent. of sulphite in the paper he is making, the publisher finds the percentage figure 15 on the bottom of the chart, follow the perpendicular line that leads up from it until it intersects the diagonal line on which the price of \$90 appears. To ascertain the cost of 15 per cent. of \$90 sulphite in a ton of news print it is only necessary now to look to the left, on the horizontal line, at right angle to the perpendicular, at the point where it intersects the diagonal, where the publisher will see that cost of the sulphite used is \$14.

Still another deals with pulpwood. this important raw material has been increased from \$15 to 18, by following up the line from \$18, vertically to the numher of cords used in a ton of news print, say, 1%, the figure at the end of the line, on the right, shows that the pulpwood costs at the highest would be \$2? a ton.

One chart illustrates the actual expense of coal consumed in manufacturing a ton of paper. The fuel costs appear at the bottom of the chart. Following up the lines vertically, say, from \$10, to the line showing that the amount of coal consumed is 1,800 pounds, the figure at the end of the line on the right gives the expense for this item as \$12.

There are charts on imports and exports, as well as a comparison of delivетіея.

Blue-prints, showing the advertising by months in a number of the leading cities of the United States, and calculated by millions of lines, were hung on the walls of the convention-room. New York appeared at the bottom. Added to the New York figures, in a curbed line above it, Chicago was shown, the figure on the margin showing the total for both cities. This was followed, until the leading cities of the United States appeared. The charts exhibit uniform gains and losses of advertising in the daily newspapers in all sections of the United States, at the same time. In other words it shows that advertising is seasonal in character. The only exception is Washington, D. C., where a tremendous increase is shown each year during the month of June. This blue-print shows the relation of one large city to another and to all of those that appear on the chart, in the matter of newspaper advertising patropage.

in the past ten days, at least one manufacturer called on a prominent publisher and asked him what, in his opinion, the newspaper men would require of the paper makers to bring about a settlement of their differences.

ONLY ASK FOR PAIR PLAY.

The publisher in question, speaking for himself, said that he believed that others would be willing to an agreement, providing they were certain that there would be no future attempt on the part of manufacturers to gouge the newspapers.

The passing of the entire problem, including profit, to some impartial body, such as the Federal Trade Commission. to collect data from both publishers and manufacturers, to lay all of the cards on the table, and to conduct the business of paper-making in the same open manner in which a newspaper is operated, the publisher thought, would go a long ways toward meeting the requirements.

Under no circumstances, it is said, will publishers discontinue their fight until the organization through which the paper manufactuers collect and pass information from one to another is disbanded.

Within the last few days, it is said, important conferences have been held and these, plus the activities of the Government in following up the inquiries nirendy made, form the basis of the opinion on the part of a number of publishers that the market will break.

MAY DISBAND ORGANIZATION.

Another important point is that the manufacturers' organization will doubtless go to pieces of its own weight. At least one of the manufacturers in the combination is reported to be negotiating with publishers concerning the financing and operating a mill for their benefit, and this knowledge, coming to the attention of the others, which knowledge coming to others, has resulted in an attempt on the part of some manufacturers to ascertain on what basis publishers will be willing to stop the fight.

Whether such a settlement will involve the abrogation of all contracts made with publishers under pressure of paying the present price or going without paper, for the present year, is not known. There are many publishers who declare that they will consent to nothing short of that plan, which is the only one that may be taken, they say, to restore free competition, and that then it can only be effected by placing the matter under the control of the Federal Trade Commission.

WILLIAM BERRI'S WILL

Bequeaths to Family Most of Estate Valned at Millions.

The will of William Berri, late publisher of the Standard-Union in Brooklyn, disposing of between \$1,000,000 and \$3,680,800, was filed for probate on April 24.

The sum of \$500 is left to each of seven charitable organizations; \$140,000 is distributed among relatives, and the residue is divided into three equal shares and left in trust, one share each to the testator's son Herbert Berri and the latter's two sons, William Herbert and John. It is provided that when the youngest of the testator's grandsons. now four years old, becomes twenty-one, Herbert Berri is to receive his one-third of the catate outright. The grandsons are to receive the principal of their shares upon becoming twenty-seven years old.

The executors are Herbert Berri, Roberi F. R. Huntsman, and George T. Mus-

mom.

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AD LUNCHEON A FEAST OF WIT AND SENSE

Guests of Bureau of Advertising of A. N. P. A. Listen to Scintillating Addresses by Pomeroy Burton and William A. Thomson—Service Possibilities of Advertising in War Times Pointed Out—Great Work of Bureau Reviewed

—Roster of Notable Guests.

NSPIRING speeches, which breathed the highest ideals in newspaper advertising and gave a vision of the future, made notable the third annual tuncheon of the Bureau of Advertising of the A. N. P. A., in the Grand Ball Room of the Waldorf-Astoria at one o'clock on Wednesday.

Tables heavily laden with floral decorations covered the entire floor space and every chair had an occupant. The decorations and programme were much more simple than those of the noonday A. P. banquet of the day previous, but there was no lack of beauty in the scene, impressiveness in the pipe-organ recital of patriotic airs, and the attending newspaper men declared unanimously that no more important and inspiriting words had been uttered by the notable orators during the week than those heard at this luncheon.

John F. MacKay, business manugertreasurer of the Toronto Globe, as chairman, spoke feelingly of the alliance of the Anglo-Saxons in war, and presented a vision of a wonderful era of mutual understanding and cooperation in future times of peace.

Percival S. Hill, president of the American Tobacco Company, was introduced amid applause as representative of an industry which is one of the largest, if not the largest, single user of newspaper space in the country.

MR. HELL'S TREBUTE TO THE BUREAU.

Mr. Hill said, in part: "It is with a great deal of pleasure that I am able here to acknowledge the very antisfactory relations the American Tobacco Company has enjoyed with this Bureau of Advertising. We find that this Bureau is functioning a great principle, and I know that it is being done with energy and efficiency, and is making advertising more effective.

"It is our experience as national advertisers that the most difficult element to obtain is effective publicity. It is elemental to buy space on good terms; the selection of media is a matter calling for discretion and wisdom, but we find that it demands rare ability to procure those ideas which appeal to the public and make advertising attractive and, hence, producing. The response that comes from good advertising is usually felt almost instantaneously. When it does not come back to us with the thrill of a live thing, we know that there is something the matter with the copy, and we proceed to correct the fault.

"In this way the Bureau of Advertising is doing good work, and there remains an ample opportunity for aplandid service. I will say that, to date, the desire of the Bureau of Advertising to aid us as advertisers has been precisely equal to the need we have felt for such aid."

George W. Perkins was introduced by the chairman, as one whose name had taken a place of distinction whereever the English language is spoken; and the Progressive leader, admitting in good humor that he knew something about the advertising business from the viewpoint of a buyer, "sometimes want-



TO MAKE THE WORLD SAFE FOR DEMOCRACY."

ing it in a hurry," sallied into the heart of the advertising problem of the moment, that of war publicity. Story Head and Lead to Come

Following is the address of Pomeroy Burton, manager-director of the London Daily Mail:

"The advertisers have it in their power greatly to increase the efficiency of this country for war.

"When England made the colossal error, through a close censorship, of keeping the public uninformed and misinformed during the first stages of the war, it paved the way for the greatest test ever put upon advertising."

"That test was accentuated when Parliament added to the consorable blunder the equally fatuous muddle of voluntary service.

"Mingled with these championshipclass errors of governmental judgment was the popular and insidious 'abort war' fallacy.

"These three joined hands and danced merrily along together during the early days of the war.

"After a time the 'short-war' fallacy fell off its perch, the temperature of the voluntary system dropped to a dangerous sub-normal, and the censorable became about as popular as a dog with the mange.

"Then the authorities woke up and wanted a lot of things all at once:

"They wanted men.

"They wanted money.

They wanted economy.

"They wanted all sorts of things to get ready for a long war.

"So they began advertising.

A NEW PACE IN ADVENTIGING

"My friend, Sir Hedley Le Baa, of the Caxton Publishing Company, was called in, and he set a pace in advertising that had probably never been even attempted before, much less accomplished.

"He advertised in the newspapers and the periodicals, on the bill-boards, trees and fences, in the parks, and all over the Government buildings; he draped public monuments with mottoes written in letters thirty feet high-mottoes that must have made the late-lamented subjects of the aforesaid public monuments turn over several times in their graves; he commandeered, he cajoled, and otherwise he won and subdued every human and inhuman agency extant that was capable of carrying a sandwich-hoard or of bearing a legend, and be filled them up and plastered them over and wound them about with red. white, and blue ink-pictures, posters, streamers; injunctions, appeals, warnings; humor, pathos, and exclamationpoints by the thousand-all these he fairly rained down upon the over-cenored population of the cities, towns, and villages in every nock and cranny of Great Reliain

"It was a great and a wonderful advertising campaign, "He got the men, and he got the money by millions and millions of pounds, but most important of all, he made the people realize what they were up against.

"He roused them from the stupor of the close censorship ansesthetic, and from that moment England was transformed.

"Surely, in the present situation, this country should profit by England's experience.

"The advertisers now have it in their power to create an immense amount of patriotic sentiment.

"They should ask all their clients to devote ten per cent, of their contract space to strictly war purposes.

"In the war space thus surrendered by advertisers should be printed, day after day and week after week, patriotic appeals to the people calculated to stimulate their war spirit and increase their war-usefulness.

"Mr. John Wanamaker has made a good start in this direction with his admirable 'Little Journeys to Patriotism.'

"In addition to this, advertisers should be induced to write their copy in a patriotic strain, making the war spirit, so far as possible, run through all their advertisements.

"For instance:

"HIS MASTER'S VOICE"
Is the Call of Uncle Sam!

BEECH NUT BACON
Tastes Best in the Trenches
And in the Mess Room

"THERE'S A REABON"
for this War:
Put a Mazda Lamp
In Your Brain and You Will See It
in a Bright, White Light!

Ammunition and Food on KELLY TRUCKS Will Always Reach Their Destination

> Build Up Your Children on SANATOGEN So They Can Fight for Their Country!

On Every Battlefield, Every Ship PREST-O-LITE Betteries hold their grip!

RICHMOND STRAIGHTCUTS for the F. F. V. Soldiers' straightcuts make the Bosches fissi

See the soldier! How gay he feels, Wearing O'SULLIVAN'S RUBBER HEELS!

Keep the Soldiers and Sailors dry-BURBERRY COATS are the kind to buy,

"In other words, keep the war spirithers first, last, and all the time; put patriotic injunctions and war-reminders on the wrappers, the boxes, the cardboard cases, and all the rest of the side-lines which reach the public—this, in addition to the main channels of newspaper advertising.

Nearly every phase of war prepar-

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ation will require your help if these preparations are to succeed on a scale commensurate with the country's responsibilities.

"But I consider that in one respect there is a distinct danger that a false start may be made. I am not one of those who believe that a publisher should give away his advertising space. It is not, in my judgment, the correct principle. It is precisely like asking a baker to give away his bread, or a butcher to give away his meat. Some hakers and some butchers, blessed by great prosperity, could well afford it. but many others, pressed into line by charges of faint-hearted patriotism, would be ruined by any such general movement. In these days of increasingly expensive white paper, dear inhor, and excessive cost of all raw materials, newspaper advertising space in stock in trade, and many publications are not at all in a position to follow the lead of those proprietors who have seen fit to offer free space for Government advertising. The principle seems to me to be wrong, and its application on a broad scale will, I fear, lead to much controversy, and must inflict a great

"You will have many opportunities for the launching of advertising campaigns for war purposes. Here are a few of them:

deal of hardship as well.

SOME NECESSARY CAMPAIGNS.

"First: War Loans.—You must reach the people every time, or the war loan fails.

"National Economy-Avoidance of waste, economy in food, clothing, motoring, and useless luxuries. Don't be afraid of losing your luxury-advertiseers, for if this war lasts they will all be obliged to divert their forces into more useful channels. In a great world-war where the very existence of democracies like this is threatened, there is no room for either wanton extravagance or wasted force. Efforts, materials, time devoted to the production and distribution of sheer luxuries which are no essential part of the life of a country seriously engaged in war, will, under any proper scheme of mobilization of the country's forces, be promptly turned to account; and so only the shortsighted publisher will fear to enter upon a vigorous campaign for national economy at this time.

"Then there should be a campaign to make the people understand the gravity of the food situation, and to teach them how to help meet it—to teach civilians who know nothing of growing how to hecome food-producers.

There might easily, too, be a big advertising campaign dealing with women's usefulness in war-time—what they can do now, what they can learn to do later, and where they shall go to learn; what women are now doing in the war countries, and how thye became proficient. In the same way how men over military age or otherwise ineligible for active service service can bt fitted for useful war work.

"In these and many other ways the great forces of systematic advertising can be utilized to supplement news publicity, and so vastly increase the efficiency of this country for war."

WILLIAM A. THOMSON'S SPERCH.

Pollowing is the speech of William A Thomson, director of the Bureau of Advertising:

"Our chairman has already told you how the Bureau of Advertising was term into the newspaper industry four years ago. I would like to describe the parentage of that infant in the words of a famous American, by

eaying that the Bureau was sired by Enthusiasm and danned by Past Experience. If this distinguished gathering is any criterion, it is easy to see which of the purents has most influenced that husky offspring, whose life and career have been dedicated to the development of general newspaper advertising.

"The Bureau of Advertising has lived to justify the hopes of its sponsors and to allay the fears of those in the family who habitually see Perdition awaiting for the eager feet of Innovation.

"Thanks to the vision and the unseldishness of you gantlemen, who have so loyally supported the Bureau, we have connected our telephone lines in the advertising world, and we have kept the wires hot with the wonderful measage that the newspaper has for every advertiser.

"I think that we, as newspaper men, may congratulate ourselves on the fact that we possess a Bureau which is equipped to act as spokesman for the newspaper as a medium in its relationship with the national advertiser.

"It should be a source of satisfaction to you gentlemen to know that the Bureau of Advertising is in close touch, at all times, with the heads of business institutions that are advertising, or should be advertising; that it has gathered and crystallized facts about newspaper advertising—that it uses these facts to create a better understanding of the value of the newspaper as a means of merchandising and selling.

"It is a distinct business asset to every newspaper to have a Bureau in the national field meeting competition in a systematic way, developing and encouraging new advertising; fendering service to advertisers to insure the success of campaigns, and preparing the ground for solicitation by individual publications.

MUCH WORK DONE QUIETLY.

The work of the Bureau does not all show upon the surface, although the last two years of its existence at least have been marked by a notable increase in general newspaper advertising. I wish it were possible for us to tell you intimately from time to time something more of our delly experience, but the one form of free publicity to which advertisers and agencies are unanimously opposed is a premature announcement of plans.

"Speaking for those of us who are employed by the Bureau of Advertising, I want to say to you that you have been most fortunate in obtaining the unseifish and unpaid support of the men who constitute the committee in charge. These men have stood by in fair weather and foul weather, and but for their enthusiasm and their counsel, the Bureau could not have endured.

"This year our chairman relinquishes the exacting duties of his office after four years of patient and unstinted service, given as a labor of love and taken from business hours which all of us know to have been crowded to capacity. I know I voice the unanimous sentiment of this gathering when I say that the newspaper industry owes a special debt of gratitude and appreciation to John F. MacKay, of the Toronto Globe.

"I believe I can safely say that there are few men in our business who have not yet seen the need for the Bureau of Advertising, but there are still a great many who owe it to the industry to show their appreciation of the work in a practical way by becoming subscribers.

"Even as the rain falls upon the just

NOTED MEN AT TABLE

Bureau of Advertising, A. N. P. A., Holds Second Annual Luncheon.

The second annual luncheon of the Bureau of Advertising of the A. N. P. A. was held in the grand ballroom of the Wuldorf-Astoria on Wednesday. Those at tables were:

Lynn B. Abbott. Gen. Felix Agusa, H. A. Abern, E. M. Alexander, Franklin P. Alecro, A. W. Allen, Roland F. Androws, F. J. Arkins, Callin Assertons, George Armsly.

Callin Arestrong, George Armsby.

W. A. Baher, Mine Jean D. Barnon, J. D. Barnon, G. H. Bayer, F. G. Bell, Commander K. M. Bennett, U. B. N.; Miss Plorence W. Bernettin, C. P. Ticknedl, M. Binhelm, E. P. Briminsham, Frank L. Blauchard, C. K. Blandin, F. Manwell, Joseph Blethen, Theodore Bodenwich, E. W. Blooth, W. B. Beyd, E. R. Beyle, J. R. Brakley, Deska Breckinskip, Hechert L. Bridgman, H. S. Brown, H. C. Brown, Hick U. Brown, J. B. Brown, Bayers, M. S. Bryon, S. Brown, Bayers, W. B. Bryon, W. B. Bryon, W. Brown, Bayers, W. B. Brown, John Stewart Bryan, W. R. Bryant, John Badd, Miron-Busnell, B. C. Burna, V. W. Buroubbe, Pomeroy Burton, Benjamin T. Butterweth, G. Edward Buxton, Fr.

Edward P. Call, R. S. Chrases, Charles Capehart, Dan A. Carroll, Amed G. Carter, Garch W. Cate, Clayton F. Chamberlli, Harry Chandler, W. G. Chandler, J. A. Chew, William H. Chark, A. E. Clayden, Bernard L. Cohn, Henry H. Conland, Thomas E. Cesklin, R. C. Golffe, John C. Ccolt, Hon, Geome R. Coukery, Gandlaer Cowles, Augustus B. Crane, W. J. Curtis, A. H. Datmon, Robin Damon, Josephus Dutiels,

A. H. Damon, Robin Damon, Josephus Dewiels, je; H. C. Dare, J. N. Darling, J. J., Devino, E. D. Dewitt, L. G. Dillingham, L. H. Dingman, A. W. Dodwarth, Henry Dosely, Henry F. Dorwin, C. L. Drake, J. Frank Dreber, J. Y. Deff, J. F. Duffy, Henry Durkin, Edwin Duryen, F. L. Dweer, Timothy P. Dwyer,

Charles H. Eldy, Charles P. Eddy, A. B. Eiliett, D. M. Eiliett A. W. Eilie.

C. H. Fentress, William H. Fleld, Frank Finter, William C. Flad, Jr.: R. A. Fletcher, M. E. Foster, J. D. P. Francis, W. W. Franker, George R. France, George French, Israel Priodkin, Edwin S. Friendly.

L. S. Galvin, Joseph W. Gannon, G. Garrett, Bert N. Garvin, J. J. Guisinger, H. L. Goldmann, R. K. Gorden, R. C. Gerfon, T. Gurman, M. P. Gould, Frank C. Grandia, Harry J. Grant, J. E. Griest, G. S. Griswold, L. J. Griffith, J. K. Groom,

Bruce Haldeman, F. P. Hall, H. & Mullett, W. L. Haluteni, Charles N. Haldeni, M. F. Hamon, G. C. Huru, Charles H. Hastings, John H. Hawley, M. F. Harris, Fruik J. Hermes, Perelval S. Hill, G. T. Hodges, George T. Hopewell, J. M. Hopkins, William H. Harter, W. B. Howe, C. L. Homser, Herbert S. Houston, F. G. Huntress, Jr.; Gene Huse, N. A. Huss.

John M. Imric. E. B Juffreen, W. R. Jewett, Curtis B. John-

and the unjust, so the benefits of this work accrue to every newspaper, whether it pays its way or lets the other fellow do it.

"If I were asked to name the biggest thing the Bureau has done I should say, without hesitation, that it has pointed an opportunity to the newspapers of North America. This opportunity will be won fully when the Bureau's work of making two lines of advertising grow where one grew before, is supported unanimously by the publishers of this country and Canada.

"It is an opportunity, gentlemen, that means millions of dellars in newspaper advertising and greater success for the advertiser.

"I believe the Bureau has festered a 'gest-tesether' spirit on the part of publishers and which one of us will question the need for the development of this spirit?"

"In it too much to hope that this consciousness of a united purpose may leave its impression upon the newspaper industry, and that the newspapers, reflecting day in and day out these evidences of national harmony, may find as the years go on a better ground for common service—a kindher feeling toward one another, and a stronger determination to work shoulder to shoulder for the general good?"

sion, H. V. Johnstown, Affred Jones, Oliver 1. Jones, W. E. Jones, William V. Jones.

G. R. Kain, G. R. Katz. Leon Kannalky, James J. Kane, H. N. Kellogg, E. B. Kemble, P. A. Kimball, J. Løle Kinmouth, I. A. Kielt, G. A. Kielt, G. Kine, Warren C. Kline, William J. Kline, Jay E. Klock, Harry Illram Knicherbocher, A. Lincoln Kobnfelder, C. George Krogsen, H. D. La Ceste, W. T. Laing, F. R. Langley.

H. D. Lu Coste, W. T. Laing, F. R. Laugley, Russell Law, F. M. Lawrence, W. H. Lawrence, 1vy S. Lee, H. A. Lieber, P. W. Lalseurius, R. H. Lilley, W. O. Littock, Charles D. Lagan, A. B. Lukeus, J. E. Lutz, R. J. Lynett.

Arthur L. Malkenson, G. G. Marquis, Henry W. Marshall, John C. Martin, Julius Mathewa, G. A. Merlam, William F. Metlen, A. L. Miller, D. A. Miller, J. L. Miller, R. H. Mille, George P. Meran, J. W. Morgan, J. T. Mozre, Thomas H. Moore, William J. Morton, Bert M. Mosco, C. H. Mozz, Raljub R. Mulligne, Marcellus M. Murdock, A. A. Murphy, J. T. Murray, Charles A. Myen, J. A. MacKay, J. F. MucKay, P. Frank P. MacLennan, R. 18 McChoughan, P. D. Melbundit, A. G. McIntyre, J. P. McKinney, Ribert, R. McLauphilm.
W. C. Neshitt, Fleening Newbold, Frank B.

W. C. Residtt, Fleming Newbold, Frank B. Northrup, D. C. Nolan, Frank B. Noyen, Frank W. Nac.

Frank O'Dny, B. M. Ogelaby, D. P. Olmstead, John E. O'Mara, Malcolm H. Hrmshou, George A. Osburn, Guy S. Osloen, B. J. Ottaway, G. J. Palmer, Lincoln B. Palmer, F. M. Parks.

G. J. Palmer, Lincoln B. Palmer, F. M. Parka, W. J. Payrett, J. J. Parsetialt, John H. Patterson, E. J. Pauton, William J. Peck, George W. Perkins, T. F. Peveur, Philadelphia Public Ledger, W. R. Phillipp, Heary M. Pindell, David B. Plum, A. L. Poorman, Major Allen Potta, Harry M. Powell, Gerald G. Prendergnat, Providence Jearnal, Clarance J. Pric.

William II Bankin, Frank Rascovar, John R. Rathen, E. Lansing Ray, S. S. Beckerks, Thornas Revs C. H. Reubbold, F. St. John Richards, A. C. Riley, John V. Ribey, H. A. Robert, Mins Frances Roborts, W. G. Roelkee, F. L. Rogers, George M. Rogers, G. V. Hogers, Hopewell, E. Rogers, Jann Rogers, William F. Rogers, J. Iring Romer, Victor Resenator, F. P. Rowe, L. T. Russell,

Arnold Manches, F. R. Bande, E. Barasohn, A. B. Scharton, Emill M. Schola, William M. Svett, Goorge E. Scruggle, G. B. Sharpe, Franche H. Stasin, W. Bleson, P. St. Sherward, Courtland Smith, R. P. Smith, James J. Smith, L. C. Spielfell, A. M. Smoot, William G. Brence, T. S. Spincer, F. W. Spicer, Frederick Equiers, Eltmer E. Stanion, S. C. Stevens, H. C. Stewart, John L. Stewart, Rowe Stewart, H. K. Strock, George L. Smillyun, John Sundhae, E. A. Sutphin.

William L. Taylor, N. R. Thompson, William A. Thompson, Robert Thoman, F. H. Tubey, L. H. Tohin, P. C. Treviranes, U. H. Tryon.

R. L. Underhill, George Benjamin Utter, John C. Van Hangen, L. J. Van Laeys, Robert Virtue

John K Wathridge, Richard H, Walder, W. B. Walker, F. Etnest Wallace, Fred H. Walsh, Robert E. Ward, M. C. Watson, Rey Watson, Besigmin Wansibaum, Frank D. Webb, E. A. Westfall, S. F. Whitpile, Brassell Whitman, Mile W, Whittaker, J. C. Wilherding, Lauls Willer, F. C. Wilhers, E. M. Wilkins, G. B. Williams, Experit C. Willson, H. L. Wilson, G. B. Williams, John B. Woodward, F. A. Watman, Louis J. Wortham, Rebert L. Wright.

Harrov R. Young, Lafayette Young, jr. C. J. Ealeer, James B. Zeldan.

ASSOCIATED PRESS ELECTION

Officers Selected by the Board of Directors for the Ensuing Year.

At the meeting of the directors of the Associated Press at the Chambers Street office, the following officers were elected for the ensuing year.

Prosident; Frank B. Noyes, Washington Stor, re-elected.

First vice-president; Ralph H. Booth, William H. Down, of the Portland, (Me)ing Rolph Pulltzer, of the New York

Second vice-president, E. A. Adler, Daverport, (In.), Times, succeeding William H. Down, of the Portland, (Mc.), Exposes and Advertiser.

Heretary; Melville E. Stone, New York city, re-cleated.

Assistant secretary; Frederick Roy Martin, New York city, re-elected.

Treasurer; J. R. Youatt, New York

The directors reselected the executive committee consisting of Melville E Stone, general manuer; Frederick Roy Martin, assistant general manuer; Charles E. Kheder, chief of the news department and Kent Cooprer, chief the traffic department.

Welcome to the A.N.P.A.!

All the Stars aren't in New York-Here are a Few that are Shining in Cleveland:

- **★** THE PLAIN DEALER regularly prints more display advertising than any other Cleveland newspaper.
- ★ THE PLAIN DEALER regularly prints more automobile advertising than any other Cleveland newspaper-frequently as much as any other two Cleveland papers combined.
- **★** THE PLAIN DEALER regulary prints more classified advertising than any other Cleveland newspaper.
- **★** THE PLAIN DEALER regularly prints far more financial advertising than any other Cleveland newspaper-frequently as much as any other two Cleveland papers combined.
- * THE PLAIN DEALER regularly prints more total paid advertising than any other Cleveland newspaper, and has the largest circulation of any morning newspaper between New York and Chicago.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative: | Eastern Advertising Representative: JOHN GLASS CHICAGO - - - Peoples Gas Building Times Building

JOHN B. WOODWARD

THE EDITOR & PUBLISHER

THIRTIETH ANNUAL REPORT OF THE A. N. P. A. IS SUBMITTED BY PRESIDENT H. L. ROGERS

Print Paper Conditions Have Led to Material Increase in Membership Sectional Meetings Proposed - News Print Committee Has Wrestled with Serious Problem-Future Legislation Must

Claim Much Attention-Loyalty of All Newspapers to THE following is the annual report of H. L. Rogers are Government Demanded in These Times of Stress.

American Nowspaper Publishers Association, made on April 25 to the

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socialise. The past year has been a particularly serious one for newspapers. many difficult poshleggs that must be

to the Association we bring with un from the past the unsettled question of metual fire insurance, as apparently our so-called conperative invarance ful for us, although scene publishers are carrying insurance in such companies and others are doing business with mat-

"Daing to the Spancial requirement of the Paper Consettier and the call for contributions which this made nec-Later Heserve Fund was temporarily dropped, after receiving agreements for "During the past year there has been an attempt on the part of an autoider to selve our problem of a standard reco card, but so far I know of no progress made to the way of a standard form of In Canada. Most publishers have in the past year been introduced by the seller to a standard form of contract which they have not particularly fancod and which may have changed their epinion as to advisability of adopting much a practice on our part. The chairman of the special stand-

ing committee will report on the maxing of the new arbitration contracts "It is unfortunate that limits are still

put upon maxters subject to artifestion as we had beped that these organica floor would by this time see the justice mam. I must add in this connection that I compot understand the attitude of the disvergment toward contracts of employers, which in several cities are

MEMBERSHIP HAR DECREASED.

"Owing particularly to print-paper conditions, our membership has morestally increased during the past year, and I concur with the idea that we should have sectional meetings of the Association as well as State officers of the Association and Bute meetings where members desire it. We should have a sectional division composed of ear Southern members, and an inland or East Cratral States division, and a convention should be held each year to the adviantitity of inviting to such con-

made it must be done by the Governo but, in any case, let newsapers be ment. A few of our members have at hazed in the same measure as are sutter's work; for the courage they which they have handled the altuation.



HOPEWELL L ROGERS

violitions newspapers not as yet mem- and always shown a desire to collecture "I believe our dace should cover all should in some way be based on the print-paper consumption rather than on the number of typesotton markines. One of the two reviews problems

the past and of the conduct year the reint-paper market. the year the paper committee has in a sortous one, both for the publisher and the print-paper manufacturer. Certainly, much has been accomplished, and we hope that we have gutten to a solet where there is no further question but question of price in much a market in themselves. I think I am sufe in sortion by agreement either in an association of

but if such a fixing of prices is to be

possible to obtain a price for paper fair to the manufacturer and for the pubthat of print paper; and that they lisher-notwithvianding any reports to the contrary.

"The second and possibly most seriinlation. As in our freight rate conleads of a year ago, we meet these mat ters only on their merits. The quesflon of nestal rates to one in which the interest of the public must be paraone of our pewspaper Senators, who, evidently misted by the free mace some of our members unfortunately have been giving away, claims the corrected can get \$20,000,000 worth of newspaper advertising space without

times questioned the actions of this other businesses. The consmooting we have for sale is advertising and Government trying to confecute our goods than that they should take the product of any man's labor without , or that of any other manufactorer. We have been well assisted in this attitude by our Bureau of Adverticing and all news which does not endanger the writtere of the country, and to the may not be acting for the best interest of the country. The only conserving cating our ships, our troops, our munitions, and our war supplies. Every other kind of conscrettly arises from the people, and, being Hegal, will not

> "It is in such serious times as those monstrete by their faithful sarvice to the audite, their willingness to help tomost horrible war; which termination is to be successful only through the active collectation of all the people in their willingness to be universally spinion of those in power they can best construct affice and the cause of liberty and pilice for which we are all now

PAPERS MAY NOT SHARE IN WAR BOND AD FUND Report is Current That Secretary Mr. Adea Will Try to Float Five Billion Bollar Ione Without the Use of Paid Advertising Space, Brilliaing Other

Chancels lestead. liceause of the offers of trade papers and or some of the dally re-wayspers \$5,000,000,000 war bond lawse. It stated that Recestary McAdoo of vertising apare in the newspapers. Press present indications, the entire flor milfor high priced famry distinctive paper

When the Spanish war bonds were floated, one-fifth of 1 per cent, of the fames was necessriated for express, but I per cent was appropriated. Of this amount, \$1,000,000 was to be set said for newspaper advertising, but it is from-It is believed now that the entire five illions will be used for the items of express coming under the head of pe per, engraving, and printing, and the other mechanical and cierical expense trad work torolestal to the big bond as to sectorally disturb credit conditions, the civil service.

THE PITTSBURG PRESS

CARRIES MORE

Display Advertising Than Any Other Paper in U. S.

In 1916 THE PITTSBURG PRESS printed 14,214,340 agate lines paid DISPLAY ADVERTISING, exceeding its next nearest competitor by over 600,000 agate lines.

This record-breaking volume of display advertising, together with the classified, made a total of 18,202,926 agate lines carried by THE PRESS in 1916, exceeding THE PRESS' own world's record in 1915 by a

Gain of 2,394,126 Lines in 1916

In March, 1917, THE PRESS carried 1,877,218 agate lines—a gain of 254,632 lines over the same month last year, and establishing a record for one month's business.

GREATEST CIRCULATION AND GREATEST RESULT GETTER

In U. S. Government reports of net paid circulation, filed April 2, 1917, covering preceding six months, these pertinent facts for space buyers in Western Pennsylvania are shown:

PRESS DAILY 121,191 PRESS SUNDAY 119,084

Press (Daily and Sunday) Circulation Exceeds Nearest Competitor, (Daily and Sunday) Over 39,000

Press (Daily) Circulation Exceeds Nearest Competitor, (Daily) Over 28,000

Press (Sunday Only) Circulation Exceeds Nearest Competitor, (Sunday Only) Over 18,000

Results Count—That's the Answer

O. S. HERSHMAN, President-Editor New York Office, Metropolitan Tower I. A. KLEIN Manager, H. C. MILHOLLAND, V. Pres. & Adv. Mgr. Chicago Office, Peoples Gas Bldg. JOHN GLASS, Manager

REPORT ON LABOR CONDITIONS BY THE SPECIAL STANDING COMMITTEE

H. N. Kellogg Submits the Report on Questions Concerning Publish-

ers' Contracts with the Allied Labor Organizations, and Gives Information and Statistics of Interest to Employers - Advises Against Combination Agreements.

Full-rating is the report of the Spe- scribe differences later, "the Executive clal Standing Committee on Labor, submitted to the A. N. P. A. Convention

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at our last meeting. Prosident Rogers appointed, besides the members of the Special Standing Committee, Means, James R. Gray, C. H. Renteld, J. R. Athinson, G. J. Palmer, D. B. Pium, Brure Haldsman, as the Committee, of which he was a member excelled, to take up the negotiation of new arbitra-



Chairman Special Standing Committee.

tion contracts with the various international unions. Mr. Haldsman was storted shairman of the Committee, On Laurence Meh all combara were advised of the result of the Committee's work and copies of new five-year arburnesso superacts with the I. T. U. the recovered at the expiration of the prosent five-year agreements, April 10. 1917, were sent all members of the Asmuistion. There are now 95 of the new t. T. U. agreements to force covering composing rooms; 20 of the same agreements in effect for making rooms; 14 I. S. & E. U., and 11 L P. E. U. confracts in operation. The new arbitrathen agreements are not satisfactory to an they provide that all international sealon laws reads subsequent to their execution cannot be put to effect to the of Arbitration. The members of the Record Standing Committee will prothe L. T. C. published an anneancement of its orbitration policy in the Typograndent Journal, which was that in here in effect and the new contracts ever not beared because unions refused, of unbitations unlend for arbitration to

Council would consider it its daty to be in endersement of arbitration."

At the 1916 mitted to undo the good work done at the previous session of the 1. T. Among them were four propositions to tive to the Sling of regular situations This priority proposal came very mean to 126 against. The sale was excepthough me the Administration connectes upon which test votes had occurred easier in the proceedings were carried by majorities ranging from 50 to fe The Spokane union, after the Conwafor restering it, which proposition was endorsed by 255 unions and therefore

by a majority of 14,763.

THE PERMITTERS CARE The International Photo-Ragravers engravers and local photo-engravers lebed product. This is usually done by

the education and carrying out by all shots regraving concerns in Chicago of by requests and the rish becely agrees that the rish will admit to its memberviolations of said scale of wages and bers will work only for such photo-rasystematic or for any but good cause. return admission to or deay recentles or A year ups agreements containing

munitership in the Chib." strolar previsions were in force in seven cities. Since then similar have been made in differen cities. The Indianapolis, Kansas City, Milwuckee,

various printing trades in several cusony plans for combination agree-

well on with communical above are-A very serious affort to carry out such a plux was made in Seattle when a printed proposal from the Allied Printing Trades Council covering all the printing trades but the trades said the pressures wished to rangement. The photo-engravers were The publishers were advised by the chairman of the S. S. C. to positively decision to eater into any combination centract. The Allied Trades were finally convinced the publishers were regetlations were insurerated Since then agreements have been cunthe printers and prosemen and differences with the steroo typers and matters are in process of employers of South, however, made constitution contract with the Typographical Union, Press Assistants Dooktingers' Union. For some

Later a similar, though last auchisubmitted to referendam and approved tious effect was range in Tacura. The publishers followed the cuample of Scattle and instated on Publishers should object to pay

contracts expire on the same date, as

tional Unions authorise their subordmate bodies to make independent the leterational Unions and to se other organisations. The International Unions have followed this course beplications under combination arrange-ments by Altied Trades, and the difdealty that would arise in controlling such budge. It is obvious that the International Unions now deem it to their best interests to have separate Sakers receiving propositions for comfum them and to justify their notion from a union standpoint.
The differences regarding burisdic-Photo-Engravers' Unions and the Lithowere settled last fall by a decision of Pederation of Labor, as fully explained in Hultonin No. 1,313, of October 14, 1916.

that is the first step toward establish-

dwell at length upon the necessity for

proposed to the International organi-

sations that local contracts be made the Albed Printing Trades Coun-

cit for all unions and no agreement

be tending without the approval of the

local Trades Council, but in each to-

stance this has been declared thered

At verious times local unions have

ing combination arrangements.

consenttee doesno it unpocessary

MARSDEN G. SCOTT SEES DAWN OF A NEW DAY Prosident of International Typographical Union Saude Greetings and a Ring

MARKING G HOTT. President International Typographi-

dence are revealing to the orne of the civilized world an inkling of the are dured, yet at last we are beginning to understand. time rotten geveree

torn up by the roots almost in a twinkling. Others are tottering ckners are tottering we can see the mirage of the industrial world that is to be. The spirit propere to accept our new responsi-

The days of committed want and numbered. There is to be a new deal and a square deal. to all at the coupel table with reached are to be deflettely set forth in treaties of industrial prace, an

meddles with these contracts. The American Newspaper Publishers Association is the representative organization of the grees of America and the revresentative organization of

They will follow the dag--ravry one of them. The citizens of this great republic layer a right to expect from this ments which are to follow the conclusion of this war, and we shall not be And when these readjustments shall have been completed, we

M O SCOTT

Philadelphia

"The Birthplace of the Nation"

"The City of Homes"

"The World's Workshop"

"The Third City of America"

is also the home of the daily newspaper with the

Largest 2c circulation in America

The Bulletin

According to the City Statistician Philadelphia has 375,000 homes. The net paid daily average circulation of The Bulletin for March was

363,965 copies a day.

"a copy for nearly every Philadelphia bome"

Advertisers find that by concentrating their advertising in The Bulletin, they can at one cost cover Philadelphia.

The circulation figures of The Bulletin are net; all damaged, free and unsold copies have been omitted.

William L. McLean, Publisher.

FEDERALCOMMISSIONASKS NEWS PRINT MAKERS bluffing would pass into history. This WHEN THEY WILL PUT \$2.50 PRICE IN EFFECT

Letter to the Manufacturers Requests Specific Information as to the Intention to Abide by the Decision of the Commission, and Give Publishers the Benefit of Lower Rates-Plan to Prevent Future Crises Worked Out by Commissioner Colver.

HE Federal Trade Commission will insist on the nows print manufacturers putting into effect the price set by that body for white paper for the six months commencing March 1. With this end in view, inquiries have been started and the machinery of the Commission will be set in motion to bring about compliance with the agreement.

News print manufacturers who requested the Commission to arbitrate the price publishers are to pay for paper for the period named, have been asked by the Commission what means they have taken to grant the reduction, as well as what disposition they are to make of the 5 per cent. tonnage relinquished by nublishers who have signed the agreement, in order that the smaller newspapers of the United States may obtain a supply of news print at a fair Drice.

Manufacturers who signed the agreement with the Commission have received the following letter from that body early this week:

THE COMMISSION'S LETTER.

"There is enclosed herewith a list of contract newspaper publishers who have filed their consent to the terms of arbitration proposed by you under date of February 15, 1917.

"Will you advise by return mail, if possible, what means you have taken to give these publishers the benefits of the arbitration agreement as above described; and, second, what disposition you are prepared to make of the 5 per cent, of contract tonnage of paper surrendered by them to be distributed, under the arbitration, to small publishers to be designated."

PUTS THE QUESTION UP TO MANUFACTURERS. This puts the matter of standing by their own proposition squarely up to the manufacturers.

When the price was set by the Commission, in response to the request of the manufacturers, it was understood that it would go into effect as soon as the figure was named. The difference between the old price paid and the new one fixed by the Commission was to be credited back to the publishers.

The 5 per cent relinquished by the newspapers signatory to the agreement was to be apportioned by the Commission among publishers who are without contract, or who are in danger of suspension, at the rates enjoyed by the larger publishers, where purchases are made in car lots, for roll aheets. The price for flat sheets was also set in car lots, as well as prices to be paid for both flat sheets and rolls in less than car lots, when purchased through jobbers.

CHARGED OLD RATES.

Recently publishers have complained to the Commission that manufacturers are still billing them at the old rate of \$3.10 or \$3.25 or whatever contract price was entered into as of January 1, 1917, and not \$2.50 per hundred pounds, regardless of the agreement to give them the benefit of the quotations set by the Commission. When they received their bills from the signatory paper-making concerns, the publishers remitted the Commission's quotation of \$2.50 and called attention to the fact that this figure should, according to their agree. ment, govern.

Replies to these letters, in some instances, have been to the effect that the full price was charged, and would be credited back by the manufacturers when they were directed by the Commission to do so. The newspaper men, who had understood that the new price was to apply and run back to March 1, couldn't understand this procedure.

They took the matter up with the Commission, submitting the correspon-

The result of the complaints was the letter printed above, which was mailed to those paper makers who of their own volition requested that the Commission set the price.

Publishers have chafed under the delay of the manufacturers for several weeks. They went into the agreement, they said, in good faith. They expected that the difference between \$8.10 and 12.50 would be credited to them at once, and could see no reason for delay.

Their views were stated in open meeting, and in the form of resolutions adopted in Washington, after they had listened to an address by Francis J. Heney, special counsel for the Commis-

PLANS TO PREVENT ANOTHER CRESS.

W. B. Colver, one of the new members of the Federal Trade Commission, has worked out a plan, which he has auggested in an unofficial way, for handling the situation in the future, and avoiding the misunderstanding of the past.

Mr. Colver's proposition, it is said, involves the organization of a staff that will collect weekly information from publishers and manufacturers. Blanks sent to each would require information as to the amount of print the newspaper has used during the past week, the stock on hand, in transit, at the mill, and the amount of contract, together with necessary information affecting the entire use and disposition of news print in the publisher's office, and whether or not be has stock in storage.

The manufacturer, on the other hand, would be required to give similar information, and in this way the needs of the consumer, and the capacity of the manufacturer would be known by the Commission, which would be in a position to determine what should be done.

In the past, the advantage has been in the hands of the manufacturers, who have collected information about the use and disposition of news print.

Commissioner Colver's idea, it is said, would be to lodge all of the information in the hands of the Commission, which would then be able to determine just what might be done, and to know at all times whether there is a shortage of print paper, and if so, why.

PERSON FOR MEGLICIENCE.

It is said to be a part of the plan, in the sending out of requests for information to require answers from both publishers and manufacturers within a certain number of days, with a per diem fine for every day the information is delayed.

In this way, in the event of disagreement, it would be possible for both sides to get together around a table, determine the prices to be paid and the amount to be sold, since the Commission both sides possess, and the period of will learn.

facturers to create the idea that there is less paper than there really is, and would make it impossible in the future for one publisher to get a contract at favorable rates, while another in the same territory or the same town is charged a higher price than has been charged in the past.

BILL TO PREVENT DESCREMENATION.

Senator Curtis has introduced a bill to prevent unfair discriminations in the sale of news print paper by persons engaged in commerce. The bill proposes to make it unlawful for any person to discriminate in price between different purchasers, where the effect of such discrimination is to sell to purchasers and consumers of large quantities of print paper at a lower price or under more advantageous conditions than is accorded to smaller purchasers. The bill would make it unlawful to refuse to contract with smailer purchasers of the same paper for the future sale. This does not prevent a difference in price on account of a difference in the grade or quality of paper, however, and provides for due allowance for the difference in the cost of selling or transportation. Perhaps violating the proposed act may be fined not to exceed \$10,000 for each offence, or imprisoned for not to exceed five years, or both. It is further provided that whenever a corporation shall violate any of the provisions of the act the violation shall be deemed to be also that of the individual officers, directors, or agents of the company who may authorize the violation, and a corporation and its different agents may be prosecuted separately, and the acquittal or conviction of one shall not abate the prosecution of the others.

COMMISSION TO REFECT DISTRIBUTION.

Plans for the distribution of news print by the Federal Trade Commission have been decided upon, it is said. Within a short time it is expected that, with Information the Commission will have at hand, paper will be delivered to small publishers from the 5 per cent relinquishments of those newspaper men who have accepted the plan of the Commission in order to participate in the \$2.50 £ o. b. mill price. With that accomplished, it is expected that any cause for complaint will have been removed, for the news print will be handled with reference to the proximity of the mill to destination, in the case of the small publisher, who will get his supply, at the reasonable rate fixed by the Commission, and at the same time large publishers who have signed will get the reduction in price.

Big Sale of Old Paper

About 2,350 tons of waste paper were recently conserved and disposed of by the officials in charge of the winding up of the affairs of the United States Express Company. The paper consisted of report blanks, way bills, blank books, and general supplies that had been accumulating and had been sent in by agents from all over the country. Two large factory buildings in Jersey City were required to store the paper and prepare it for placing on the market. It was sold in three lots, and brought what was considered a very good price, over \$1 per hundred pounds.

The dreams of those who labor are the only ones that ever come true.

Successful men and women are not magicians. Work is the only magic; would have all of the information that its efforts are magical. If you work you

INTERNATIONAL PAPER SHOWS LARGE PROFITS

Big Concern Cleared \$7,465,827 in 1916, of Which \$4,620,72? Was Available for Dividends - High Prices Swelled the Profits-Amount of Cash on Hand is Largest in History of Corporation.

High prices swelled the profits of the International Paper Co., to \$7,465,827 during 1916, which was \$4,844,146 more than the profits recorded for 1915, \$4,-376,929 more than in 1914, and \$4,451,-717 more than in 1912. The company has cash on hand to the amount of \$2,668,521, the largest amount carried in its history, and an increase of \$1,500,-900, compared with 1915. The amount available for dividends for the year totals \$4,620,727, an increase over the previous year of \$3,461,212.

SAVING DAMAGED PAPER

Strippings from Rolls and Cores Utilised by New Bedtord Standard.

Conservation of paper stripped from damaged rolls and saved from cores has been brought down to a science on the New Bedford (Mann.) Standard. A writer in that paper states that even when prices were low for news print and other publishers were sending back paper on cores, they were stripping it off and using it for single column proof paper.

For two years past the Standard has supplied the New Bedford school department and schools in adjacent towns, both business and public, with more than five tons of paper at a minimum price of three cents a pound. The paper is cut principally in smail sizes. During the past year five tone have been cut in sizes 6x9 %, 8 % x11, and 8x9 %, principally for use in typewriters. Much difficulty was experienced at first in persuading the school departments to use the paper, but when finally convinced they became good customers. Large quantities were also sold to small job printers. The cost of cutting does not exceed one-half cent a pound.

Newspaper spoils are used for bulletin purposes. News-dealers are served with 475 bulleting a day.

Spain to Prosecute Paper

A Madrid dispatch says that official announcement is made that the pro-German newspaper Nacion is to be prosecuted for libelling Premier Remanones. The Nacion printed a statement attributed to "a high diplomatic source" declaring that President Wilson's note should be a lesson to Spain. It is said that similar proceedings are to be instituted against the newspaper Tribuna, also a Germanophile organ.

Stalks and Straw for Paper

The possibility of using cotton stalks and rice straw from the Louisians fields for the manufacture of news print paper is being investigated at Entherwood, La., by W. M. Marsden, of Philadelphia, who is promoting a paper mill for this section. Both cotton stalks and rice straw from the Louisiana fields are now regarded as waste, and are raked and burned to get them out of the way.

First Convertible Mill Opened

The Northwest Paper Company's mill at Brainerd, Minn., has begun making paper. It is said to be the first convertible mill in the United States, shifting easily from print to book paper. The company employs 135 men. The mill, which is a 40-ton concern, cost \$300,000. The Weyerhaeuser interests are identifled with the company.

Diario de la Marina

Is pleased to appeared the appointment of

Cone, Lorenzen and Woodman

NEW YORK CHICAGO DETROIT ATLANTA KANSAS CITY, U.S.A.

As Its Special Representatives in the National Advertising Field

Cone, Lorenzen and Woodman is the largest and most successful organization of its kind and has represented leading

pagers of the country for twenty-three years. Their list is most select and only includes papers which measure up to the highest standard of news and editorial excellence and lead their respective fields in volume or quality of circulation.

Come, Lorenzen and Woodman after a thorough investigation among Hassama's being merchants and foremost entizens regarding the relative associates and values of the various menspapers politisched in Hassam and the great Agricultural and Commercial development which is inevitable completed negotiations which places DIARIO DE LA MARINA on their list.

DIARIO DE LA MARINA is gratified to be included in this exclusive list and to bring to Havana and the Republic of Cuba the favorable publicity which will result from being the one great Gity of the entire Island to be grouped with the most important commercial centers of the Cwired States.

Merchants of Havans and Coha desiring information of an auture regarding American Institutions and Industries are at all times websom to communicate with our representatives Cone, Lorenzen and Woodomn, who will cheerfully secure for them all information obtainable.

Those interested in marketing their products in Cuba are invited to solicit the aid of our representatives who will arrange for jobbers and distributors throughout the Island. Tiene el susto de arunciar el nombramiento de

Cone, Lorenzen and Woodman

NEW YORK CHICAGO DETROIT
ATLANTA KANSAS CITY, U.S. A.
Como a ma representantes especiales en el campo del azancio

Com, Lorenzem and Woodman es la organización de su clear mês grancio, que mis destro la altamando y mel na latamando y mel na clear mel grancio, que mis destro la altamando y mel na representanta los principales periodicos del país dirente venirer ver años. Su lista e subetra y mel la alumente se incluyer y publicaciones que alcanaren el nivel más alto como periodicos, de información y que se distinguen por una excelenta por altamando que información y que se distinguen por una excelenta bajos cilierátes, estando a la cabeza en una respectivas eferzas por su cansitárdo calidad de ejeculación.

Cone, Lorenten and Woodman, después de una completa control de la completa de la control de la control de la transportación de la Halama, respecto al valor de las varios peniódicos que se gublican en esa ciadad y del ineviable desarrollo agricola y comercial de la Isla, has certailo las negociatriones que colician al DIARIO DE LA MARINA en su lista.

EL DIARIO DE LA MARINA siente gras satisfacción al ser incluido en cea lista exclusiva y poder trarer a la Habana y a la República de Cuba la favorable publicidad que resultará al fagorar la capital de Cuba entre los más imsurtanese cestros conserciales de los Escaios Unidos.

Los comerciantes de la Halbana y Culo, quo derenes cualquiente cada en ómicia sobre la la influencia en idendizaria superica tada de noticia sobre la la influencia en idendizaria supericanas poderim dirigiere a menstron representantes Core. Lecrence and Wooman, opienes guarismente la radiritatio tadas las informes que solideten. A los residenere de la Halbana y Cheta que vintere cadaptere cada de las Estados Halbana y Cheta que vintere cadaptere cadad de las Estados les invita a visitarbos en la seguridad de que serie acogidos cen la misma confluidad y quedelario ha sanisfectore, como si estavience en las mismas oficinas del DIARIO DE LA MARINA.

Average Net Paid Circulation for Six Months Ending March 1st, 1917

Morning Edition, - 62,363 Evening Edition, - 65,715

NET OUTPUT IS In The Newso

In These Times of High Costs and Heavy Operating Expenses.

HOE PRESSES GIVE THE MAXIMUM NET OUT OF PRODUCT, THUS RELIEVING THE PUBLISHER HIGHEST EFFICIENCY AND GREATEST

THE LATEST ACHIEVEMENT

Hoe New Model Superspeed Low-Type Unit Press The Speediest And Most Efficient Newspaper Press Made



Guaranteed Running Speed as a Sextuple

80,000 or more papers per hour of 4 to 12 page 40,000 or more papers per hour of 14 to 44 pages. 20,000 or more papers per hour of 48 to 48 pages. WELL PRINTED-WELL FOLDED

Two Sextuples of this type are now employed regularly in printing The New York Times, Five are in course of construction for The New York Sun, Four for The Philadelphia Public Ledger, and One for The Des Momes Register and Tribune

Hoe New Model Superspeed Pressos Embody the Following New and Distinctive Feit tains and Ductor Rollers, New Design Pates and Impression Cylinders with Special Construction; Independent Vertical Driving Shafts for each Printies anism, Tubular Cylinders, Quick-Acting Plate Clamps, Locking Roller Sockets and ALL PARTS READILY ACCESSIBLE FROM FLOOR

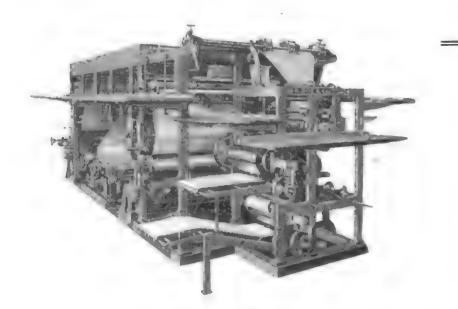
PURLISHERS NOW IN NEW YORK ARE CORDIALLY INVITED TO USE

CHICAGO, H.L., 544-546 South Clark Street BOSTON, MASS., 7 Water Street.

WHAT COUNTS aper Pressroom

Economy and Efficiency are the Prime Requisites of Success

OF PRESSROOM WORRIES AND INSURING THE ECONOMY IN NEWSPAPER PRODUCTION



ALWAYS IN THE LEAD

One of the
Four Hoe
New Model
Rotary
Photogravure
Presses
Now
Being
Built for
The
New York
Times

Running Speed per Hour, Newspaper Sizo

15,000 papers of 4, 6 or 8 pages. 7,500 papers of 12 or 16 pages.

Magazine Size

15,000 papers of 8, 12 or 16 pages. 7,500 papers of 24 or 32 pages.

A press of this type is now running in the office of The Cleveland Plain Dealer and another is now being installed in the office of The Los Angeles Times-Mirror; Four are in course of construction for The New York American and Four for The Petit Parisien, Paris. Similar Hoe machines have been operating successfully in several other offices for more than a year.

ares: Improved Ink Distribution and Patented Ink Pumps, Doing Away With Ink Foun-Bearings, Reducing Operating Power to the Minim m; Cylinder and Main Gearing of Unit; Improved Folder Drive; also the Hoe Rotating-Blade, High-Speed Folding Mechother Hoe Patented Improvements.

EXTRA HEAVY AND RIGID CONSTRUCTION THROUGHOUT

OUR PLANT AND SEE THESE AND OTHER MACHINES IN OPERATION



120 St. James St., MONTREAL, CAN. 109-112 Borough Road, LONDON, S. E., ENG.

BUREAU OF ADVERTISING ADDS MILLIONS TO REVENUE OF THE DAILY NEWSPAPERS

Fourth Annual Report of the Committee in Charge to the American Newspaper Publishers Association Shows Gain of \$20,000,000 in National Accounts to the Daily Papers of the Country in 1916.

The Committee in charge of the Bu- cent, of the actual increase in general reau of Advertising made its report to advertising during 1916. the American Newspaper Publishers Association in part as follows:

Your committee in charge of the Bufourth annual report, covering the work of the Bureau for the year ended March

Since the function of the Bureau is to serve the newspaper interests of the United States and Canada as an advocate of general advertising, your committee draws your attention to the remarkable progress made by the newspaper as a national advertising medium.

That the Bureau has been an important factor is plain; that its work demands a broader and stronger support is emphasized not alone by the record of its activities set forth here, but also by the facts that follow:

ADVERTURENCE INCREASE.

Statistics compiled by the Bureau at the close of 1915 showed an average increase of 10 per cent, over 1914 in national advertising carried by newspapers. This percentage of increase represented about five million dollars, bringing the total amount of general advertising carried by newspapers in 1915 up to \$55 .-000,000.

In 1916, it is estimated that newspapers gained about 35 per cent, in general advertising over 1915, so that slightly more than \$75,000,000 was spent by national advertisers in our medium last

Comparing the money value of buidness gained by newspapers and maga-zines in 1916, we have about \$9,000,000 for the magazines, as against \$20,000,000 for the newspapers,

Figures compiled by the Bureau for the first three months of 1917 indicate that, large as the increase was in 1916, gains in business continue this year. For the first quarter ended March 31, an increase of 16 per cent, over the correspending period in 1916 is shown by the Bureau's investigations.

It is interesting to note that the newspaper gain in general advertising for the three menths of 1917 was made in the face of a record-breaking figure in 1914, and in spite of conditions that are more or less unsettled. That the bustness advanced in spite of raises in rates, the paper shortage, legislation restricting certain classes of advertising, and the further climination of advertising deemed undestrable is worthy of more than passing comment. The growth in advertising for the first three months of the year has been fairly general-only a few points, where local conditions were a factor-having reported decreases.

WHAT THE BUREAU HAS DONE.

As your committee has already submitted, the steady growth in general newspaper advertising must in part be credited to the propaganda carried on by the Bureau. The Bureau's opportunity for service has been limited only by its physical resources. In spite of the fact that it works in behalf of every daily newspaper in the United States and Canada, it is supported by a compara-The amount spent by the newspapers, through the Bureau, to promote general advertising last year was a little more than one-seventh of 1 per

Mediums competing for advertising with the newspapers are in virtually every instance better equipped, in a renu of Advertising submits herewith its financial way, to carry forward their propaganda.

MEMBERSHIP PICURES.

At the close of business, March \$1, 1916, there were 253 newspapers subscribing to the Bureau. While this represents a net decrease of 11 members, it shows an actual increase in income of \$5,785.92 over that of 1915.

This is, in part, due to the fact that while some of the smaller newspapers have withdrawn, the larger and stronger publications are coming in. A more drastic rule, dropping members delinquent in the payment of dues, has also removed names hitherto carried on the

The detailed statement of accounts appended indicates that the Bureau not only lived within its income during the year, but added to its surplus the sum of \$1,907.07. Inasmuch as the previous year developed a net deficit of \$2,718.26. this showing was particularly gratify-

Close to seventy per cent, of the total income goes directly into the work of soliciting business, either in the form of sol'citors' salaries, travelling expenses, postage, or printing.

POINTS VISITED.

Representatives of the Bureau spent 218 days in travelling during the year

Personal solicitation was conducted upon a long list of advertisers and prospeets. Following the plan adopted in 1916, the Bureau has kept a record of its active solicitations. These embrace manufacturers and distributers in every

Points visited included Chicago, Minneapolis, St. Paul, Omaha, Milwaukee, Detroit, Tolcdo, Cleveland, Akron, Erie. Buffalo, Toronto, Rochester, Troy, Albany, Boston, Springfield, Mass., Providence, South Bend, Harre, Vt., Philadelphia, Camden, N. J., Trenton, Wilmington, Baltimore, Washington, Tampa, Sarasota, Fla., Jacksonville, Los Angeles, San Francisco, Sacramento, Olympia, Wash., Fresno, Cal., Riverside, Cal., Pasadena, Salem, Ore, Portland, Ore., San Diego, Scattle, etc.

Investigations were undertaken during the year for many advertisers and advertising agencies. The Bureau's capacities in this respect and in the gathering of data, were frequently taxed to the utmost; and, in passing, it may be said that one of the larger needs of the organization at present is for greater facilities in these lines.

The Bureau's services were largely sought by advertising agents in the past year, both for the purpose of obtaining information and for negotiation with clients who were considering newspaper campaigns. As in the past, a great deal of the work of the Bureau with advertisers was necessarily conducted in confidence, but your committee had an opportunity to watch this work in detail

In line with instructions issued by your committee, the airector of the Hureau took up active solicitation on the Pacific Coast. Two trips across the continent were made.

In connection with these trans-continental trips, it will be interesting to note that selicitations were made among leading factors in the following indus-

Fruit-growing, lumber manufacture, loganberry juice and cider production, canning in all its branches, cereal and flour making, community advertising movements, spring water and beverage making, and the fish industry. Particular attention was given to the fruit marketing associations, and relationships were established that were of distinct value to our business.

Some of the successful solicitation done on the Pacific Coast was conducted in the face of extremely keen competi-

GROWTH OF POLITICAL ADVERTISING.

The Bureau was able to do some effective work in connection with the advertising campaigns of the organizations in the recent Presidential election.

Representations as to the value of paid advertising were made to the leading party factors, and never before in the history of political campaigns in the United States has no much display space been utilized. It is evident that the 1916 Presidential campaign marked the beginning of the employment of newspaper advertising as a strong factor in elections.

Your committee notes the unusual growth of public service corporation advertising during the year. This is particularly evidenced by the expenditure of \$287,000 by the railroad presidents in a four days' campaign of advertising that covered every newspaper in the United States. This was during the eight-hour agitation. Heretofore many of these campaigns have relied upon free publicity.

Repeated offorts were made during the year, beginning with the month of June, to establish the value of paid newspaper advertising with the Government at Washington. Cabinet officers and department heads have been visited from time to time, and the work is proceeding as this report is written.

The Bureau was also enabled to be of assistance in matters of legislation pending in Washington. These matters have been reported in the Bureau's bulletins from time to time.

In April last, the Bureau suspended the monthly advertising talks issued for three consecutive years, and in August issued a new series of talks with illustrations. These were published in several hundred pewspapers.

Another series of advertising talks was issued in connection with Window Display Week, and a series reviewing advertisingf in 1916 and pointing the way for 1917 was immed in January,

WINDOW DESPLAY WEEK.

International Newspaper Window Display Week, under the auspices of the Bureau, was held throughout the United States and Canada during the week of October 9th to 14th, inclusive.

In all, 603 newspapers in 421 cities joined to make the 1916 week the most impressive evidence of dealer interest ever shown by any advertising medium.

The Bureau believes that International Window Display Week has not only won the support of a majority of progressive newspapers, but that it has also been the most effective object-lesson ever shown to national advertisers. The fact that every competing medium is

(Concluded on Page 38)

CLINE-WESTINGHOUSE FULL AUTOMATIC PUSH BUTTON CONTROL NEWSPAPER PRESSES

USED BY

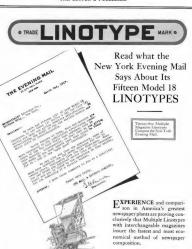
KANSAS CITY STAR SEATTLE TIMES AND OTHER WELL KNOWN PAPERS

Complete Electrical Equipments

CLINE ELECTRIC MFG. CO.

CHICAGO: Fisher Bldg.

NEW YORK: World Bldg.



Any one of our agencies will gladly give you full particulars. Write us today.

MERGENTHALER LINOTYPE COMPANY TRIBUNE BUILDING, NEW YORK

CHICAGO SAN FRANCISCO 11(0) S. Wabash Avenue (46 Sagramento Street

TORONTO: Canadian Linotype Limited, 35 Lombard Street

NEW ORLEANS 349 Baronne Street

PROMINENT AGENCY MEN DISCUSS EFFECT OF THE WAR ON AMERICAN ADVERTISING

Majority Hold Optimistic Views, Contending that Business Will be Active in All Lines, Money Plentiful and Demands on Newspapers for Space Greater than in Normal Times-Great Bond Issue to Release Financial Resources of Nation.

THE EDITOR AND PURISHER has asked retail buying-a good part of it in the leading advertising agency men to express their views as to the effect our entrance into the war will have on American business and on advertising.

The views here given, written by men who are not given to expressing their opinions lightly, should serve to hearten those publishers who may be inclined to pessimistic views.

As a whole, the views picture an ontimistic prospect. It is believed that, for the period of the war, business will be more active than in normal timesmoney available for business expansion in all lines and the business mood of the people will match their patriotic Canada, it is pointed out, is prosperous, with newspaper advertising at high tide. Our part in the war, if relatively as active as that taken by our northern neighbors, will have the same vitalizing effect on all industrial activities

FRANK PRESERVY, OF FRANK PRESERVY CO.

"I do not see that the war is going to affect advertising in any serious way. If we follow the experience of England. it will increase advertising rather than diminish It.

There is every indication that all the industries of the country will be worked to the fullest extent. The shortage of labor and the stopping of immigration will tend to maintain high prices of labor, and the masses will have a large amount of money to spend.

The funds which we loan the Allies are to be used in this country, and that will help domestic trade."

STANLET RESOR, OF J. WALTER THOMPSON

"It seems to us that the experience of the other nations engaged in the war is the best criterion of what conditions will be in this country.

"The best light that can be thrown on this is found in the experience of England, France, and Japan.
"The domestic business of all three

countries has increased, rather than diminished. We have not the data on the export business of England since the unlimited U-boat warfare has been waged, but previous to that time we understand this was also greater than during the years prior to the war.

"What is true of these countries, as a whole, is doubtless true of individual manufacturers of commodities of general consumption.

"Out of a population in Canada of 8,000,000-scarcely larger than that of the Metropolitan District of New York -400,000 men are actually in England or on the Continent. From all reports. business in Canada was never so active as it has been in the past two years."

M. M. GILLAM, of Gillam's Services

"The effect of the war on business in this country will be stimulating at first. There will be more money moving, more people employed, more demand for farm products, more demand for goods generally. Such activity as a state of war brings always leads to more buying and seiling in spite of the inevitably higher prices. When the farmer class gets more money the biggest stone in the foundation of prosperity is laid. With higher wages or suddenly expanded incomes there is ever an increase of way of luxuries and extravagances.

Whether the average worker gets \$1 or \$10 a day the inclination is to spend If the income rate is jumped suddenly the increase will largely go for appetite or pride.

"The wise merchant is alert for this condition. He will prepare for the demand and will tell of it in the daily papers.

"I do not look at it so much in the light that advertising will stimulate business as that this possible business should stimulate advertising. The condition exists independent of any advertising. The fish are there-and hungry. More and more of them will be there hungrier and hungrier. Catch 'em!

"You will see the same relative position preserved by the various stores throughout the country. The wideawake concern with initiative will rise to the occasion. The dragger will continue to drag. Business will go in greater volume to the stores that (1) deserve it, (2) let their deserving be known by eternal iteration and demonstration.

"After fifty years of looking on and lending a hand I am still amused at the dulness of 90 per cent. of the traders in any large community. They could scarcely be awakened by the bump of Doom-and if they were awakened they would be helpless. Here are conditions present and impending, when a little snap, a little alertness should bring a cheerful reward. The barvest will be reaped, but it will go into the hands that have all along been getting the bulk of the business. What a time for any enterprise that has been crushed by truditions and conservatism into turtle-like state!

"The unexampled prosperity of the United States which for nearly three years has been in a patchy way-some trades and some communities fattening famously while others were getting thin -will become more generally penetrating under war excitement and stimula-Advertising will have little or nothing to do with it. With men by the hundred thousand under arms, with supporting industries crowded to the utmost, with a greater call for workers than the supply can meet, there must be higher pay, and the attendant impulsive spending of the money.

Yes, we shall see here the greatest degree of prosperity ever known-while the high pressure lasts. But let us beware of the after days.

"Advertising can keep step with what The really great advertisers will be close up to where the drums are beating. But they will not be ahead of the music.

"Patriotism is not a feeling dependent on any sort of sordid advertising. When a country is fired as ours is now the impelling causes are above and beyond dollars or merchandise."

JAMES ZUBIAN, of James Zobian Com-

"Although on the surface of things there seems to be no indication that the war will affect business, I think it is too early for any one to express a more definite opinion on the matter."

"So far as we can now see, 1917 will be a record year for us, in spite of the

"We do not know of any accounts mand for everything and the manufacthe advertising of which is likely to be deferred for war reasons, except in cascs where the manufacturers' supply of raw material is affected by the prevailing difficulties in their importation prob-

CHARLES W. HOTT, President, Hoyt's Mervice, Inc.:

"As I see it, the enormous amount of money which the Government is borrowing, will be spent in this country The result must be largely increased business; and the firm which advertises will take more of this business than the firm which doesn't.

"War brings new problems to many manufacturers problems of production. sales, and organization-which advertising will help to solve. There is need of this powerful servant, to a greater extent than ever, to create confidence, perfect production, and stimulate sales under the conditions that war imposes. That 'the pen is mightler than the sword to about to be demonstrated in a truly magnificent way through the vitalizing power of printer's ink. These are times for greater effort-not less. The curtailment of advertising is a step toward the rear-for timid souls out of accord with the spirit of success and lacking faith in their country and its future.

"I think that the war will increase rather than decrease the amount of advertising. There will be a greater deturer who is farsighted enough to realize this will advertise extensively to get as much of this business as possible.

"Even though the Federal Government is acquiring a hugo debt and is loaning its money to the Allies, all this money is and will be spent in our own country. Besides this sum, every shilling, franc, and kopeck that the Allies can scrape together will be sent over here to purchase supplies.

"As for luxuries, the middle class in England who make up the greater part of its population, were never better off in their lives than now. Why? all have work and are well paid. Even the women and children are workingconsequently, the family income is greater than it over was before. can afford to buy and do buy things that may be classed as luxuries. Under the same circumstances, would not this apply to the United States? This country has been at war for two weeks. It would not have surprised any of us if war had been declared six months ago. We have been expecting war for the past year, but have heard no talk or seen any evidence of business slacking up. We occasionally hear of a firm stopping their advertising on account of not being able to produce their product, but we never bear of any firm that really has been a going concern with a product of merit, falling through lack of busi-

(Continued on Page 40)

15 cents a line for 15 lines, and 15 cents a line for 15,000 lines—that is the rate of the Brooklyn Standard Union.

It is a flat rate to everyone, including Department Stores.

And the circulation, daily and Sunday, is the largest in Brooklyn.

"OHIO FIRST"

EVERY man that is manufacturing products which he wants to sell, NEEDS these "Ohio First" Newspapers.

They are not merely of FIRST importance to him in the conducting of a succesful Ohio campaign, but they are vital!

Why is this so?

Because they go into the homes of 1,138,165 tamilies whose incomes are increasing beyond their many wants.

The manufacturer can do this daily, tri-weekly or weekly. He may start, stop, extend or curtail at will. And again, because "Ohio First" Newspapers have repeatedly demonstrated their worth.

They are the most powerful and effective salesmen that can be enlisted in the manufacturer's cause.

In Ohio, the manufacturer can talk to over a million interested buyers in the morning while they are sipping their coffee at the breakfast table, and another million or more in the evening.

But whatever method he may adopt, he will find that, as productive and profitable advertising mediums, "Ohio First" Newspapers are indispensable.

		Net paid Circulation	2.500 lines	10,000 lines
Akron Beacon-Journal	(E)			.04
Canton News (E Chillicothe Scioto	& S)	**12,613	.0214	.0214
Gazette Chillicothe News	(E)	**2,380	.0057	.0057
Advertiser Cincinnati Commercial	(E)	2,451	.0085	.0072
Tribune Cincinnati Commercial	(M)	*60,723	.11	.09
Tribune Cincinnati Morning	(S)	•26,339	.14	.12
Enquirer, Sc. (M	& S)	55.076	.14	.12
Cleveland Leader	(S)	**134,025	.17	.15
Cleveland Leader Cleveland News	(E)	**115,393		.16 .
Combination L. & N. Cleveland Leader		**249,418	.30	.26
			.15	.13
Cleveland News	(E)	**115,393	.18	.16
Combination L. & N.		**202,021		.23
Cleveland Plain Dealer			.18	.18
Cleveland Plain Dealer			.22	.22
Columbus Dispatch	(E)	**75,402	.11	.10
Columbus Dispatch Dayton Herald**	(S)	**71,119	.11	.10
Dayton Herald**	(E)	†22,114	.05	.035
Dayton Journal** (M	& 5)	†22,430	.05	.035
**Combination	(31 %	5) oc. per l	me.	040
Dayton Journal	(5)	722,000	.07	.045
Dayton News	(E)	33,958	.045	.045

	Net paid circulation	2,500 lines	10,000 lines
Dayton News (S)	20,388	.03	.03
East Liverpool Tribune (M)	4,392	.0115	.01
Findlay Republican (M)	5,989	.0107	.0107
Lima News (E)	†9,322	.02	.0172
Mansfield News (E)	†7.631	.019	.019
Marion Daily Star (E)	**7,728	.0129	.0129
Newark American-			
Tribune (E)	**6,287	.0085	.0085
Piqua Daily Call (E)	4,012	.0072	.0072
Portsmouth Daily Times (E)	9,411	.015	.015
Sandusky Register (M)	**4,301	.0093	.0093
Springfield News (E & S)	12,453	.02	.02
Steubenville Gazette (E)	3,620	.0143	,0071
Toledo Blade (E)	51.971	.12	.10
Youngstown Telegram (E)	**17.725	.035	.035
Youngstown Vindicator (E)	18,658	.03	.03
Youngstown Vindicator (S)	16,716	.03	.03
Zanesville Signal (E) Zanesville Times-	**11,452	.02	.02
Recorder (M)	**17,023	.025	.025
Totals,			
†April, 1916, Gov. statement. *Publishers' statement. Other ratings Gov. statement Oc *April, 1917, Gov. Statement	t. 1, 1916.		

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New

















PUBLISHERS AND GUE On beha myself-welcome to the

































If of my associates and Convention.





















G. D. Smith New York

ONLY A FREE PRESS CAN "MAKE THE WORLD SAFE FOR DEMOCRACY."

F the editors and publishers, from every part of the nation, assembled in annual conferences in New York this week, a majority believe that a consorship, while possibly excusable as a war measure for curbing the irresponsible, is largely unnecessary, essentially hostile to the spirit of democracy, and fraught with possibilities of unbounded harm to the real national interests in the world e risis.

As some sort of rensorship law and regulations are sure to be adopted by the Congress within a few days, the interests of the newspaper-makers may best be served through impressing upon their representatives at Washington the gravity of their responsibility to the people for the enactment of any reactionary measure.

For a suppressive censorship—a consorship per mitting official blunderers to punish their critics, and thus to stlence criticism -would be intolerable in a republic.

In fighting to "make the world safe for democracy" we must make our country safe for democracy -first. No part of the world which is without a free press is safe for democracy. No press is free if subject to an arbitrary and restrictive censorship.

Some news must be suppressed-for the sake of national safety. This may be done under censorship regulations of the most liberal and constructive kind. But the national welfare, in war as in peace, demands that the people shall have the fullest light on events-and a constructive censorship will aid in providing this.

THE PROBLEM OF THE NEWSBOY

66 Will the newspapers adopt a 14-year limit for newsboys and adjust the business of selling papers so that it shall no longer involve the sacrifice of boyhood?" The question has been asked by Dr. A. J. McKolway, of the National Child Labor Committee.

Dr. McKelway's contention is that street work for boys develops gaminhood-the open door to the reformatory or penitentiary. He urges newspapers to "reform themselves."

Bills have been introduced in the legislatures of New York and Connecticut in line with the recommendations of the National Child Labor Committee. The agitation is likely to spread until the "newsie" shall become a sort of national lasue.

It is doubtful as to whether there are to be had reliable figures as to the comparative moral status of the youthful newsboy and the boy who is sheltered and schooled in a normal way. That street life is not an ideal schooling for a boy, however, admits of no dispute. That a great many boys-perhaps a great majority of them- do not find it the door to gaminhood, but do find the experience a hard but effective school of discipline, is true,

Necessity, not choice, forces young boys to sell papers on the streets. In some instances the motive of parent-greed may be responsible; but the average "newsie" is at work because his carnings are essoutial to the support of dependent members of his

Many newspaper publishers go to great lengths to safeguard their newsboys. For example: Edmund W Booth, editor of the Grand Rapids Evening Press, has provided not merely for the comforts of the boys, but for their education. The Press conducts n school for them in its own building, and surrounds them with greater facilities for self-improvement than they could have in the public schools. Is it not likely that other publishers may solve the newsboy problem on the same far-seeing lines, and thus render mandatory legislation unnecessary?

THE FASTOR AND PUBLISHER would be glad to print the views of publishers, editors, and circulation managers on this matter, and to have them recount their own experiences in sufeguarding the morals and providing for the education of the little merchants.

F newspapers are a public necessity, and are to play a vital part in winning the war, unusual measures are justified in assuring to them a reasonable supply of news print Legislation to this end will be patriotic legislation.

T is often said of writers, par-I ticularly after they have written a good while, that they are tiresome. I am tiresome, but you have no room to talk; there are people who run from you.

-E. W. Howe.

THE GREATEST SELLING TASK IN THE WORLD'S HISTORY

W HAT would be thought of the wisdom of Government officials if we should read, in authoritative disputches from Washington, that it had been decided to rely upon contributions of patrictic people in provisioning the American fleet and

Would anylody contend that the Government would be justified in thus relying upon donations of to dstuffs with which to supply the commissary deprotection of the army and navy? YET IT IS PROBABLY TRUE THAT SUCH DONATIONS COULD BE SECURED-perhaps even on a large

The Government is undertaking the task of SELLING bonds, to the almost unimaginable amount of five billion dollars. It is a selling task of greater magnitude than has ever before been undertaken in the world. Upon its success or failure may depend the whole course of events in the great war tor democracy.

The building of a great fleet is no more of a business matter than is the sale of this great bond issue. But we never consider the advisability of utilizing donations of materials and equipment for war ships in planning for their construction. buy what is needed.

In this country a selling task is an advertising task. The Government officials seem to realize that the marketing of these honds is, largely, an advertising task. But, appreciating the unquestionably patriatic motives of publishers who offer to donate advertising space, Secretary McAdoo seems inclined to rely wholly upon such donations for the success of this thanic selling campaign,

The policy is essentially wrong, and unjust, Newspapers which prefer to make their donations to the war effort in other ways, and to sell their advertising space as a commodity-the only policy pessible for a majority of newspapers—will be placed in the false position of appearing less patriotic than are those tublications which place their columns at the free disposed of the Government,

That the Government should pay for advertising space in the newspapers has long been the contention of THE FISTOR AND PUBLISHEE. A year ago, when it was proposed to donate a militon dollars' worth of space to advertising the movement for mobilizing the industries of the nation for war, this newspaper epposed the proposition strongly, and drew upon itwill the fire of numberless critics, among them men identified with the A. A. C. W. THE PLITOR AND PUBcasum feels gratified that, for the most part, these critics of a year ago have now aligned themselves in favor of the policy of paid Governmental advertising. Almost without exception the advertising clubs of the country have placed themselves on record as in favor of this sound economic policy.

OHN M. IMBIE, manager of the Canadian Press Association, says that the advertising appropriations of the Canadian Government for 1916 anagated to as great a sum as was spent by the three largest general advertisers of the Dominion combined; and that already the expenditures for 1917 are almost equal to those of the entire year of 1916. Canada has had in all twenty-six Governmental display advertising campaigns, representing an investment in advertising for war purposes exclusively of upwards of a million dollars. This is accounted for by the fact that the Canadian Government has had before it advertising tasks larger and moto important than those of any individual; and by the further and especially significant fact that the Government officials have recognized the profit-possibilities of advictishing space. We have still to learn some City newssary truths from Canada's experiences in the war

STRENGTHENING THE TRADE COMMISSION

F a bill introduced by Senator Curtis should become a law, the smaller publishers of the country would find a measure of relief from their news print difficultien.

In brief, this bill provides that manufacturers must not discriminate against small publishers in making contracts; that they must accord to the purchasers of small quantities of paner the same prices charged to purchasers of large quantities, under the same contract conditions-making "due allowance for the difference in the cost of selling or transpor-

The bill empowers the Federal Trade Commission to take all necessary steps to carry out the provisions of the act-and makes a violation of the act a felony, with heavy penalties in the way of fines.

The aim, of course, is to prevent unfair discrimination in selling news print, and to assure fair prices for small purchasers.

Before such legislation is enacted there should be incorporated with it provisions giving to the Federal Trade Commission power to REQUIRE MANUFAC-TURERS TO INCREASE PRODUCTION TO THE MAXIMUM OF CAPACITY, in order that the demand for paper may be met, and power to enforce n scale of prices based upon cost of production, plus a reasonable profit.

In a period when an unhampered press is essential to the security and welfare of the nation at war, price regulation of news print, and authority to assure a reasonable supply for publishers, are proper Governmental functions.

In arming the Commission with power to enforce its rulings, the Congress should make a thorough job of it. The Curtis bill stops far short of doing

N EWS print manufacturers, notwithstanding the course of recent events, will find their customers willing and cager to respond to whatever efforts they may make to restore cooperative conditions. Among the publishers there is little bitterness, and no spirit of rejoicing because of the indictments recently returned against news print makers. It has been the general feeling that the problem is an economic one, and that it will be solved as suchwith fair play as the final arbiter.

Money loaned to our allies in this war will be spent here. Money spent for national preparedness will be spent here. All lines of useful business will prosper through the course of the war, and afterward. It is well for the world. A stricken America, in this crisis, would mean a conquered demoncracy. In our strength lies the hope of the

64 M ODESTY and a firm respect for the precise truth," are cited as the essentials of good advertising copy by Andrew E. Coburn, advertising manager of the Maxwell Motor Co. These qualities will do for an advertisement just what they will do for an individual.

THE Buffalo newspapers have eliminated baseball Textras. The action should be the signal-peremptory to all newspapers. Not a pound of white paper should be wasted through catering to people who have, in days like these, a greater interest in baseball than in the nation's war.

LBANY and Schenectady newspapers have in-A LBANY and Schenectady newspapers have in-procession wins recruits all the time. The penny paper, impossible in these days from an economic standpoint, will eventually go-although it persists on standing over-long on the order of its going.

HESE are busy days in the Congress, with the THERE are busy days in the Congress, with the trucks cleared for war legislation. Yet the newspaper-batting Congressmen are once more on the job, with propositions for making the business of publishing a little more difficult, if possible.

T is now proposed to tax ads. At the same time we are told that ads are a tax on the consumer. We're going, it would seem, to start taxing taxea.

PERSONAL

New York Herald staff sailed Sat-YORK-Burr Price, of the urday to see James Gordon Bennett at Beaulieu, France,

Albert S. Crockett, formerly of the New York Herald, now publicity representative for the Waldorf-Astoria. is the author of a new patriotic song, "Defend Our Flag."

OTHER CITIES.—Sol. N. Sheridan has taken editorial charge of the 'rockett (Cal.) Signal, published by W M. Laldlaw.

D. L. Gibson has been appointed news editor of the Bainbridge (Ga.) Post-Searchlight.

Frank J. Dudley has returned to the staff of the Columbus (Ga.) Ledger, after resting for several months.

Homer S. Causey, the sixteen-year-old editor and publisher of the Bowden (Ga.) Bulletin, is said to be the youngest man in Georgia holding a similar position.

Jens K. Grondahl, editor of the Red Wing (Minn.) Daily Republican, is the author of a stirring patriotic poem, entitled "America, My Country," which has been printed in the Congressional Record.

Frederick Marriott, publisher of the San Francisco New Letter, who is recovering from a serious illness, was remembered on his 64th birthday with a handsome bouquet of American Beauty roses from the employees of his paper

Editor A. M. Brayton of the La-Crosse (Minn.) Tribune, has offered the use of his office as a recruiting station to Lieutenant J. D. Wilson. Mr. Brayton has also offered his services as a recruiting officer.

C. W. Gilbert, Washington correspondent of the New York Tribune, is highly complimented in the Tribune's lively house organ, "The Bell Ringer." for his informing dispatches from the capital. The contention is made that no other newspaper in the country is receiving such "really big dispatches from Washington."

Frank Dallam, of the Chicago American, is to have charge of a branch of the International News Service in Washington.

John C. Crandall, fraternal reporter of the Daily North Side News, the Bronx, was seventy-eight years old Saturday, One of his birthday presents was \$78 in gold, presented to him on the stage in Miner's Bronx Theatre by the Junior Order United American Mechanics, in appreciation of his work in the interest of fraternalism.

A. E. Macfarland, head of the World's biographical department, which position he assumed twenty-five years ago, was this week honored by being elected the ond hundredth member of the World's Quarter Century Club,

Carl Ackerman, the war correspondent, was one of the principal speakers 'at a big patriotic mass meeting in Leonia, N. J., High school last Saturday night under the auspices of the Loonia Loyal League.

Frank P. Adams, who writes the "Conning Tower" in the New York Tribune, has made a will, bequeathing \$2,990 to the Tribune Association to establish a fund, the interest of which shall be paid annually to the reporter writing the best local story during the preceding year.

John Black is assisting E. A. Rockwell, of the Brooklyn Eagle, in his art Spokesman-Review, has cultated in the

THE best teachers can impart only broken images I of the truth which they perceive. All speech, written or spoken, is a dead language until it finds a willing and prepared hearer.—Stevenson.

Mr. Rockwell. Miss Helen Chase is specializing on musical events.

Miss Elizabeth Luther Cary, art critic for the New York Times, was a speaker at the annual luncheon of the National Association of Women Painters and Sculptora, held at the Great Northern Hotel last week.

John C. Beukema, for the past ten years reporter on the Muskegon (Mich.) Chronicle, and Willard G. Turner, for eight years city editor of the same paper, have resigned to enter other Beukema has become secretary of the Manistee, Mich., Hoard of Commerce, and Turner is now an attorney at law, having passed the State Board examinations at Lansing last week.

Frank A. Bayrd, editor and publisher of the Malden (Mass.) Evening News, is a candidate for delegate-at-large from the Ninth Congressional District to the Constitutional Convention. Hayrd served three years in the House of Representatives, and was a delegate to the Republican National Convention in 1904 and 1908.

T. PAUL-W. G. Miller, of St. Paul, Shas become managing editor of the Hastings (Minn.) Daily Gazette. This is probably the smallest daily newspaper in the United States. It has four pages, 65 x9 % inches each, and three columns to the page, and is in its thirty-fifth

Col. Anton C. Weins, publisher of the Duluth Herald, has been appointed by Gov. Burnquist, one of the seven members of the Public Safety Commission. which will mobilize Minnesota's war resources and have charge of all defensive

SAN FITANCISCO.—James MacMul-Inego Union, has been passing a few days here. He is accompanied by Mrs.

Mrs. Elizabeth Braugh, well known to thousands of appreciative readers under her pen name of Helen Dare, has returned to her desk at the office of the San Francisco Chronicle, after having been confined to her home for some time by a severe illness.

Samuel Hopkins Adams, of New York, who is making a national investigation of advertising conditions, has reached San Francisco and is a guest of Stuart Edward White at his suburban home in Burlingame. He spoke before the San Francisco Advertising Club on Wednesday, on his survey of local advertising conditions.

POKANE.-N. W. Durham, of the Spokesman-Review, has been elected president of the Spokane Walking Club. C. C. Smith, editor of the Toppenish (Wash.) Tribune, has bought Freeman's Farmer of North Yakima, and will publish it in addition to the Tribune.

Halph W. Roberts, photographer of the Spokesman-Review, has been appointed major in the officers' reserve corps of the army.

Charles Sheeley, reporter on the

criticisms during the indisposition of U.S. naval service, securing the position of chief boatswain's mate. summer Mr. Sheeley spent a month on a naval training cruise.

Ralph Ware, of the Spokesman-Review's advertising staff, has passed an examination which won him a commission as second lieutenant in the officers' reserve corps.

MILWAUKEE-J. W. Hollenbeck, a member of the Sentinel staff, has left for Jefferson Barracks, Mo. to take an examination for a commission in the regular army. Bollenbeck, who accompanied the Wisconsin troops to the border as correspondent, served five years in the National Guard of Wiscon-

T. S. Byrne has resigned from the Free Press copy deak,

Wesley Sparling, for several years a make-up man on the Sentinel, has been made day make-up editor.

L. Niemann, editor and publisher of the Milwaukee Journal, has returned from California

John L. Meyer, for seventeen years a Milwaukee newspaper man, has been appointed Deputy Health Commissioner of Milwaukee to succeed Fred Luening. At a special meeting of the Meyer News Service, Milwaukee, L. E. Meyer was elected as president to succeed John L. Meyer, who will retain a directorship in the company. Meyer was elected secretary and trea-

BUSTON-H. N. Pinkham, editor of the Boston Journal, and Edward Whiting, editor of the Boston Record. together with Philip Hale, musical critic of the Boston Herald, were speakers at the recent State convention of the State branch of the Women's Congressomal Union for Woman Suffrage, All three editors agreed that suffrage is

worthy, and that they will do all they can to further the cause.

Carl Upham, formerly of the Record, is now a member of the copy-desk staff of the Journal.

Franklin Collier, Journal carteonist, who is what is known as a "golf enthusiast," says that he hopes that a law will be passed by the State Legislature legalizing Sunday golf.

Paul Waitt, of the Post, and Laurence Winship, of the Globe, went to New York with the bunch of sixty-five Billy Sunday rooters Saturday, week. They both sent over special stories describing the reception the Boston Sundayites got in the metropolia

Loon J. Van Lacys, assistant general manager of the Houston Post, when seen at the Motel Lenox recently by a representative of THE EDITOR AND PUBmarian, said that the war has caused no falling off among the foreign accounts, so far as his paper ta concerned. Mr. Van Laeys is widely known among national advertisers, as he makes frequent trips about the United States in the interests of the Post.

David Henry, who was a clerk on the classified desk of the Post, is now a busier in the Ninth Infantry.

Joseph A. McVicar, formerly managing editor of the Boston Daily Advertiser, has become associated with the International News Bureau, 15 School Street Boston.

DALLAS-W. C. McClinty, who has been private secretary to Mayor Henry D. Lindsley, of Dallas, Tex., for the last two years, has joined the staff of the Dallas Evening Journal. McClinty formerly was city editor of the Dallas Morning News, resigning that position to become secretary to the Mayor.

Lee H. Wilson, who for the last fifteen years has held a position in the post office at Terrell, Tex., has resigned to become associated with the Tribune Publishing Company, publishers of the Terrell Daily Tribune.

Kent Watson, formerly connected with newspapers in Port Arthur, Tex., has accepted a place as filing editor in the office of the Associated Press at Dallas, Tex.



The Haskin Letter is Twenty-three Years Old This Month.



THE EDITOR & PUBLISHER

DAILY NEWS PRINT BECORD FOR MARCH

30

RECORD FOR MARCH
Output of the Paper-Making Plants of
the United States and Caracle in Excos of 6,500 Teas a Day-American
Mills Show Higher Efficiency then

News print paper to the amount of 134.945 tone were manufactured in the of March, compared with 135,463 for the same period one year ago, or 1.495 tons less for March of this year than The actual obsposents of news \$41. compared with 143,130 a year ago. so that consumption was \$177 tone merting to the News Print Manufacturing Association. The stocks carried In storage at the end of March totalled 48,338 tons, compared with 83. 541 toos a year ago, or a decrease of \$3,143 tons for the same period in 1916. The maximum carnelly of the cells for March was 141,831, with daily ca-

mady L.133 stea, compared with Mit-23) one year any, with daily capacity 5,49 tens. Fed only thirty-telfor interprovised for Macht, while feet/refore reported one yiele ago. The percentage of maximum of the bithy-reside of maximum of the bithy-reside \$1,2 compared with 8,381 per cent. for \$1,2 compared with 8,381 per cent. for he forty-four mills that made report last year. The per cent. of maximum of shipseask this year shows \$61, for the bithy-vields form, compared with \$2,3 per cent. for brity-four mills one

THE MAN THE AMERICAN MILE STYLESCY.

The American ratio show a better precisions of measurem of profession of profession of profession of the control of the Campline, For March 18 years, the precentage manifesters, of actual from of areas prist under water than the company of the company of

ed with 856 one year age, a long of 12 per east. The percentage of maximum of actual output of the Assertions mids for the mouth of March was, therefore, 1.9 per cent. In carees of the Counsilist plants. The percentage of maximum of sulput in the combinent mids of the United States and Councies of the percentage of the percentage of the country of the percentage of the country of the country of the second of the country of the country of the country of the second of the country of the country of the country of the second of the country of the country of the country of the second of the country of the country

According to this report, recommption for the month was IT tone in excess of manufacture from the thirty-

While and of the miles of the News While all of the miles classified and not report, there being all relating as the figure of these that all as repersenting to per cent, of the amount of nows print reade, which is the amount those affect with the Associaties proless—out of the 68th, it would appear that the nows print associaties for Merch 1971, amounted to about

The delig actual production must have been in server of that amount, for any thirty-eight selfar reported to the Nova Print Manufacturers' Association in Morch, 1912, compared with ferty-four mills one year ago, while the percentage of increase in maniform of actual output was higher this year

NIWSPAPERS MAKERS AT WORK

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INCOLN IS PALMED, wonager of the American Newspaper Publishers Association, while not a pushisher of a news paper, to start not expense in every sense. He has an intensely judicial mind. When he analyzes a in every sense. He has an intensely judicial mind. When he analyzes a his judgment is impartial. He is the for of share and duplicity. He is artuated by high Heals. When Mr. Palmer assumed the management of the Association twelve years age, he showed his mettle by charging the ranks of the dishoner advertising agents and the dishesent advertisers. He ture the reask of pretence If was pesselds to follow up every mun in the advertising business. Bivfore an agent could get credit, he had to be worthy of it. It a new advertiser appeared in the nurses to tal for space in the newspapers, Mr. Palmer made it his leadness to know who that advertises was what he assessed to do and whether or not he had the money with which to puy for the service for which he was contracting. Warnings were issued against fraudulent concerns; and mirrhers of his Association, following his bulleting, from to their relief that they were using tose and less red ink in the conduct of their business to the national field Mr. Palmer's work in this respect has been little short of marcellous. Twelveyears ago it was possible for a faker to come into the field and "sting" poetry nearly every newspaper in the United States. To-day it is impressible for a dishenset advertiser to defraud a single member of the A. N. P. A. who reads

Mr. Palestr has not ourfined his fight to the fake advertiser. He grappled with and has practically put out of trustoes the free-publicity grafter. in other work to-day. There were bundereds of them. They freighted the mails with their iterature. The business of working the accessors had decelored toto an industry. It was practiced, not alone by those who had advertising for sale, and who used their patronage as a club with which to get scenething for nothing, but free publicity, under the guies of news, skilfully prepared and faulti-say written, was prepared by highly paid writers. Newspapers all over the country printed the acreeds, and the promoters of the publicity campaigns all of that. He draws straight into the face of these men. He didn't mixed words. He had something to say, and he said it directly. He wont to the point in cirur, concise, straightforward, and convincing English—the only kind which be understands. It was soon evident that the free-space grafters understoo hies. They fought back. They argued. They defended. They threatened. 77 dal poetry nearly everything except stop bire. He had a soul to reach, and he would not be satisfied until he had gained his point. With surprising serif ness and unciving accoracy he kept the newspapers pested on the activity of the free-publicits men. The lines of the papers were tightened, and mon it became difficult to "set by" with a "story" which L. D. Palmer had branded as employment. Men who had not paid for their advertising for years found it necessary to consult the business office of the newspapers to get the space the increase of national advertising accounts, for to get to-day the space that was farmerly accorded to them, they have to pay card rates. If Mr. Palmer,

His actuation slid and come hore, locater. He has watched posted matters, of has princeded the interests of the recompanies in the senter of fretibi-nates, a water and out, by has been as the senter.

inimical to the interests of the newspaper association of which he is the manager; and is helping them, he has not the mane time aided every doily and wouldy in the United States.

on tell mant time Links, every coar jac to the man time time Links, which in the 1318 over great crisis. He forease, noise 1318 over great crisis. He forease that cantake a para sign to the trouble that cantake the links of the links of the links of the Manten Links of the links of the links of the Manten Links of the links of the links of the transport of the links of the links of the same, it was discovered that the calcultive while headed his warning to Alanderic did-spectred by it. Those who forced has warning to the links of the Manten did-spectred by it. Those does force until the protein in mercane does

Mr. Pattors is a thoroughquing seem. Spileyer main. He has one as extreming manager. His is an animony. He midd be revealed to this hopping, like railes to revealed to this hopping, like railes or printenses or printenses or printenses or printenses or printenses or printenses. He sinus to great the tourise-mid stelling to the railes have been as the seem of the

Albany Papers Double Price

Each of the foor daily papers published it Albany, N. Y., will papers the sale price from 1 to 2 reads, ingisting May 1. Nettern of the change, prised in the Argus, Rockelvecker Perso, Journal, and Times-Union, experson, Journal, and Times-Union, extended to the price of the contraction of the Majn cent of price; int, and other materials. Schenecturgive two daily papers, the Gasters and the

Our Letters to Publishers

For several weeks we have been printing open letters of appreciation to successful editors and publishers.

We have had very little to say about ourselves in these letters.

The point we are trying to make in the high character of our clientele. The papers we serve are usually the successful, established papers of their respective

Such papers do not care for semi-fakes or scraations in their Washraded service. They do not supire to the kind of circulation to be drawn by near-yellow methods. Our Wastrated service in

a standard service, officient, reliable, enterprising, full of youthful opint and pep. Judge us by our clients! Time Contract. Press Aspn. New York and Cleveland.

CENSORSHIP LAW MUST SAFEGUARD RIGHTS OF A FREE PRESS, SAY PROMINENT EDITORS

All Newspaper Men Keenly Alive to Their Obligations of Loyalty to the Nation, and No Petty Restrictions are Required-Reactionary Regulations Would Hamper Service of Press to Country, and Violate Constitutional Guarantee.

ducted that it will serve to protect the military interests of the country, instead of primarily protecting personal military reputations and shielding official blundering is the general contention of editors and publishers.

THE EDITOR AND PUBLISHER DESCRIPTION here some expressions of opinion on the censorship features of the pending esplonage bill by newspaper men of national prominence.

GEN. TATLOIL SPEAKS PLAINLY.

Gen. Charles H. Taylor, the veteran editor of the Boston Globe, had the following to say in regard to consorship: "If there must be censorship it should he tiheral. It should be operated by practical newspaper men, and not a magazine man, or some military officers. We have already discovered in Boston that fool things can happen in military circles, and I know of one case where the good sense of working newspaper mon dictated that certain information given out by an indiscreet official be suppressed, and it was suppressed. Here is an indication of what we may expect will happen. Newspaper men will themselves protect the Government, even mistaken censors. Boston is alive with patriotism. People are happy to give to the Government. There is a great revival of ship building along our coust, and there is every indication that the country is getting ready to serve in magnificent fashion in this crists of world democracy."

GOOD SENSE SHOULD PHEVALL

The smile that would not come off of the face of James M Thomson, editor and publisher of the New Orleans Item, at the Associated Press meeting, was a reflection of a surking sentiment in reference to a nine-week old and whopping boy at home, and named for his distinguished granddaddy, Champ Clark Thomson.

"He actually wept when I le't him." sighed Mr. Thomson with a look in his eye that seemed to reach to the Gulf

Speaking of the war Mr. Thomson said: "We are all going to to our duty in this war. For the people of New Orleans I will say that, while there was no wild shouting for war, there was a deep-seated conviction of the justice of it, and now that it is a fact we are going to demonstrate our true patriotism. Before I left the office ten of our men had volunteered. If the same percentage prevailed everywhere in industrial institutions we would have no difficulty in raising an army of 2,000,000 men.

"I believe that there is an actual necessity for a volunteer army. If we are to wait for a national census for conscription three months 'nust clapse before we get action. That would be a serious delay. We are all backing up the President.

"I believe the Consorship act is a very serious matter, and I hope that good sense will prevail. However, there is a menace in it as an institution. The day before I left New Orleans I inseried a notice to our readers on page one, stating that we could not guarantee the reliability of our war news un der censorship, and that the public We stated should bear this in mind.

That a censorship must be so con- that we were printing matter accurately as it came from the press association, but that the news services were at the mercy of the censor, and that news might come from dark sources and might be distorted for supposed military purposes. I think that our renders should be prepared.

Newspaper men are as good patriots as others, and can be depended upon by the Government to protect the national interest."

SPEAKS FROM EXPERIENCE

Henry J. Allen, editor and publisher of the Wichita (Kan) Beacon, said: "I believe in an intelligent consorship. It should be manned by practical newspaper men. Editors are inclined to view this matter with reason. We owe to the public all proper information, but nothing that will hamper the military.

I had experience with censurship as a correspondent during the danagis. American War, and I found that when I had to deal with a good newspaper man as censor every interest was conserved and the news printed."

KEEP PROPER AT HOME EXPORMEN.

J. L. Sturdevant, editor of the Record-Herald, Wausau, Wis., said: lieve in a censorship which will protect the Government military secrets and avoid giving ammunition to the enemy. but newspaper men will know how to operate it and keep the people at home informed and the arch of democracy kept inviolate."

OPPORIOD TO CHNIONSHIP.

"I am opposed to any Government censorship," said Major Robert R. Mc-Cormick, editor and publisher of the Chicago Tribune, at the Waldorf. He is a major of the First Illinois Cavalry, and his statement was predicated upon his apecial information in regard to the blundering English censorship during the early period of the world war when he visited the belligerent countries.

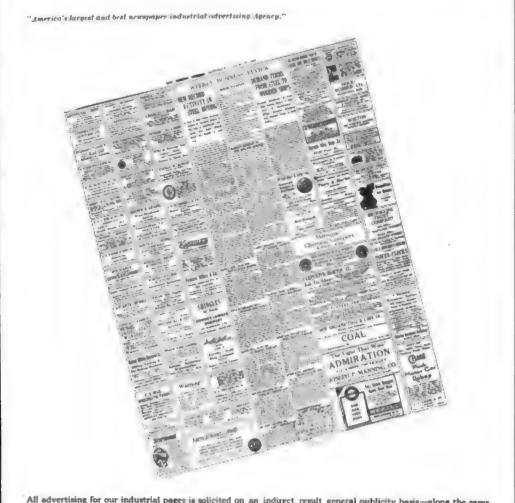
"I believe that the people of the country are entitled to all the news so that they may be able to intelligently judge

what is being done. I know from my experience in England what a mess can be made of an improper and undemocrutic censorship, and I hope that it will not be inflicted upon ua."

Mr. McCormick said that wonderful work was being done in shipbuilding for the European trade on the Great Lakes. Every plant from Buffalo to Chicago was busy constructing craft for European service. The ships will go through the Welland Canal and may run to 256 feet in length. As seasoned timber is required for shipbuilding and a supply is not available, most of the new ships were of steel. The lake boats, be said, are not especially well adapted to weather ocean elements, but come in as a great blessing in the war emergency.

Difficulties are always present; obstacles seem to grow up just for the of being overcome. Break through them if you can, but if they prove too much, write an article about them.—[Impressions.

Youth is going to do things to-morrow that Old Age did not do yesterday. You can assist both by action today.



All advertising for our industrial pages is solicited on an indirect result general publicity basis—along the same lines that bill board, trade journal and street car advertising is sold. There is no reason why newspapers should not run a weekly industrial page the same as a financial page—it is only a matter of time until they will

> JOHN B. GALLAGHER CO. 11 South La Salle St. CHICAGO

SAYS SCHOOLS SHOULD TEACH MORE BUSINESS

Prof. Fred A. Russell, of University of Illinois, Contends That Schools of Icarcaliem Have Net Paid Enough Attention to Business Office of News soner Offers New Course,

*Business Organization and Operation sware in hournalism, different from the this year for the first time. Thus cause in different in that it approaches ment. The course is conducted by Fred

The course is designed for those sixsome capacity with the leadness office. norm of the factors outside the newsreach to the previous and character of

The national organization of the industry in next discussed, atress being fand upon associations of employers and which are points of contact between become conditions of labor, and voca-The relation of the business offer to

Pleally, the business office is divided

local display, and fundan display

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ. Secretary, American Association of Teachers of Journalism Attached to Ohio State University, Columbus.

signed readings upon which the stupaper work has been too little empha-

nature will be valuable as supplement-IOWA STATE COLLEGE OFFERS SHORT COURSE

Country Publishers of State Will Go to School for Three Days Editors Will Get Together to Discuss Commen Problems Programme Is Still in the

In planning for the third annual trid at lown State College, Arnea, Iowa May 3, 4, and 5, the programme has tern constructed so topics of vital in terest to country editors and publishers Agricultural Journalism under whose di-

E K Whities of the O (Mins.) Journal-Chronicle, will take charge of the discussions dealing with methods, newspoper costs. and front office system. Along with Mr. will talk on ad writing, ad and 300 connection, and personner makeup. programme 64 various times and con-

The matter of country news, particuby S. M. Steuffer, of the Sac Sun; Walter H. Beail, of the West Union Argu-Carette: C. H. J. Mitchell of the Storm Lobe Stire-Princips and Mrs 170s C. Taylor, of the Treer Ster-Cupper. O. avealy paper. A. G. Thurman, country

Allen will urpe in these that the address on Thursday night

the extentment dution maring envelope.



two at the School of Journalism of the by rindral provident of the newly organ-

WILL HOUSE DEPARTMENT IN \$200,000 STRUCTURE

Department of Journalism of the University of Washington in Scottle Will Orrupy Retice Floor of New Building Will Install Model Printing Plant -To Destroy Old Building.

The department of journalism of the University of Washington, at Seattle, best; on the University cumpus to house the descripted of formalies. The

concrete with a life syner. The department of journalism will be used is what is called a basement, doub of the studows. The department

greeted arangaper makeup. The

I'vel. F. W. Brekesse, head of the department of negotialitical journalism.

Kennedy, a model printing plant will be used for this purpose. Then discounted offices of the University of Washington Daily, typewriter

an office for the graduate manager of Protected by a two-foot wall of conthe committee of traffic, a room which

be the room for study among the joursonality and literary attainments, that his friends have established the resea-In moving into the new building, the department will formice a shark left as

Expesition, which was beld on the for the floor sags and bonds, the roof tembard the unsuspecting student. the jesemalism shock, the destroyed. They want to see the old

WHICH WAS REASONABLE?

Paul Cowles, of the Associated Press, Tells Story on Journalism Student. Paul Cowlea, apperintendent of the Western division of the Associated

Press, with offices at Chicago, tells this story about a "school of journalism stu-This student was making up a pony report when he was given a bulletin. He promptly pasted the filtray on to a please of copy paper. A few minutes lacer he was given another hit of films; marked, "Sub Bulletie," This was past-

Mr. Cowley said that he noticed what the student did and then asked why bo used both bulleting. "Why, the one is marked "Seb Bullobelow or undermeath, so I just pasted

OFFER NINE SUMMER COURSES

Missouri Mid-Year School to Open June and Continue Fight Weeks. tracing the wanter session at the

"History and Principles of Journal-Martin: "The Westing of Advertising,

Nationalized!

BY USING the advertising columns of the New York State Newspapers, manufacturers have nationalized their products and made their names household words in both hemispheres.

Advertisers who use New York State Newspapers have nationalized automobiles, musical instruments, typewriters, office appliances, breakfast foods, baking powders, teas, coffees and chewing gum.

Advertising has made trademarks famous.

It has made fortunes for owners of trademarks.

It has nationalized the names of tobacco products.

New York State Newspapers hit the spot manufacturers want to hit.

And they hit it hard.

They will nationalize anything any manufacturer produces.

They will hit hard for YOU and nationalize YOUR products whether you make them in Texas or Alaska.

New York State Newspapers even nationalize magazines, but no one has yet heard of magazines doing that for newspapers! This nips the meat off a bone of contention at one bite.

New York State Newspaper advertising PAYS THE LARGEST DIVIDENDS, and it begins PAYING FROM THE START!

	Paid Cir.	2,500 Lanes	10,000 Lines		Paid Cir.	2.500 Limen	10,000 Line
Albany Knickerbocker Press (M)	37,117	.06	.06	New York American (M)	361,712	.40	.39
Albany Knickerbocker Press (S)	†34,219	.06	.06	New York American (S)	737,154	60	.585
Brooklyn Eagle 3c (E)	43,209	.16	.16	New York Globe (E) New York Herald (M)	204,138	.33	.31
Binghamton Press-Leader (E)	27.541	.06	.05	New York Herald (S)	133,918	.50	.50
Buffalo Courier-Enquirer (M & E)	84,000	.14	.12	New York Evening Post (3e) (E)	23,692	.19	.17
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M)	100 100 1	.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S)	140,439	.39	36
Corning Evening Leader (E)	7,363	.0193	.015	New York San (E)	186,185	.34	.32
Elmira Star-Gazette (E)	+22,097	.04	035	New York Telegram (E)	our one l	.342	.315
Gloversville Herald (M)	6,062	.0.2	.015	New York Telegram (S)	215,283	.246	.225
Gloversville Leader-Republican (E)	6,179 7,012	.0179	.0129	New York Times (M)	344,436	,50	45
Jamestown Post (M)	8,7n5 4,462	.025	.0207 .010?	New York World (M)	387,549	.40	.40
Mt. Vernon Daily Argus (E)	5,739	.0214	0172	New York World (E)	423,810	.40	40
Newburgh Journal (E)	5,047	.01071	.01071	Rochester Union & Advertiser (E)	40,768	.10	.06

THE EDITOR & PUBLISHER

ADVERTISING BUREAU COMMITTEE MEETING

Approves Report to Be Presented to the Fall Meeting, and Decides to Give a Lunchron to the Retiring Chairman, I. F. MacKay, Friday, at the Walderf-

The committee in charge of the Rureport to be made at the full gathering of the Suryay to be held Wednesday. April 25, at the Waldert-Astoria Hotel The progress made by the Hureau the past year was considered fully. The Ace and his associate, Thomas H. Moore. in the newspapers to a great degree since the making of their report one year age. The gain in national accounts by the newspapers during the year has been gratifying, in that larger who have never advertised at all have eren constroyd that they should inercase their business by going direct to

arrest the retiring chairman, J. P. Muc-The following were present at the meeting: Plenting Newhold, Waving ter Star; Leuin Wiley, the New York

day in the year.

Journ Jeurnal; Lafayette Yeuny, Des Motses Capital; David B. Plum, the Troy Record; J. F. MacKay, the Toron. Charafter, the Les Angeles Times; rector William A. Thomson and Anna-SIX POINT-LEAGUES APPEAL

Asks A. N. P. A. to Help Avert Panirky

The Str. Potes League of New York satises, with offices in New York city, passed resolutions, opQuistle in tensedarement to the A. N. P. A., concluding

"It is the mirit of this organization looping everything at the present high

Ambalances from Ad Men.

The Advertising Non's Military Comname of New York city has not plant Atont to raise \$10,000 to buy at least two

NEWSPAPER MAKERS AT WORK



YILLIAM A. THOMSON, director of the Bureau of Advertising of the American Newspaper Publishers Assectation, is engaged in the work of maker, because he is solving to the upbrilding of many newspapers. That his sections have been effective in exidenced by the constantly increasing figures

Mr. Therease makes it his tandama to call on the man who does not use the newspaper, and explain to him that he is everlooking the most potent force in the world. He shows that mun that of all of the advertising door in the United States more than half of n is conducted through the columns of the newspapers. He shows that they reach the people soore quickly, and explains to offer in connection with the mass of nationally distributed scalars. Mr. Three-sen does not confine his efforts to talking to the man who is at present surchaster advertising in other molecula. He make out, finds and convinces growth by successive steps. He has a mean of information, which he marshale act to the man with whom he is talking in a convicting manner. Mr. Thomson rarrice the stary of the daily aswepaper. He is obsessed with it. He thinks it a read who has board only one side. In this respect he is fortunate, for he is not representing a screepaper, but newspapers as a whole. He presents the matters in such a way, and arrays his facts to such a manner, submitting proof, and elforthing the proof with facts and figures, that he has ready it possible to bring a large number of accounts over to the newspapers in the past few years. Those advertisers are divided arrang those who forwerly tronted other methods or who did not advertise at all

Mr. Thomson's personality is pleasing. His approach wins confidence. His method accomplishes the result be seeks to abbin. He does not ask a sean to paircoles any particoles newspaper. His non is to couriese him that he buyers to apportion the space to be used in accordance with the appropriation

In this way he has been the means of increasing the amount of natio Years of training in the newspaper advertising field has reads it possible for Thereare to know his subject frees first hand. His work is shown, not is the assured of monoy maked by any one dolly, but the aggregate treesac-In his work he has been from const to const. He has addressed associations

representing whitely different lines of endeavoy. He has influenced to the name and associations that had in the past relied on the old method of microsanship.

by the United States Government, Pri- graduates of the proliminary Plattsmarity organized to study acray regulawhen their instructor, H. B. Biaver, a has bendquarters in the Park Avenue protessed feld ambulances to present West Point graduate, teld them solv Manel.

the examinations. The company, which

CASH REGISTER CO. TO ADVERTISE IN PAPERS

Appendix That It Will Abandon the Directale Mail Method, and Will Confine Publicity in the Future to Advertising Through the Press of the The National Cash Register Co. will

shandened the direct-by-mail method of soliting its marchines to \$1,500,000 proslaunch its advertising compaign. after careful investigation, and countderation. The management considers that

trastrom over known in the history of Its officers are of the belief that the increase to business will be observe-National Cash Register Co. anneances in

With that point established, the company lost no time in decarding the old for the mere modern method of reaching AD DAY NEXT MONDAY

Greener Stephens, of California, Fixed

Date by Proclamation. The committees of the San Francisco the Advertising Day Fite, in that city,

tion, fixing April 50 as "State Advertis-"The importance of advertising to maled. We of California have particuincreasing our population and in exleading the market for our products. am glad to give encouragement, so

to place man on the high plane, which is the aim of the various advertising clobs that have been furned in cor-Big Issue of Lexingree Herald

niversary of its occupation of its own beliding, the Lexington (Ky.) Herald to one of the largest newspapers ever published. filled with liturirations and test, and wholly worthy of the newspaper that issued it. This issue of the Herald proves that while Lesington re-It has become with the new ern enerten times its size.

To Limit New Papers

A dispatch from London says that it order to conserve the paper supply, the publication of any new perspaper, with-

NEWSPAPER MEN DRILL DAILY Course for Training Officers for the days a week for the course. Reserve Corps Opens. Members of the staffs of the sunmaing newspapers in New York city, who

Sixty-sinth Regiment Armory under of the United States Coast Artiflery, are now having a daily course in intensive training to military subjects at the Hetel Autor, Mombers of the organination who have been commissioned as officers to the Steetrye Corps will con-

assisations: Administration, infantry. drift, field service, military law, tables of organization, topography, and small arms firing. William C. Musches

proprietor of the Aster, has given the In addition to the lectures the newsnater seen will attend drills twice a The rourse will contlinue for five weeks.

To Conduct Newspaper in Mescow M. Cherbuck, the Russian Stadical ed-Her who has conducted a newspaper in San Francisco since his banishment plony a few days ago, when he sailed for his house country on a Japanese steamer. With him the editor took his printing presses and linetypes. He Russian Government and will conduct a



NEW YORK NEWSPAPER SHEN DRILLING TO HIGGINE RIGHERYE

Porty-two New York processes nowmappe men who are to take examination for the Off were Howevey Corps. J. H. S. Hickmodese, in civilian civibes. in freet, is captule. It. G. Telford community the first platone, Prederick appear in the above picture follow:

A. P. Maber, J. P. Philips, Milton V. Soyder, Nat Phrischer, T. M. Johnson, and H. U. Velfred, of the BUE; Owner L. Armen, Boseman Bulger, William P. Bennell, Joe A. Jackson, Arthur Ryall, Haymond Handall, Fyederick Steker, Horace P. Tirurkee, Harold Vivian, Brichstn Wallace, and W. S. Abbott, of the World; Hedney Bean, Edward Klaviter, Charles G. Hamfelder, Samuel Williamson, Phutp D. Hogs, L. D. Brown, Brock Pemberton and J. P. Klerna, of the Times; V. W. Telley, G. H. Squire, J. R. S. Dichardson, George Van Hyle, Warren Leasy, Walter thu, and Joseph H. Hastmead, of the Herant: Duncan Curry, Leo Pollock, M. D. Clofins, and T. P. Coates,

WAR SCOOPS BOY SCOUT RILL

Smiles-Hints for the Motorist-House Plans-Daily Fashions - Puzzles - News Weekly Comic Fashion-Childrens Feature Pages-Art Needlework, also The Ad Route.

The International Syndicate

Established 1889 Baltimore, Md.



The largest farm paper in the world is THE FARM JOURNAL. It is also highest-priced, for every copy is sold to the subscriber on approval - money back any time to any unsatisfied subscriber. 88% of its circulation is concentrated in the states where there are n ost buyers, most wealth and most dealers

They've Got the Spigot Only Half Open!!!

Fact is, a lot of manufacturers are not getting more than fifty per cent. of the business they

Their business outlets - the teading centers - are the spigoes through which their present volume of business

Through these trading centers to farmers and small town people, there still remains the BIGGEST part of this mighty

desirable trade! They're getting only what is Journal they can get all their share of this rich country

To turn the spigot wide open, to increase the volume of business which the local stores are doing, these manufacturers not only want to have their goods advertised in the newspapers, but they want to get their story into The Farm Journal, the biggest farm

Most manufacturers already have their selling organizations, their distribution in the representative centers, their advertising agency, their sales, managers, their factory orga-nization. They are equipped

The farm and village peoplethe rich cash-paying custom-ers—are ready to BUY advertised merchandise. All that is necessary is to tell them

The Farm Journal, with its remarkable all-quality 1,000,-000 circulation, will make branded goods a staple, a household byword, in more homes than all there are in New York city, the biggest city in the world,

We hope our newspaper friends (for The Farm Journal uses the newspapers for its own advertising!) will join us in urging manufacturers to

For copies of "More Business for All of Us," address

Ryan & Inman

McCornick Stdg. Evening Post Hills. NEW YORK

Cardeer gake one to add that

COLUMBIA IOURNALISM STUDENTS CRITICIZE DETROIT NEWS AT REQUEST OF THAT PAPER

Three Juniors, One a Woman, Point Out Errors, Hackneyed Phrases and Wrongly Used Words in Issues Sent to Them for Their Erudite Judgment-Analyses Printed and Distributed Among

News Staff, with Appreciative Letter by Editor E. G. Pipp -Unique and Mutually Helpful Experiment.

By Jon A. Jackson.

The criticises were written by Mr. Prait, Miss M. E. Gordner, and Mr. In an effort to improve the style of Chambers, all justors. In an introthe Detroit News, E. G. Pipp, the ediduring latter, Prof. Matthews wrote: she omitted to say anything about "He paragraphs," meaning by that refered prod distributed armong the staff. He his name. We have a rule here that sim redressed to there a letter, a part when a character is named in a story "I do not think we can give too ssuch

attention to what we say; that is, we It is in better tasts to mention the percannot be too careful to have son by same and not by "He." throughts right, our innguage clear, our lord, we have not been giving enough "the can just as well have our thoughts right, our intentions hencel.

fromire, and still express ourselves Arammatically-even better than un-Taking the suggestions from Mr. Matthews' friendly criticism. Mr. Rich-

per for errors in grammar and dicthat it squares with the written and cowritten principles of the office Mr. Phillips finds 241to to TYPE The spirit shown by Mr. Maithows. should be, and in felt to this office, and should extend to every reporter. In the cruscians received free Mr. Mat-

three and his students, and from Mr. luchwood, we have a great opportun-Lot us all go to it with determine. tranc mot only decemt papers, but also wolf-written papers

UCO PERSONAL OF EMPROVEMENT. "It has been stated that our paper and and it in the other war? The othpapers are worse than ours. should not measure our paper by the poor standard of the others, but by "I should feel bad if this should, in pay way, mireters with a man's free then of writing, with his individuality. tue of road grammar and good dic-

stoods be a part of cach man's work. "Accompanying this are precis of mere of the criticisms sent us by Mr. Matthews, Each error in the papers returned, and there are bundreds of them, will be taken up separately and drait with in Cuture proofs that will he given to the siaff. "Attached to the proof are slips. I

weekly to pleased to have each memarout return the slip to Mr. Bingay. have to reake, with any suggestions he have, or with the spree informater and gives a proper finish to the

which will be of most interest to news-

'The grammalical errors that were strotives and split verbs, relative prunesses with ambiguous ableceded singular subject with plural verb and hist obroses were placed awkwardly.

reundahout sentences that would be improved by simplification Thu occurred most often in the leads. egentsy enstence. I was obliged to re-"Arneng the hackneyed phrases or

processes the unity of paragraphs but- crosses. Mile fair, sets forth, some the worse, rush to old, thugs, is ony sense of the word, has seen fit, took their sion, fax the capacity, meety of applease, the following, merry affair, mammeth ball, human shell-flab, princely senge, spidely invoice, ire had been idence, snup shelter "Is said and 'it is alleged' were used

writer were trying to protect himself from libed. It is chower and leaffer-MANY WORSE CHES WHO WAS

Mr. Chambers suggested that the efftors pay closer attention to the prerine use of words. Home of his cri-Locate means permanently placed.

But shoold not be used for only While should be used only when there is a question of time 'Victory should not be mistaken for

"Part is preferable nearly always to portion, and partly is better than parreally.

"Sortion should not be used for part. "Protest should not be used for cities. (He left New York and other points.)

"Breditions should not be used for Confert means to lead "Attaction, combition, and case should

more definite word can be found If add to the adjective. "Grawing should not be used for in-"Comorns should not be used for per-

Groups should not be used for beide-Wat is preferable to series

"Researtion and criction have differ-"Daving should be watched closely-

clare, stood, esserted, closwed, deterbreased more accurately by said. It is rearly always rafe to use seid. rices only when the person really did incurrect use of these words is one of the most common mistakes noted in tract. A little thinking will show that the logic of these sentences is wrong. ed to him. He was not awarded; the er or not; scheiber in sufficient

Farmaneth's New Connection

The Miller Bow-Trimmer Company of an its introduced exposuration. Mr. on of western Pennsylvania, having acted as recretary of the Pittsburgh Tynent of printing. The Long Congression of the Long Con

NEWSPAPER MAKERS AT WORK



Telegrand H. MODER, assistant director of the Bureau of Advertising, is a newspaper maker who is always onyaged in the work of directing more business to the newspapers. A close thinker, who has reached his con prounting his case in a ferceful measure, by means of comparisons and filestrattons that drive borne the point he rocks to make. He goes about his work by facts. Mr. Moure has addressed organizations of advertising and non-solvertions not in all parts of the country. When he speaks to those who do not and be does not outslook it. On these occasions he delivers his message in such That is because he has the ability to seize upon the very ande in a way that leaves little room for discussion. Generally, on those sons that bappens, he must sentle inwardly, for it is the confession that he has at the outset are serious in their quost for additional information on the subject of cracking the public through the columns of the newspapers. goes the other way around. In painting a word picture of the success of assether

at St. Louis-Experts Will Speak on Every Phase of Important Topic-Big Competitive Exhibit.

M. E. Holderness, president of the Financial Advertisers' Association, from the headquarters in St. Louis has fust announced the programme for the annual convention to be held in that city as a department of the Associated Advertisers' Club of the World, June 3 to 7. The following speeches have been arranged for at the session:

ranged for at the session;

"Financial Advecting and the Public,"
Frank E. Blasen, Guaranty Trust Compuny,
New York; "Value of an Buablished Name or
Trade-Mark from the Standpoint of the Bank,"
New York; "Value of an Buablished Name or
Trade-Mark from the Standpoint of the Bank,
New York; "Value of an Buablished Name or
Trade-Mark from the Standpoint of Bank,
Cleveland; "Direct by Mail Advertising
an Applied to Bankn," Homer J. Buckley, Backlay, Demont & Co., Chicago; "The Operation of
a New Business Department," W. E. Morehouse, German-American Trust and Savings
Bank, Los Angeles; "House Organs," I. L.
Bourgoola, Riberala Bank and Trust Company,
New Orleans, La.; "Writing Copy," Thomse
Dries, editor Printing Art Universal Press, Cambries, "The Evolution of the larester," W. F. Drier, editor Frinting Art Universal Press, Cambridge; "The Reclution of the larestor," W. F. Mackuy, Hayden-Miller & Co., Cleveland; "The Consparative Value of Mediuma," John Ring, jr., Mercantile Trust Osnpeny, St. Louis; "Bine-Shy Lawn," H. D. Robbins, H. D. Robbins & Co., New York; "Bonds, Merigages, and Other Investments and Their Dutribution," Berbert E. Maifond, Ames-Emerich & Co., Officugo; "How to Use Current Reents and Local Happenings as Basis for Bank Advertising." Dave S. Matthews, Farmers' and Merchants' Bank. Secotton, Cal.; "Distinctive Methods of Rank S. Matthews, Farmers' and Merchants' Benk. Strockton. Cal.; "Distinctive Methods of Bank Advertising," B. W. Moser, et. Louis-Union Trust Company, and St. Louis Union Bank; "Value of the Financial Advertisers' Associa-tion to the Baral Bankers," Charles W. Baller, First National Bank, Clarksville, Tenn.

After each address there will be a general discussion of the subject. The following members have been designated as floor leaders in these discussions:

E. R. Tennant, Dallas Trust and Savings

BANKERS'DEPARTMENTAL
PROGRAM IS ANNOUNCED
Financial Advertising Will Receive Much
Attention at A. A. C. W. Convention
at St. Louis, Experts Will Smale on Calcago Savings name and princt Company, Calcago, Ill.; J. C. Sime, Philadelphia Trust Company, Philadelphia, Pa.; H. A. Marsland, Irving Satismal Bank, New York.

The competitive exhibit under which

first, second, and third prizes will be awarded for the best collection of bank advertising will be arranged in the City Hall, adjoining the convention room, and will be one of the big features of the A. A. C. W. convention. The programme committee has also arranged for an exhibit of animated films by the National Film Publicity Corporation, showing how the movie has been adapted to bank advertising.

ACCIDENT WON A BRIDE

Texas Editor Marries Nurse, and Both May Join Army.

Last Thanksgiving, while returning from a football game in San Antonio. William J. Tucker, editor of the Taylor (Tex.) Daily Press, was so badly injured in an automobile accident that his life was despaired of. But his nurse, Miss Vivian Dawson, daughter of A. J. Dawson, of Austin, gave him such good care that he was soon writing sonnets which did not displease her.

The editor recovered, and, able to get back to his desk again, found out he could not remain away from Austin. Proquent trips were the result.

For some time Mr. Tucker has been preparing for military service, and when the President's call came brushed up on his academic work received in college, and a few days ago, accompanied by Miss Dawson, went to San Antonio and took the examination for a commission in the Officers' Reserve Corps.

Then they went to a preacher and were married.

Boston **Evening** Record

Government statement six mos. ending March 31. 41,961 Average net paid month of March over . 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

Metropolitan Tower

TACOMA'S BIG NEWSPAPERS

The Tacoma Daily News The Sunday News Ledger The Tacoma Daily Ledger

Advertisers require in newspaper circulation, character, volume and proper distribution. Unless these requisites are nicely balanced, there is waste.

THERE IS NO WASTE IN THE CIR-CULATIONS OF THE NEWS AND THE LEDGER.

Worthless circulation is tabooed. There is no attempt to inflate circulation through incomplete bulldog editions scattered broadcast. Ledger and News circulation is conducted along strict business lines.

EVERY READER MEANS A LIVE ONE THE ADVERTISER. QUALITY COMES AHEAD OF MERE QUANTITY. THIS IS WHY

The

LEDGER

and The

NEWS

are supreme in Tacoma and ALWAYS WILL BE

VERREE & CONKLIN, Inc.,

Special Eastern Representatives.

NEW YORK 225 Fifth Avenue

CHICAGO

DETROIT

28 E. Jackson Boulevard

11 Lafayette Boulevard

THE EDITOR & PUBLISHER

KEEP BUSINESS GOING SAYS JOHN WANAMAKER

Best Interests of Country Call for Activity Along All Lines of Production and Distribution, Declares Veteran Merchant, Advertiser, and Publicist in Strong Appeal.

John Wanamaker, one of the world's greatest advertisers, issued on April 21 the following stirring appeal to "Keep Business Going For Our Country's Bake":

"Our country prosperous can pay our war costs, as they come, and have enough left over to aid our allies.

"Our country unprosperous, with business haiting, money hoarded through fear or false economy, will be hard pressed to keep food on the table and clothing on the back.

"Keep business going is a patriotic alogan. Keep money in circulation. Keep employment for everybody. Keep wages good. Keep on making moncy that we may have money to spend for war sacrifices.

"The worst thing that could happen to the world these days would be a business depression in our United States

"War in itself does not cause business depression.

"The billions of dollars of money to be expended in war preparations will be put into circulation in our own country, and this in itself will create new wealth for use in the world-struggle for humanity.

"The one thing that might halt business now is an unpatriotic psychological feeling of panic and a false idea of patriotic economy.

PATRIOTIC BOOKOMY.

"Patriotic economy means the climination of waste and extravagance. It means the conservation of our food products, our natural wealth, our health, our energies, our labor, our very lives. It means putting more efficiency in everything we do so that each unit of money, energy, and intelligence may accomplish the utmost.

"Patriotic economy does not mean the lowering of America's standard of living. which would make us less efficient physically and mentally, nationally and individually, and would kill the spirit and the will to do the truly self-sacrificing things to be done.

"Cities and communities must go on with their civic improvements. Road building and public works must proceed. Railroads must renew their equipment. Factories must be kept going to their full capacity. Labor must be employed. Homes must be kept up. Merchandlae must be produced, distributed, and used.

"War duties and war expenditures must be in addition to peace duties and peace expenditures. The more we do the more we can do. The more money we spend the more we will have in our pockets to spend. Money creates money.

"In a word: The natural same life of the country must proceed as though we were not at war, in order that we may have the necessary prosperity to promote the war to a quick and successful conclusion.

"President Wilson sounds the keynote In this sentence: 'It is evident to every thinking man that our industries, on the farm, in the shippards, in the mines. in the factories, must be made more prolific and more efficient,"

"Our industries can be made more prolifte only if the people buy and use the merchandise produced by our industries. Manufacturing slackens when husiness slackens. Manufacturing grows in a

prolific way when business grows. And BUREAU OF ADVERTISING business can grow and remain healthful only when the people buy and keep money in circulation

BUSINESS IS COING STRONG.

"Business is going strong-in the East, the West, the North, the South. The country is presperous. month's increase in business very large. Banks may wait in their operations until the Government bonds are assimilated. People may pause temporarily in their outfitting to arrange to meet the new conditions. But the unloosing of billions of dollars will unloose a flow of prosperity absolutely necessary to sustain the world's burden.

"Governments set the pace in their expenditures.

"Individuals must not lag behind. Seven billions of dollars to pay is only \$70 per capita in the United States. Yet seven billions of dollars, put into work at 6 per cent .- a fair estimate of the producing power of money-will create 420 millions of new wealth.

The income tax we pay will not be a tax on prosperity, but a spur to prosperity. Every dollar the individual pays out will come back to him with interest in the general prosperity of the people.

"Keep business going-for our country's sake. War cannot be waged and won without the sinews of war."

OFFERS OF FREE ADVERTISING

Sec. McAdoo Appreciates Patriotic Spirit Shown in Connection with Bond Sales.

Washington, April 24 .- Free advertising space of all kinds has been offered to the Secretary of the Treasury McAdoo for the dissemination of information relating to the \$7,000,000,000 bond issues which has been authorized by Congress. Byron G. Collier, of New York, has offered his services for the advertising of the bond issue in the street cars of the principal cities from California to Maine. Banks, stores, newspapers, and advertising agencies, throughout the country, have offered to place their facilities at the disposal of the Secretary to advertise the bonds. The Secretary said that this wholesome and patriotic apirit to cooperate with the Government in placing the bonds in the hands in investors, is most gratifring.

Washington merchants are actively aiding in the work of war-time conservation, as advocated by President Wilson and Secretary Houston, of the Department of Agriculture, by window displays throughout the city, showing the true economy of buying the standard goods of all kinds advertised in RESERVATOR DETA.

"No increase in prices on these standard goods advertised in the newspapers," says a large sign displayed in the windows of more than seventy-five local firms cooperating in the display and non-increase-price movement.

U. P. Service for the Navy

The seamen of Uncle Sam's navy hereafter will get their news "by United Press." Every night at ten o'clock the blg Arlington radio will flash out to sea the news of the day-war stories, domestic news, and baseball scores, "boiled down" by the navy censor from the United Press leased wire report. Every ship has orders to "listen in" at ten o'clock and copy the "pony reports" as sent out by the censor

The ground-floor proposition is too frequently a hurry up wagon jaunt to the bankruptcy court.

ADDS MILLIONS

(Concluded from Page 12.)

now laying greater stress on dealer interest is evidence that this work should continue and that International Newspaper window Display Week about to held each year as a measure of the growth of the work the newspapers are doing.

Your Committee heads its list of recommendations with some pann words about the need for more govern support of the nursay of Advertising. The time has jumed when any of us questions the value of this work, bilice it has been lound good, it seems lostent to your Commulter to ask that it be entarged.

General advertising is a descrate type ot ounshess for newspapers, and allow the newspaper to oner the strongest and most economical form of general suvertising. Like every good product, nowever, it needs the torce of organized selling behind it.

the Bureau of Advertising is selling the newspaper as a general medium, and soming it in somall of every newspaper publisher, irrespective of whether he be a contributor or not. It has had countiese opportunities to bring contracts to the newspapers subscribing to it, but it has emphatically and consistently declined to recommend any one publication or any group of publications. Its work is as broad as the continent.

It has been able, because of the prestige of the newspaper industry behind it, to establish business relationships with executive heads of big industries spending money for advertising.

Its help is sought by advertisers and agencies everywhere, and its advice has won respect because it has merificed theories in favor of facts.

It has constantly striven to keep in mind the advertiser's problem and, while it has relinquished none of its enthusiasm for newspaper advertising, it has endeavored to bring into its solicitation an intelligent breadth of view regarding its competitors.

The demands upon the Bureau, however, have outgrown its physical resources. A dozen more men might well be employed, including a statistician, a copy and art man, a representative in Chicago, and one on the Pacific Coast.

If every newspaper that benefits by the work of the Bureau contributed to its support, we should have an adequate and formidable organization-even at the very small fee charged subscribers, for the newspapers that are beneficiaries of the Bureau's work include the press of North America.

The competitors of the newspapers are organized effectively. In its solicitations the Bureau has been called upon to offset figures, investigations, and surveys compiled by competing mediums, and retirementian months of expert labor, and, in monetary expense, many times the sum the Bureau expends in a year's work.

Fact must be answered by fact: figure by figure. The Bureau does possess a fairly comprehensive collection of data, but this phase of its work must be made complete-if it is to grow in power and usefulness.

Your Committee submits to newspaper publishers in the United States and Canada not subscribing-particularly those who are members of the American Newspaper Publishers Association-that if they regard general advertising as a valuable asset, they owe it to themselves and their industry to support this vitally important work.

Work by the newspaper to interest

retail merchants in newspaper advertised goods as a class is, in the experience of the Bureau, one of the most effective means of assisting the national advertiser to make his campaign a success, as well as promoting the value of newspaper advertising.

The experiences of the Bureau have shown that a newspaper conducting an adequate service department has something to offer an advertiser which will attract him to that newspaper's city, irrespective of his attitude toward newspaper advertising as a whole,

WAR ON FREE PUBLICATE.

During the year the question of free publicity has been broadly agitated, and a number of publishers have joined the ranks of those who bar press agentry in all its forms.

Your Committee suggests the adoption of a plan to bring about agreements between publishers in every city putting up the bars against free publicity. Community agreements of this sort seem advisable, inasmuch as the individual newspaper that refuses free publicity while its neighbors accept it is often made to suffer for its stand in the competition for business. This is particularly true of automobile and movingpicture advertising.

Your Committee further suggests that this organized effort, if it be attempted. should not be confined to the members of the American Newspaper Publishers Association alone, but should take in the newspapers as a whole.

CLEANING UP ADVINCTIONS.

The question of "undesirable advertising" is still broadly discussed, and during the year a number of publishers toined the "clean-up" movement.

It is a significant fact that competitors of the newspapers repeatedly draw the attention of advertisers to the socalled "objectionable" advertising in our

One illustration will suffice: An advertiser of a food product receives periodical communications from bill-posting interests enclosing a copy of his newspaper advertisement printed alongside another advertisement classed by some newspapers as undesirable, with the comment, "If you used bill-posting, you would escape company like this."

Summing up its recommendations, your Committee can do no better than to call your attention to the following. which the Bureau keeps standing and prints at the foot of all its bulletins:

"Every time a newspaper prints a Tree reader' or a piece of free publicity, cuts its advertising rate, or grants a secret concession to an agent or advertiser. misrepresents its circulation, maliens a competitor or knowingly prints an advertisement containing a false statement, it does a direct injury to the entire newspaper husiness."

The gross income of the Bureau of Advertising amounted to \$29,654.94 for the year ending March 21, 1917. Of this min, \$16,497 was spent for salaries, \$2,-923.86 for travelling expenses, \$2,690.64 for printing, \$2,121 for rent, \$1,212 05 for postage, and the balance for such matters as telephone, telegrams, stationery and supplies, accounting, A. B. C. membership, and other necessary expenses On March 31 the Bureau had \$6,510.22 in bank, its assets being \$10,755.94. The total liabilities amounted to \$5,202 93, or an excess of \$5,753.01 of assets over liabilities.

The man who talks about ideals that go over the head of the crowd is not crazy with the heat. He is just a few years ahead of the times.

Digitized by Googl

ASSOCIATED PRESS LUNCHEON GUESTS

(Concluded from Page 8.)

Chark, Wildam H., Cortland (N. T.) Standard.
Cubb, Calvin, Babeo (Idaho) Sintennan.
Cock. Daniel P., Port Jervin (N. T.) Gasette.
Coln, Bernard L., Memphia News-Scimitar.
Collan, H. H., Turrington (Conn.) Register.
Cook, Havry R., Penneccia (Fig.) Journal.
Cooper, George L., New York Telegram.
Corper, Kent, the Associated Press
Cowtex, W. H., Spoksace Spoksoman-Sleview.
Crothes, R. A., San Franchen Hulbetin.
Crowe, Edmund E., South Norwalk (Conn.) Bontiast

Cummin, A. W., Opelsona (Ain.) Dully Christ. Curtin. Cyrus H. K., Philadelphia Public Ledger. Devine, J. J., Clark-therg (W. Va.) Telegram. Dulsworth, A. W., New York Journal of Commerce.

Borwin, H. F., Springfield (III.) State Journal. Dow, William H., Portland (Me.) Express and Advertiser.

Dunner, Walter F., Reading (Pa.) News Times, Duns, Owen G., Newbern (N. U.) Swe-Journal, Durston, J. H., Buite (Mon.) Post Dutten, Gissne Dr. Hoston Advertiser, Dwarer, Timesby P., Providence Tribune, Earl, Edwin T., Loe Angeles Express.

Rilingham, L. G., Fort Wayne (Ind. Journal-Gasette.

Election. James. Philadelphia Enquirer Election. J. M., Assenta (Cupn.) Sentinel, Evans, Charles A., Middletown (N. Y.) Argus. Febr. O. A. Ensten (Ph.) Argus Ferguson, French T., Missoula (Most.) Senti-

Foster, M. E., Houston Chronicle.

De Franch, R., Houston Chronicle.

De Franch, R., Houston Chronicle.

De Franch, R. Havana Diarlo de la Marian
Francio, John M., Troy (N. Y.) Times
Francio, John M., Troy (N. Y.) Times
Francio, Joseph, Canton (O.) Repository.

Gainett, Franh E., Ithus (N. Y.) Journal.

Garreince, Joseph, Cincionati Times-Star.

Glagare, Rebert M., Pittaleurch timete-Times,
Glagare, Rebert M., Pittaleurch timete-Times,
Glorannell. Harry. Lexington (Ky.) Leader.

Goldman, L., Shreevenet (Hab.) Requirer,
Grachet, J., E., Topeka (Kan.) Capital

Grachet, J. E., Topeka (Kan.) Capital

Grissers, Judge Poter S., Chicago.

Gunnison, Herbert F., Brooklyn Ragle

Hager, Lawrenco W., Owensborn (Ky.) Ra
quirer.

quirey.
Haldman, Bruce. Lonizellie Courier-Sessmal.
Hall, Fraderick P., Janessiawn (N. Y.) Journal.
Halstand, W. L., Minneapolis Tribune,
Haneon, M. P., Tillade-suda Record.
Hamson, Victor H., Birmingtam News.
Hardman, James A., North Adams (Mass.)
Transcript.

Harriy, O. J., Oshhosh (Wh.) Northwestern, Harrington, John H., Lowell (Mane.) San. Slarrie, Walter Edward, Petersburg (Va.) Inder-Appeal.

Hadrook, Charles E., Richmond Times-Olspatch, Hayes, Jay O., San Joed Moroury-Harald, Hayees, Edgar L., Wlindugton (Del.) Morning

Hetshell, J. N., Little Back (Ark.) Gunette. Hendrick, William A., Now Haven Times-Leader. Higgins, James H., Boston Travelor. Hirsch, J. E., Pituburgh Volkshistt and Preibeits Freund. Hitchwork, R. W., Blibbing (Minn.) Tribuna. Holland, W. W. Spartanburg (S. C.) Herald. Hocker, Bichard, Springhold (Mass.) Republican.

Morne, J. L., Jr., Rocky Mount (H. C.) Tele-gram.

Hough, George A., New Bedford (Mann.) Morcury Howe, W. B., Burlington (Vt.) Prec Press.

Howelt, Clark, Atlanta Constitution,
Horkes, E. C., Everett (Wash.) Tribune,
Huntress, F. G., Jr., San Agtonio Express.
Huse, R. F., Norfolk (Nch.) Daily News.
Jeffrom, E. B., Groensburo (N. C.) News.
Johnson, Albert, Hoppiam (Wash.). Grayu Harhore, Washburtonian.

Johnston, R. M., Houstes (Tex.) Post,
Jores, H. V. Minnespelm Journal.
Jones, H. V. Minnespelm Journal.
Jones, William V., Ulice (N. Y.) Press,
Kaiser, John, Marletta (O.) Begister-Lender,
Kautz, J. A., Kohomo (Ind.) Tribune,
Keeler, James, Chicano Herold.
Keeler, James, Chicano Herold.
Kellour, F. W., San Francisco Oall-Scat Keels, John C., Shoux City (In.) Tribune,
Keesinner, A. G., Rome (N. Y.) San'tisel.
Kimball, A. B., Waterbary (Conn.) American,
Kitmonth, J. Lo, Asbury Park (N. J.) Press.
Kitzwood, I. S., Kunsen City (Four.)
Kitte, William J., Amsterdam (N. Y.) Recorder,

Nucher Charles E. the Associated Preus.
Ruickserbecker. H. H., Middleburn (N. X.)
Timen-Preus.
Enoviand, J. R., Oakland (Cal.) Tribune.
Rusciand, J. R., Oakland (Cal.) Tribune.
Rusciand, J. R., Oakland (Cal.) Tribune.
Respines, O. Oacra, Minnespolls Tribune.
Langier, Prank E., Barre (Vc.) Times.
Langier, A. P., Revingfield (Mana.) Union.
Lawron, W. E., Wibnington (N. C.) Disputch.
Lindeny, A. O., Quincy (III.) Whig.
Littick, W. O., Easseville (O.) Times-Reconder.
Lauce, J. See, C., Jesheson. (Tenn. 1800
Lovents, J. D., Deins (Ten.) News.
Lovents, J. D., Deins (Ten.) News.
Lovents, J. D., Deins (Ten.) News.
Lovents, J. D., Galvaston (Ten.) News.
Marcheman, F. P., Toorka (New.) State Journal
McClura, Bannel G., Yesungutown (O.) Telegram.
McClura, R. R., Galvaston (Ten.) News.
Marcheman, F. P., Toorka (New.) State Journal
McClura, R. R., Galvaston (Ten.) News.
McClura, P. R., Molton (III.) Dirpotch.
McKlern, J. R., Maccon (Ga.) News.
McKeern, J. R., Maccon (Ga.) News.
McKeern, J. R., Maccon (Ga.) News.
McKeern, J. R., Marcon (Ga.) News.
McKeern, Y. L., Maccon (Ga.) News.
McLenn, W. L., Philadelphia Bulletin.
McNetl. Archibold, Jr., Bridgeport (Conn.) TuleMcNetl.

Marvien, Philip B., Lowell (Mass.) Courier-Citinen.
Marquis, C. C., Bisomington (Hi.) Pastagraph,
Marshall, Hunry W., Lafayette (Ind.) Journal.
Martin, Prederick Boy, the Americand Prum,
Maznon, Edgar P., Westerly (R. L.) Sun,
Maxwell, W. Kee, Akron (O.) Evening Times.
Meck. Samuel W., Philadelphia Preus.
Mertin, Bradford, New York American.
Metton, W. F., Wilmington (Del.) Every Exe-

Merton, W. F., Wilmington (Del.) Every Evenalus,
Mickley, O. H., South Bethlehem (Pa.) Globe,
Miller, D. A., Alkentown (Pa.) Moraing Call,
Miller, Jehn L., Cedar Rapids (Iowa) GanettaMiller, Kelton B., Pittufield (Mann) Engle,
Miller, J. A., the Associated Press,
Moorey, G. P. J., Mamphis Commercial-Appeal,
Moore, A. P., Pittufurgh Lasder,
Moore, D. D., New Orleans Times-Ficayume,
Moore, J. T., Pittufungh Land, Hesdiight.

Moves, M. P., the Associated Press, Morign C. A., Portland Ovegentan, j. Move, H. G. Binghamton (H. Y.) Republican-Beraid.

Morgan, W. Y., Hutthbasen (Kan.) News. Morria, G. D., Ht. Joseph (Mo.) Gazetta, Murdock, M. M., Wiehltz (Kan.) Bugts, Mursay, J. G., Fall River (Mass.) News. Royce, Frank B., Washington Star. O'Erien, Robert L., Buston Herald, Ochs. A. E., New York Times. Oddil, E. R., Newbargh (M. Y.) News. O'Hara, Edwind, Syracose Herald, O'Neill, Raiph A., Nogalies (Aria.) Herald, O'Neill, Raiph A., Nogalies (Aria.) Herald, Osbora, George A., Seult Ste. Marie (Mich.) News.

Ottaway, E. J., Port Huron (Mitch.) Times-Herald. Palmer, Frederic B. Palmer, L. B. Parks, Arthur A., Poughkespeie (M. Y.) Star. Parr 1., W. J., Danyl le (111) Commercial News, Patterson, Grove, Teledo Blada.
Patterson, W. J., Scraaton Republican,
Paxton, R. J., Paducab (Ky.) Sun,
Posco, B. H., Gressville (E. C.) Nowa. Phintsy, Bowdre, Angusta (Ga.) Harald. Philatey, Bowder, Angusta (Ga.) Hersid,
Pindell, H. M., Peoria (Ill.) Journal,
Pin., F. B., Portison Occording
Pins, D. B., Troy (M. Y.) Record,
Plummer, John D., Springfield (Mass.) Union,
Poppendisck, John, Jr., Milwankes Sentinel,
Powell, James F., Octumes (Sows) Courier,
Prescott, C. H., Biddeford (Mo.) Journal,
Political Learns, Rev. Leak, Best Directely, Pulliner, Joseph, Sr., St. Louis Post-Dispatch. Rathom, John R., Providence Journal, Rauch, John W., Bending (Pn.) Ragie. Ray, E. Lausing, St. Louis Globs-Democrat. Ress. Thomas, Springfield (III.) State Register, Reid, Orden, New York Tribuse. Rembold, C. H., Cincinnati Times-Star. Ridder, Victor F., New York Staats-Scitting. Silier, John V., Beckford (Iil.) Star. Bogots, Hopewall, Chicago Daily News Rogers, Jason, New York Globe. Rook, Charles A., Pittsburgh Dispatch. Ramely, Dr. R. A., New York Evening Mail. Salmon, F. H., Port Jerris (N. T.) Union. Schorger, George S., the Associated Press, Sch ix, E. M., New York Evening Post Seacrest, J. C., Lincoln (Nob.) State Journal, Seits, Don. C., New York World. Sherrill, J. B., Concard (N. C.) Tribune. Shoemaker, Henry W., Altoona (Pa.) Tribune. Slegling, Rudo ph, Charleston (S. C)

Simpleton, J. Edward, Oleo Falls, Post-Star. Statesty, M. J., Brownerille (Tex.) Heraid. Shower, S. L., Horfelk (Va.) Ladger-Dispatch. Suith, B. E., Meriden (Geen.) Record. Smith Win. Aidea, Grund Espide Heraid. Smook, A. M., Aurews (ID.) Beacen Nows. Sander, Mrs. K. M., Connelbrille (Pa.) Courter, Standord, E. B., Ohlehome City Ottobermu. Stahlman, R. B., Nambwille Banner. Staples, Arthur G., Lewiston (Me.) Evening Journal.

Steinman, J. H., Laisenster (Fm.) News-Journal Stevens, I. N., Posble (Col.) Chieftain.
Stroken, Henry L., New York Breeding Mail.
Stone, Rdward L., Rouncke (Vn.) World-News.
Stone, Edward L., Rouncke (Vn.) World-News.
Stone, Melville E., the Associated Press.
Sturievant, J. L., Wansau (Wis.) Record-Herald.
Stiller, W. G. Narauma's (Ga.) Press.
Taylor, Goo. Charles H., Borton Globe.
Taylor, Charles H., Borton Globa.
Taylor, Thomas D., Philadelphia Telegraph,
Taylor, William L., York (Pn.) Dispatch,
Thomson, W. R., Roaneke Times.
Thompson, Arthur S., the Associated Press.
Thompson, Arthur S., the Associated Press.
Thompson, Fraserick L., Mobile (Als.) Register.
Throop, F. D., Davenport (Lowa) Democrat.
Tobin, L. E., Lincoln (Neb.) Daily Star.
Tuess, D. E., Lavenier, Berald.
Trees A Accession, New York Evening

Walter, P. M., Fort Smith (Ark.) Southwest

Wardinan, Frain, New York Sun,
Warren, B. B., Mathan (H. H.) Telegraph,
Wolon, A. C., Duluth (Minn.) Herald
Wharion, Eichard W. H., Harrisburg Patriot,
Wheeler, John E., Portland (Ocs.) Evening Tele-

whitney, H. G., Sait Lake Descrit Hews. Whittaker, Milo W., Jackson (Mich.) Patriot. Wiest, Allen C., Tork Gamete Wiley, Louis, New York Times. Williams, Robert, Paterson (N. J.) Morning Call, Williams, Robert, Paterson (N. J.) Morning Call, William, Darles H. Wilson, Obarles H. Wilson, Obarles H. Wilson, Obarles H. Wilson, Darles H. Wilson, Darles H. Wilson, Major-Con. Lessand. Wordney, Ury, Owensboro (Ky.) Mossenger. Wormley, C. A., Findlay (O.) Republican, Worthiers, Louis J., Fort Worth (Tex.) Startbleters.

Wright, N. C., Detroit Journal, Wright, Robert L., Harvethill (Mass.) Gazetha. booatt, J. M., tea Associated Frees Yuong, Lafayotte, Jr., Hea Motace (Iswa) Capital.

Way on Top

The Post-Standard

SYRACUSE

Serves Central New York

11,000 More Than One Evening Paper

Over Fifty-Three Thousand

14,000 More Than Other Evening Paper

Put the Post-Standard on your selling staff and it will carry your sales message into the homes with the greatest buying power.

PAUL BLOCK, Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

-The Brooklyn Daily Eagle-

471.70

For 76 Years Brooklyn's and Long Island's Leading Newspaper



Carries more advertising than any other newspaper in Greater New York, except two.

BUSINESS PUBLISHERS HEARD FINE SPEECHES

Col. Charles H. Sherrill, Former Minister of Argentina, and Glenn Frank, of Boston, Aroused Enthusiasm at April Meeting Held Monday Night at Automobile Club.

The April meeting of the New York Business Publishers was held at the Automobile Club on Monday evening.

It had been expected that Howard E. Coffin, chairman of the Council of National Defence, would address the business publishers, but he was detained in Washington on account of the reception to the British high commissioners.

Willard D. Straight spoke for the Mayor's Committee on Preparedness, and was followed by Col. Charles H. Sherrill, formerly United States Minister to Argentina, who talked on the task of organization for war effort facing the country, and emphasized the important rôle to be played in the war by the press. In speaking of newspaper influence he re-Inted an instance where a Chillan Cabinet had been overturned because of the criticism of its policies uttered by La. Prensa, the great newspaper of Argenting. So highly did the people of Chili regard the opinion of a newspaper published in a neighboring republic that they enforced observance of its suggestions on their own Government.

A STORY WITH A MORAL

In illustrating the value of unity of effort, Col. Sherrill told of the man who was riding on the seat with the driver of a stage coach. This driver wielded a long whip with unerring accuracy. He picked off a maple leaf with it, then touched the ear of one of the horses in a deft way. Duly impressed with his skill, the passenger pointed out a hornet's nest, hanging from the limb of n tree, and challenged him to touch it with his whip. The driver declined. "A lenf's a leaf," he said, "and a horse's car is a horse's ear. But a hornet's nest is an ORGANIZATION!"

Glenn Frank, assistant to William Filene, the famous Boston merchant. delivered an extemporaneous talk which aroused the diners to a pitch of high enthusiasm. Mr. Frank pointed out that the editors and publishers of the country were, in effect, in the national service: that it is their task to keep the flame of patriotism burning at home to lighten the task of the men in the trenches-to fuse into one great purpose the divergent views and passions of a cosmopolitan people. He asserted that the address of President Wilson to Congress was of greater value to the nation than a new super-Dreadnought. and that, in degree, every editorial effort to keep the mental attitude of the people right, and to assure unity of purpose in fighting the nations battles, is national service of a like hind.

LIVE TOPICS DISCUSSED BY OUR READERS

(Under this caption we shall print, each serek, letters from our readers on subjects of succession connected with necessager problems, or the series of the

White Paper Conditions

THE SALEM EVENING NEWS, SALEM, MASS., APRIL 23, 1917. THE EDITOR AND PURLISHERS:

Title is about white paper conditions—with in inference to downtiment control. Things is let the centrol of publishers need attention.

If the newspaper could be induced to adopt commonocuse methods for the factory portion of their establishments the saving in white id amount to over 25 per cent. with that caving mill agents would be hunting

I cite two instances: One of New England's lending papers has for years run its first page baif an inch shorter than other pages, making an nannal loss of over 1,000 inches. I spoke of this to the publisher ets months ago-and the change to full length was made April 20.

Another prominent New England publisher who wants to "save" has just written me that he is 'sectionaly thinking" of adopting the modern page of cight narrow columns. And this publisher, like thousands of others, has been considering the white paper conditions many months,

Both the publishers mentlened could adopt the narrow-column idea at little cost and withfew weeks, yet they both continue to use to 13-un column with acres to a page.

If the paper makers should run their mills

with the same discerned for efficiency that the ordinary newspaper displays white paper would salling for about 25 cents a pound, answer appears to be plainly written upon the ROBIN DAMON.

Kills Legitimate Advertising THE EVENING BULLETIN,

PHILADELPHIA, APRIL 17, 1917. THE RUITOR AND PUBLISHER:

I think it wise for Tits Epress and Puntish-im to give this "Free Publicity" a good deal of publicity because it to one of the great abuses in the newspaper business. In my opinion it in the newspaper business. In my opinion it alls a great quantity of legitimate advertising every year, buildes fooling the reader.
WILLIAM SIMPSON,

Business Manager.

Please Page Herbert Root!

Herbert Root, an editor on some paper somewhere in the United States, is heir to a valuable estate left by his grandfather. His foster-father, Sam Conger, of Meade, Kan., is attempting to locate

AGENCY MEN DISCUSS EFFECT OF THE WAR

(Concluded from page 24)

I think that even though the war has been at our doors for the past year there has been no evidence of individual purchases being cut down. If an investigation was made I will wager we would find that the women are continuing to buy expensive clothes, summer furs, perfumes, allk stockings-men are still buying expensive suits, no-earthlyuse-trench-coats, smart crayats, and sitk shirts. Sales of automobiles are just as high and the restaurants, cabarets, and theatres are thriving. The demand for luxuries will continue.

"Instead of the English prhase, 'Bustness as t'sual,' we can say, 'Business Better Than Usual."

H. E. LEBAN, PREHIDENT OF LEBAN AGENCY

"At the beginning of the war, in 1914, I am informed that a newspaper man went to one of our leading financiers in Wall Street whose activities are international and asked him what effect the war was going to have on finance.

This wise and modest man replied, You know as well as I do."

'A man in my position can tell a good deal about things when they are running according to old established precedents, but this war has upset all the precedents and shattered the machine.

"New precedents and a new machine will have to be established, and you can tell about how it will come out as much as I can.

"I don't think anybody can tell any more what effect the entering of the United States into the war will have on advertising than this financier attempted to tell about finance in 1914.

"I think it is an interesting subject and your symposium will be engerly read and interesting, but it will be guesswork just the same."

REPORT ON LABOR BY SPECIAL COMMITTEE

(Concluded from page 16) and pressmen have also received the official annetion of the A. F. of L. to their claims for jurisdiction over Rotogravure

processes, as reported in Bulletin No.

1,210, of September 30, 1916. In July the publishers in New York city amended their agreement with the

photo-engravers to cover Rotogravure work. In Hoston the photo-engravers requested similar action, but were refused because, when the local agreement was made, it did not cover or relate in any manner to Rotogravure work. The publishers' position was sustained by President Woll and your chairman.

CITES THE DENVER DECISION.

The Denver decision made by the International Arbitration Board in 1908 provides that men discharged by their foreman need not be reinstated on demands of local unions until there shall be a decision by the court of last resort to that effect. This decision was a long step in the right direction, and sets aside international appeal really laws in conflict with it. At the last convention of the J. T. U. a resolution to set aside this decision and require the immediate reinstatement of discharged men was introduced, but was defeated by a large majority. During the year the Special Standing Committee has concluded contracts with the representatives of the L. S. & P. U. and the I. P. E. U. for the same procedure relative to discharged men.

During the year a new form of contract for the International Ailled Printing Trades label has been adopted which contains a number of very drastic sections that employers should decline to subscribe to.

A difference occurred between the publishers of Shreveport, La., newspapers and the Pressmen's Union because the organization made demands for increases in pay which the managements believed excessive. On their refusel to accept the terms proposed, notice was given that the members of the union would not work after the expiration of their contract at midnight on August 31. The publishers immediately took steps to protect themselves, and non-union men were secured. Both papers have been operating their press-rooms on that basis since that time.

The Drivers' Union in Boston made a proposition for a new scale in November, 1915, and negotiations continued until June, 1916, the union was given strike sanction by the International offleers. Under threat of a strike a contract was made, but there have been many instances in which members of the organization have refused to comply with its terms and members of the local organization have paid little attention to the instructions of the president of the International Drivers' Union.

Since then, the officers of the local Drivers' Union have rules that the publishers' contention respecting their work was correct, but even then some of the members of the organization refused to comply with the decision of the officials. Differences were submitted to arbitration, and a decision rendered this week fully supports the publishers' position.

The publishers in Chicago took the position that, if they were to resume relations with the drivers in Chicago, who struck in sympathy with the pressmen in 1912, it must be under an agreement that they felt was fair and equitable, which would contain ample protection against future strikes. A contract cmbracing many reasonable and fair provisions was finally signed and approved by the officers of the local union, the officers of the International Brotherhood of Chicago, and the president of the International Brotherhood.

MAILERS SHEE RECOGNITION.

Mailers' unions pressed for recognition in a number of cities, made a contract with one member in Scattle last year, but were unable to make an agreement with the other. Efforts made during the year to conclude contracts in Atlanta, Chicago, Dayton, Kansas City, and Nashville were futile. One member in El Puso who formerly had a contract declined to renew.

Members of the Association in Evansville, Ind., have for a number of years been operating their press and stereotyping departments to suit themselves. Organizers of the international unions appeared in Evansville early in the year and induced the owner of the Press, a Scripps-McRae publication that is not a member of the Association, to sign a contract recognizing the pressmen's and stereotypers' unions, and providing for substantial increases in pay. Pres sure was then brought upon the other two newspapers, with the result that both finally agreed to some of the demands of the unions and to moderate advances in wages, but neither paper gave an official recognition or made a written contract with either organiza-

The membership of the I. T. U. Increased 660 during the year; photo-engravers, 211; storeotypers, 86; pressmen's figures not reported. The I. T. U. spent \$158,232.28 for strikes during the year; the pressmen, \$31,779.70; the photo-engravers, \$12,770.71, and the stereotypers, \$10,000.

Reports have been received of the negotiation by members of 134 local agreements, 20 of which provided no increases. There were also 16 other cities in which there are members of the Association where contracts that expired were continued without change.

Hesides, we have advices of 67 contracts in cities where there are no members received without increases or extended without change. Fifty-eight contracts are now being negotiated by members; they are 22 typographical, 8 pressmen, 13 stereotypers, 8 photo-engravers, and 7 mailers.

There have been four International Arbitration Board meetings, in which 16 cases have been considered. Of these decisions have been made in 7, and 5 cases have been deadlocked and will be given consideration at later meetings. An Indianapolis mailer's case was considered at two meetings and finally settled out of court by local parties. A Boston mallers' scale case was considered at one meeting and referred back to local parties for settlement, which was finally accomplished. A case from Portland. Me., was deferred until the next meeting on account of lack of information.

In conclusion, members having arbitration contracts are cautioned to be sure to follow the code of procedure strictly in all steps taken regarding differences of any character, especially when scale propositions are being conmidered, and during local arbitration procoodings. Confusion has resulted in every instance where this was not done.

Members are invited to send copies of all new union scales to the chairman of the special standing committee as soon as received, with detailed comparisons between the new proposals and the contracts in effect. Immediately on receipt. the chairman will analyze the new propositions and advise as to the best method of dealing with them.

CANADA GOVERNMENTS MAKE ADVERTISING PAY

Dominion and Various Provinces Have Spent Much Money With Newspapers, Always With Splendid Results--Loans Floated, Crops Increased and Other Work Accomplished.

(A five-minute talk by John M. Imrio, manager of the Canadian Press Association, Inc., to the Bureau of Advertising of the American Newspaper Publishers Association at its annual luncheon in New York on April 25, 1917.)

In Canada as in Great Britain it has been demonstrated beyond question that the advertising columns of the press can be used effectively in promoting the business of a Government.

Since the war began the Canadian Government has conducted sixteen distinct advertising campaigns. It is now by far the mest extensive general advertiser in Canada. Its advertising appropriations during 1916 exceeded the combined appropriations for that year of any other three Canadian general advertisers. Already in 1917 its advertising expenditure has been almost as large as for the entire twelve months of 1916.

Canadian Provincial Governments also are using paid advertising space in their work. The Ontario Government has conducted six advertising campaigns. Three campaigns have been put on by the Government of British Columbia. The Alberta Government has just concluded its first campaign. There is good ground for the belief that two other Provincial Governments will become regular advertisers in the very near future.

As many of you know, the first advertising campaign in Canada of the Canadian Government and many of the subsequent campaigns of that Government and of the Provincial Governments of Canada were proposed and promoted by the Canadian Press As-sociation, Inc. That organization is performing in Canada on a smaller scale a work similar to that of the American Newspaper Publishers Association and its Bureau of Advertising. Our practice in promoting Government advertising has been for me as manager to present our case direct to the Minister at the head of the Department to be interested and to rest our case on its own merits. There has been no resort to lobbying or third party influence. We have studiously avoided everything of that nature and have encouraged the various Governments to consider the purchase of advertising space as they would the purchase of any other commedity.

ALWAYS READY TO LESTEN.

I would like to testify to the constant rendiness of the various members of the Dominion and Provincial Governments of Canada to receive and consider our advertising suggestions and to the quickness with which the points of many of them have been grasped. For example: the first Government campaign in Canada, although it involved selling the idea to two departments, was decided upon at a meeting of the Council within forty-eight hours after the first interview. Another propossil to a Provincial Government that did not require reference to the Council was accepted during the interview in which it was first proposed and that interview did not last longer than fifteen minutes. Indeed, a number of the later Government campaigns in Canada have been undertaken on the Government's own initiation, without

suggestion from Canadian Press Association, Inc., or any other source.

There is indisputable evidence of the success of almost every one of the twenty-six Government advertising campaigns in Canada. This is of great importance in its relation to the future of Government advertising in Canada. Most of the Government campaigns up to this time have been related in some way to the war but in all our promotion work with the Governments of Canada we have kept in mind the regular use of educational advertising in times of peace as well as in times of war. The success of the campaigns in connection with war problems justifies the helief that educational advertising will be used by the Governments of Canada in their work under peace conditions also,

APLENDID RESULTS ATTAINED

The first advertising campaign of the Canadian Government in the press of Canada was the Apple Campaign of 1914. Its purpose was to increase the domestic consumption of Canadian apples in order to make up for the loss of foreign markets through the war. The food and other values of the Canadian apple were presented attractively in educational advertisements, and a booklet of apple recipes was offered. There were 65 000 individual requests for that booklet, and at the close of the campaign many wholesale apple dealers reported increases in the sale of Canadian apples for domestic consumption of from 200 to 400 per cent.

In the early spring of 1916 educational advertising was used to impress upon the farmers of Canada the need of increased agricultural production in view of the war, and to suggest means of meeting that need. The campaign resulted in an increase of over 10 per cent. In the area under cultivation, and, in conjunction with good weather conditions, in record yields per acre. The value of Canada's farm production for 1915 was over \$200,000,000 in excess of the previous high record. Over 100,000 special bulletins offered in the advertisements were requested by farmers.

Three domestic war loans have been floated in Canada through educational advertising instead of through the customary method of underwriting. The aggregate amount asked for in these loans was \$250,000,000; more than double that amount was subscribed. The underwriting of these loans would have cost over \$3,000,000. The advertising of the three loans cost about \$130,000.

A CAMPAIGN FOR THRIPT.

The need of thrift and savings, in view of the war, was emphasized in a series of Government advertisements. This series was followed by the advertising of Government war losus, debenture stock, and war savings certificates. On March 29, 1917, the Canadian Minister of Finance, in summarizing the results of the thrift campaign, reported that the savings of the people of Canada during the previous two years had been at least \$500,000,000. This amount represented the payments on the first two war loans,

Do Not

ORDER COMICS, DOT PUZZLES, HOUSE PLANS OR OTHER FEA TURES WITHOUT FIRST WRITING FOR OUR PROOFS

Keystone Feature Syndicate 764 DREVEL BUILDING, PHILADELPHIA, PA.

20th Year of Patthful Service.

the debenture stock, and the war savings certificates, plus the net increase in the savings deposits in the chartered banks of Canada. These figures should be considered in conjunction with the fact that the population of Canada is less than 8,000,000.

The Ontario Government conducted an advertising campaign in the press of Toronto as an aid in raising Ontario's share of the Canadian Patriotic Fund. About \$25,000 was spent in advertising and the subscriptions received from Toronto and York County alone amounted to \$3,500,000. In this connection it is interesting to note that the Canadian Patriotic Fund, which is associated with, although not financed by, the Canadian Government, has used paid advertising space extensively in its work of raising by voluntary subscriptions an annual fund of \$12,000,000 for the dependents of Canadian soldiers.

These few illustrations will serve to suggest the nature and the results of tiovernment advertising in Canada. A start has been made, but it is only a start. There are almost unlimited opportunities for the application of the principles of advertising to the business of a government. As fast as it is deemed advisable to do so. Canadian Press Association, Inc., is suggesting new applications to the Federal and the Provincial Governments, and there is good ground for believing that each succeeding year will witness an extension of the scope of Government advertising in Canada.

Opens New York Bureau

The Pittsburgh (Pn.) Gazette-Times has opened a news bureau in the New York Times office, with a direct leased wire. Arthur F. Goshen, formerly city editor of the Gazette-Times, is in charge of the new office.



SERVICE

as well as the very best features are furnished client - newspapers of NEA—and at no extra cost.

We know it is to our interest to have papers using our features succeed, so we aid them in every possible way.

Let us tell you about this service.

THE NEWSPAPER ENTERPRISE ASSOCIATION

1279 West Third Str et CLEVELAND, OHIO

TRENTON, (N. J.,) TIMES TYPE OF CO-OPERATION

Is the creation and retention of "READER INTEREST!"

By reason of our civic performances

The Times is recognized as the

GREATEST COMMUNITY INFLUENCE IN N. J.

As a result of our Farm & Garden feature
THE TIMES RAN AN 8-PAGE SEED HOUSE
ADVERTISEMENT APRIL 11

By reason of our Thursday Food Department
THE TIMES CARRIES OVER 500,000 LINES OF
FOOD ADVERTISING ANNUALLY

During the period of the last auto show

The Times in Seven Issues Carried 61,390 Lines of Auto and Accessory Advertising

Our Movie Feature produced 65,472 lines in 3 months. We ran 84,144 lines of Talking Machine Advertising in 3 months.

THE TIMES IS THE ONLY EVENING PAPER in a diversified industrial city of 100,000.

12 CENTS A WEEK—24,000 NET—A. B. C. "NEARLY EVERYBODY" READS THE TIMES

'Reader interest' has been converted into 'consumer demand' by aggressive advertisers.

Results alone must have induced Foreign advertisers to increase space by 58 per cent, in 1916 and to use 1,368,234 lines, and to have used last year a total of 7,580,664 lines in the Times, daily and Sunday.

No advertiser can afford to pass up the Trenton zone.

KELLY-SMITH CO.

220 Fifth Avenue, New York. Lytton Building, Chicago.

FRANK P. MacLENNAN OF TOPEKA IOURNAL. DESCRIBES WORKINGS OF ASSOCIATED PRESS

How Great News Gathering and Distributing Organization Serves Its Membership of a Thousand Doily Paners Throughout the Country. Each Bearing Its Share of the \$3,000,000 Annually Dispersed -Handling the President's Message-The Work with Armies and Navies.

Frank P. MacLennau, editor and eshitabar of the Topoles (Kan.) Delly deat of the Associated Press, who is one of the big newspaper men who Verk this week, spoke recently on "The Associated Press," befere the Current Topic Clair, of the Toorks V. M. C. A. He said, in part: Y. M. C. A. He said, in part: ed Press. I have served as vice-prestbut was never a director, sithough just ter part of this month. The tale is yet to be told, and five of us will knew whether we are elected or wheth-

"I have taken a great interest in the affairs of the Associated Press and earr one wire; that is shout ten colname of space in an ordinary nempta-

ORBATROY MENOS ORGANIZATION. "We rauged the Associated Press as

the greatest organisation for the colbection and disserningtion of news to the world. It is purrily comperative, a ovelual organisation. It declares no dividenda has no profits, and by its by-laws cannot sell intelligence or traffic in it. The Association is probthe most descriptio testitution that read be imagined. In its memhere are newspapers whose polytical cratic, or Progressive, or who lean to ney please or faction of patitical or ever-code policy. It is organized solety for its members, of which there are tro, about equally divided between murring and evening newspapers. The members of the Associated Press puttish papers in the United

States to four different languages-English, Spanish, German, and French. There are but six officers of the Association, the president, who must be selected from the board of directors. which numbers filtren; two vice-pors-Monay, which are selected from the receivers of the corporation and nee not directors, except they attend diprotony meetings; a secretary; no soof which needs he a member of toleard of directors or the corporation limit The fifteen directors have genreflects about \$1,000,000 amountly and

essated newspaper men in this count Consciontions, painutaking, and procifely, they give their time without compensation to the great work of the Associated Press. the direct management of which devolves meet enco Malvilla E. Dicco, a man of exreptional Stores for the position by his long experience to the work and his training in the newspaper field, a for the transmission of its news. There



PRANK P. MACLENNAN. Militar and Publisher, Tanaka Dally, State Chrystele

run of uninepurchate integrity, with faiting to the fambful performance of his great detien. He is assisted by able as superlatendents of the four gen-

years, in active to its affairs, devetthe his time and talents unselfably to the great work. His long connection with the organization has made him practices of news-gathering organisations upon which subject he is an au-

"The receipts of the association are by

rnormously; the association charters On this board of directors are the of the different members cost as much "The Associated Press employs the

THE PERSONNEL MISSAGE TO CONTINUE "I might tell you of an incident that fellow a lift, but don't do it with the will transpire in a few minutes on the toe of your best.

and these energies must be excepts.

comes so rapidly, you

over the wire and is not used in con-

nection with the culinary department.

States, being the initials of the words

Provident of, the and states.' The simule letter 's' means 'out of it.' The

three letters 'syn' mean in the tele-

graphic code 'constitutionality,' a word

imagine it roust come rapidly.

was an improving cuits witnessed Proper was in some way allied with the Western Union Telegraph Company New, the Associated Press may use racco Postal wires than it does Western Union as may best serve the different papers. It uses the telephone wires

The organization requires to this rounity about \$60 telegraph operators

Associated Power wire and he transmitted to the State Journal in Toneka and the Tuncka Capitol at the same States, at eight e'clock, Topeks time, is expected to deliver his war message. be. From general conve and investigation that the President has made, it is known that he means declare that this country must enter into a war, which raust be maintained to victory, with the Imperial German Government, not with the Ger-

Thin recessor to awaited with probably the greatest interest that has swalted any document that has come from the President store he was in the White House. The length of it is not known: It is understood to be the longest meanage that the President has ever joint session of those bodies.

ted from Washington until the Prestdent delivers it. But an Associated Associated Press and will go to the different parts of this country and to calded to those European countries that are not in conflict with the United Printed at this time, or about to in-

STATES STATES "A service reprintated would follow to

you or to the prople who inform the "I might say that every one of the

newspapers to the United the large city, of course, the Associated in casey cities that bureau is like a arwapaper office. It has its news editors

no ordinary telegraph operator, no mat-A. C. MEN WITH ARMED AND RAVION. the Associated Press report except af-The Associated Press ban bureway or ter long tretuing and experience. The partance on the globs. The Associated Press correspondent is railed upon to There are many, many code words to fore the ordeals that midders face. used by the 'A. P.' One word or one infrequently shot or wounded by shells letter may mean a sentence. For instance, the word 'Scotus' is the code are herica in a some, as great as the a duty which is nocessary and hasardone, and when you think of the soldiers at the front you should think of

> 'The Associated Press has a number of rivels, but it is the greatest orwanian. tion; other organizations copy after it All of the other associations, I believe with the asception of the Associated Person are organized partly for profit. The Associated From can declare no

seventeen letters. So you can readly are that the telegraph sperator must not only be an expert on the velpts, they are advanced." Conperation resume giving the other



HITS VERY FOUNDATION OF FREE INSTITUTIONS

Publishers' Association Declares Censorship Provision of Espienage Bill Violates the Constitution and Menacca Freedom of the Press and of Speech— Drastic Resolution Passed.

The Publishers' Association of New York City on April 21 adopted the following resolutions:

"The censorship provision of the Espionage bill now pending in Congress is an assault upon the very foundation of our free institutions — freedom of thought and freedom of speach. The proposed legislation is drastic and indefinite in its terms and uncertain in its import. No one can foresee what its consequences might be. Through the newspapers, it strikes at the rights of the people. In war of all times, the press should be free, vigilant, bold, unfettered, and untrammelied.

"The first amendment to the Constitution of the United States reads: 'Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof or abridging the freedom of speech or of the press or the right of the people peaceably to assemble and petition the Government for a redress of grievances.'

SEREQUES REQUELTS THREATENED.

"Those who framed this amendment thoroughly intended, and those who voted for its adoption understood, that they were excluding from the national Government all power with reference to the abridgment of the rights of the press. Serious results are sure to follow any effort to suspend the constitutional guarantee of a free press and of free speech. The liberty of the press within existing laws governing treason is the nation's greatest asset and never so much as at a time like this, when it stands as the one great safeguard of the tecolic.

"There at present exists a voluntary consorship suggested by the Government which newspapers are observing in a most patriolic way. Every self-respecting newspaper expects to cooperate with the Government in refraining from the publication of news that would give aid to the enemy. Does any one believe there is in the United States a single newspaper which would willingly print that which should be concealed? Newspapers that wilfully violate the spirit of censorship and publish prohibited information of military value could be prosecuted under the law of treason.

"The American people are entitled to a full, free, and frank statement of all that occurs, whether it be good or bad. They must have confidence that they are getting the truth. There can be no justification for a restriction that abridges the liberties of the press.

"The Publishers' Association of New York City requests the Senators and Representatives in Congress from New York State to vote against the adoption of the censorship provisions of the pending bill."

JEWISH DAILY CELEBRATES

The Forward is Twenty Years Old Conducted on Novel Lines.

The Jewish Daily Forward, a New York newspaper, coleirated its twentieth anniversary April 22. The celebration was in the form of a concert and mass meeting at the Hippodrome in the afternoon, and in the evening 806 guests attended a dinner at one of the large restigerants in this city. Perhaps the

most interesting feature connected with the Forward is the organization of the newspaper. It is owned cooperatively by its readers and published by the Forward Association. Not a single dollar has ever been made by the Association from the newspaper. After printing expenses and salaries are deducted, 20 per cent. of the profits are donated to charity and the remainder is turned back to the general fund for the purpose of enlarging the scope of the enterprise. The editor of the newspaper is Abraham Cahan, who has been at the head of his department for the greater part of the Forward's career.

To Report Spy Bill

Washington, April 24.—The House Judiciary Committee decided to report the captonage bill to the House.

The press consorship section was one of the features which caused most opposition in the hearings and much of the deliberation in the committee. It was said that the provision adopted would not in any way bar newspaper or editorial criticism of governmental policies. The limitation is placed solely on the dissemination of any military information which would be of value to the enemy.

Two Ohio Papers Sold

The Washington (O.) Daily News and semi-weekly Record-Republican the have been sold to a newly incorporated company, the Washington News Publishing Company. W. J. Galvin, a wellknown Ohio newspaper man who owns or controls six newspapers has been elected president; Forest F. Tipton, recently private secretary to Gov. Frank B. Willis, vice-president and editor, and Prof. C. C. Martin principal of the Wilmington, O., High School, and for many years a stockholder in the Journal-Republican Company, of that city, business manager. The new concern has a paidin capital stock of \$25,000, and the papers are the only Republican sheets in Fayette County.

Editor Sewyer's Mission

E. O Sawyer, jr., editor of the Alaska Evening Gateway and the Alaska Evening Post is the first commercial agent ever sent out from Alaska. He halls from Heward, the most northerly coastal point that housts "open water" both summer and winter, and is in Los Angeles, endeavoring to "sound southern l'alifornia sentiment regarding a proposed Alaskan-Los Angeles steamship route."

Woman Editor for College Daily

For the second time in the history of the University Daily Kansan, published at Lawrence, Kan., a woman has been elected editor-in-chief of the publication. Helen Patterson, a senior from Victoria, will edit the student publication for the rest of the school year. Herbert Howland, a senior from Ludell, has been elected news editor.

Makes Comparative Study

A comparison of the problems of English and American newspapers is being made by Norman J. Radder, of Sheboygan Falls, as a graduation thesis in the course in journalism at the University of Wisconsin. He is studying particularly such problems as advertising, sensationalism, kind of news handled, and the like.

Star-gazing may not be a moneymaking occupation, but it doesn't cost as much as a poor poker hand.

TIPS FOR THE AD MANAGER

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., are placing orders with newspapers in selected sections for the D. M. Perry & Co., "Perry Seeds," Detroit, Mich.

THE H. H. GOOD ADVERTISING Co., 45 Murray Street, New York city, is making some renewal contracts with newspapers for the Carter Medicine Co., "Carter's Little Liver Pills," 46 Murray Street, New York city.

HANFF-MITZORR, 95 Madison Avenue, New York city, is sending out orders to a few newspapers in selected sections for the Waterson, Berlin & Synder Co., music publishers, 1571 Broadway, New York city.

THE FERRILL ADVENTISING AGENCY, 6 East 39th Street, New York city, will place some advertising for the D. E. Steher & Co., muslin underwear, 45 West 21st Street, New York city, and will place some contracts with a selected list of newspapers for the Utica-Knitting Co., "Springtext" underwear, I tica, N. Y.

THE NELSON CHRISTIAN & Co., 200 Pifth Avenue, New York city, are again placing list of newspapers with Manahan Moth Paper Co., "Manahan's Moth-Proof Germent Baga," 370 Pearl Street, New York city.

THE CECH. ADVECTISING Co., Mutual Building, Richmond, Va., is placing orders with a few newspapers in selected sections for the Planters' Nut & Chocolate Co., "Peanut Brand Salted Peanuts," Wilkes-Barre, Pa.

THE TAYLOR, CHITCHPHELD, CLASTS CO., Chicago, Ill., is placing orders with a few newspapers for the McKee Refrigerator Co., "McKee Refrigerator," 118 Lorimer St., Brooklyn, N. Y.

SWIFT SPECIFIC Co., "S. S. R.," Butler and Hunter Sts., Atlanta, Ga., is making renewal contracts with newspapers through W. S. Eakin, advertising man-

SHRIMAN & BITTAN, 79 Fifth Avenue, New York city, are handling the advertising of Kraus & Co. Inc., "In-H-Tween" Cigars, Ballimore, Md.

THE FRANK READAN (D., 461 Eighth Avenue, New York city, will use large copy in a campaign it is about to start for the General Electric Co., Schenestady, N. T.

The E. P. Remindron Agency, 1280 Main Street, ultifulo, N. Y., is placing orders with newspapers in selected sections for the General Esking Co., "Broad Haking Contests."

THE PRANK PRESERRY Co., 456 Fourth Avenue, New York city, is sending out orders to newspapers in large cities for the Marlin Arms Corporation, New Haven, Conn.

Om. G. Powning, Inc., 600 State Street, New Haven, Conn. is placing orders with newspapers generally for the Korein Co., medical.

THE OBTENERHER ADVERTISING CORP., 606 South Michigan Avenue, Chicago. Ill., is sending out orders to some large city newspapers for the Hotel Atlantic (formerly New Kalserhof). Tark Street, near Jackson Boulevard, Chicago, Ill.

Lord & Thomas, Mallers Building, Chicago, Ill., are again placing orders with newspapers in selected sections for the B. J. Johnson Soap Co. "Palmotive" and "Galvanic" Soap, Fourth and Fowler Streets, Milwaukee, Wis., and sending out orders to newspapers in the following cities: Detroit, Indianapolis, Louisville, Milwaukee, and St. Louis.

Finnk Kumnan & Cu., 135 Broadway, New York city, is placing eighty-fourline, double column, orders to newspapers generally for the Magnate Copper Co., Financial, Liberty Building, Philadelphia, Pa.

W. H. H. HULL & Co., Tribune Building. New York city, are sending out 500-line one-time orders to large city newspapers for the Emery-Beers, "Onyx Holsery," 1107 Broadway, New York city.

DOOLEY-BRENNAN COMPANY, Chicago, Ill., is preparing an extensive newspaper campaign to appear shortly in a list of selected cities, for the Cudahy Curted Hair Mattresses, a hy-product of the Cudahy Packing Company, of Chicago.

JOINS DOOLEY-BRENNAN CO.

H. S. Daniels to Have Charge of New Detroit Branch of Chicago Agency.

On May I the Dooley-Brennan Co., Chicago, opens a service office [a Detroit, Mich., in the Whitney Building, and H. S. Danlels, who for five years has been associated with the Kissel Car, will take charge of the Detroit branch. Mr. Danlels's work for the past few years has attracted wide attention. His special efforts will be directed in favor of the Dort Motor Car Co., but he will give similar personal attention other accounts of the Dooley-Brennan Co. in the Detroit territory.

New Orleans States

Member Audit Bureau of Circulations. wern Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white been deterritory of New Oriesan.

To reach a large majority of the trade prospects in the local tarritory the Status in the logical and economic medium.

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives New York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service. 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

431 Va

AD FIELD PERSONALS

St. ELMO MARRENGALE, of Atlanta, bas heen named by Herbert H. Houston as a member for the South of the National Advertising Advisory Board.

H. H. Knowns, of San Francisco, has Joined the staff of the Oroville (Cal.) Register, and will have charge of advertising solicitation. Knowles, who has had extensive experience in advertising writing, recently completed an engagement for special work for the San Francisco Chronicle.

FRED H. DRAKE, a well-known adver-tising writer, has been appointed as manager of the service department of the Blum Advertising Agency, of San Francisco. Drake has handled, for a number of years, some of the largest advertising accounts on the Pacific Coast.

G. LYNN SUMNER, advertising manager of the International Corn spondence Schools, spoke before the Poor Richard Club of Philadelphia at its noon luncheon. April 20, telling the story of how the L. C. M., through a scientific study of its national advertising, increased its volume of inquiries 67 per cent. in one year.

E. R. SMITH has been appointed manager of the farm advertising department of the Manternach Company, of Hartford, Conn. During the past two years Mr. Smith has had charge of the advertising of the Cutaway Harrow Company Prior to that connection he was for some time associated with the New Haven Journal-Courier and the Providence Bulletin.

HARRY C. MERRILL for the past five years an advertising solicitor on the staff of the Express-Advertiser, has resigned to enter the employ of the William P. Bonbright Company, Inc., of Boston. Mr. Merrill will serve his new employers as bond salesman.

J. BERNARD LYONS and WINFELD W. DUBLEY, New York advertising agents, have combined in the Lyon-Dudley Company, and will open offices in the Times Building about May 8th.

VINCENT ST. JOHN NEVILLE has sucreeded H. Roscoe Balley as advertising manager of the Meridian (Miss.) Dispatch of which James A. Metcalf 19 publisher.

FRANK KIRHNAN AND COMPANY, advertising agents, have moved their offices to new quarters at No 135 Broadway. New York.

GROHUE R. CULLEN, a Buffalo advertising man, has joined the advertising forces of the Chalmers Motor Company.

STARTED AS OFFICE BOY

W. H. McKeown, After 15 Years' Service with Detroit Times, Made Ad Manager.

Will H. McKeewn has been appointed Advertising manager of the Detroit Times. Mr. McKeown has spent a great many years in the newspaper field, and has refused many tempting offers from other publications.

He succeeds Chas. Sherwood, Mc-Keown started as office boy with the Times fifteen years ago, and has held all positions in the advertising office, and is now made its manager.

HEARD POLE DISCOVERERS

San Francisco Press Club Entertains Peary and Shackleton.

The San Francisco Press Club, taking advantage of the presence in that city of two of the greatest of Arctic explorers and discoverers of the Poles, entertain successively, during the past two

weeks, Rear-Admiral R. E. Peary and Sir Ernest Shackleton. "Air Power in the United States and Air Defences for San Francisco" was the subject of the talk given at the press'luncheon by Admiral Peary, discoverer of the North Pole. Peary, as chairman of the National Aerial Coast Patrol Commission, came to San Francisco in the Interests of the aerial defences of the nation.

Sir Ernest Shackleton gave the Press Club men an intimate talk on some of his most thrilling adventures in the Antarctic regions, but, with his usual modesty, disclaimed all credit for being a great hero.

Boston Journal Had the Story

H Lee Somers, night city editor of the Boston Journal, protests against the recent news item in THE EDITOR AND PUBLISHER, in which it was stated that the morning newspapers of Boston had missed the story of the seizure of the interned German liners at that port through sending "Good Night" to the men assigned to the matter ten minutes before the arrival of the Federal officials on the scene. Mr. Somers fer-wards a copy of the Journal—an extra, issued under 7 A. M. date-covering the

During these days, when everything is on the move, the only man who is safe is the man in motion.

A Live Town 1764

A Leader in 1917

A Live City 1872

FITCHBURG

MASSACHUSETTS Population 40,000

Fifty miles from Boston

The center of a district of 100,000

population. Celebrated for the manufacture of Revolvers, Bicycles, Saws, Machine Knives, Paper, Screen Plates, Steam Engines, Boilers, Steel Horse Collars, Wnolens and Ginghams.

Your advertisement in

The Sentinel

will reach these manufacturers and their skilled employees.

The Julius Malheus Special Agency Boston - New York - Chicago

In Baltimore THE NEWS is recognized as the leading extretisting medium by both local and general advertisers particularly the dis-criminating class. No other baltimore paper has the influence of THE NEWS in the de-velopment of a growing heatings.

for BETTER BUSINESS in Baltimore

CONCENTRATE IN THE

BALTIMORE

Net Daily Circulation 93,013

GAIN over MARCH 1916, OVER 18,000

Special Representatives Tribune Building. NEW YORK First Vittonal Bank Building, CHICAGO The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through quantied and stora or independent auditing concerns, who are certified public accountants any and all bills, news-agents' and dealers' reports, papers and other rec ords considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed

ALABAMA MONTANA HINES Butte Average circulation for December, Dally 41,675. Avenue daily 13,781, Sunday 22,343, for 6 Sender, 42,687, Printed 2,501,112 lines more months on ing April 1, 1917. advertising than its nearest competitor in 1916 CALIFORNIA **NEW JERSEY** HEAMINER Ldo Angrico A. B. C. Audit reports show largest Morning JOHRNAL. BCD mm.beet s and Sunday circulation tirestest Home Deliv all of Medical or seasing Paterna COURTER-NEWS MERCURY-HERALD San John 1 The striffer to Post Office Statement11,434 Member of A. B. C. **NEW YORK** GEORGIA COUNTER & ENQUIRER . IL PROGRESSO TTAKO AMBRICAN. New York DAT ... New York The National Jewish Duily that no poperal advertises should everlook. **ILLINOIS** HERALD NEWS (Circulation 15,199) ... John OHIO IOWA THE REGISTER AND THRUNE, .. Des Moines Circulation, 85,000 haly, 70,000 Sanday. VINDICATOR Youngstown SUCCESSFUL PARMING PENNSYLVANIA More then 700,000 circulation guaranteed and proved or no past Member Andit Servan of Circula tions. KENTUCKY TIMES LEADER Witter Harr-MASSINIC HOME JOURNAL... Louisville, Kr. (Semi-Monthly, 32 to 64 pages.) Genratised fargest circulation of any Massaic publication in the world. In access of 90,000 copies monthly. TENNESSEE

LOUISIANA CIMES-PICATURE New Orlean

TEXAS MICHIGAN PATRIOT (No Monday Issue) Jackson Lant Gov. Statement-Dutty, 11,463; Sunday, 12,568. Member A. B. C. and A. N. P. A. The Chronicle guarantees a circulation of Fint Rates-One :

time ads. 50 cents inch; yearly	The same section.
INNESOTA	UTAH

MISSOURI	DIRPATCH
POST-DISPATCH	DAHLY NEWS-RECORD
The POST DISPATUH setts more papers in st. Londs every day in the year than there are homen in the city. Circulation entire year, 1916:	WASHINGTON

culation entire year, 1916;		_						
	P		r-ifermilliamweren		Perti			
								

ROLL OF HONOR

The following publishers guarantee circulating and willingly grant any advertiser the privilege of a cateful and exhaustive investigation.

TRIBUNE Morning and Evening . Minneapoli-

Senday 1

Delly at

ILLINOIS

NEBRASKA

HERALD-REPUBLICAN Suit Lake City

PREIE PRESSE (CIr 128,784) Lincoln

NEW YORK

New Yea

JOURNALISM STUDENTS TURN TO WAR SERVICE

45

Tuestyone Members of Columbia School Enlist for Work with University's Division of Intelligence and Publisher-To Assemble Facts and

Gather News for War Literature. BY LEWIS CHAMPER, 25. Dropping their school work at the call Intelligence and Publicity and are givand feature work recovered with the

Walter D. Pitkin, associate professor of philosophy in the school, formerly of Evening Pust, and Rescoe C Drown, ex-managing editor of the New managing relitor of the New Heddard Standard, at their bead, form an execu-

Odszebia University, which in the a public service institution, has mobilnation. Students of the School of Jeurnalten, wishing to contribute to the nain the Division of Intelligence and Publicity. The entire third-year class was stared under the Division at first but In one day they were transformed from a your of students meekly attending classes to a news-gathering, featurethrough the spreame and possibly for the

The Division is the publicity centre for all the war news coming from Colum-War Papers, a series of passphiets on the non-military problems of the war therities, and sent breadcast over the first subject to attract the attention of listment for the Parm," R. C. E. Brewa's "Merchan the Country-Home Garden." and Prefrances Beager and Chaddock's "Food Preparedness" dealt with this

waste, economy, and the utilisation of In the preparation of them pomphica the School of Journation is playing a leading part. Journalism students

STORY PROOFS & FINLEY Chicago Philadelphia New York



FOR A FREE PRESS

tic Parade in New Bedford Featurof the holding carrying the American with me engle correconting, pole and sage baring been presented to the Brady, it, military cities, and to present in 1809. Politoring the dag II, Brymothy, devalution summary.

and they are actually assisting in the writing. Gone are books, gone are classes, gone are all the signs of school

The University authorities have announced that full credit toward a deerer will be eiten for this work. The publicity department of the Division is hanne and M. Lincoln Mchapter. Oth-Stern, Palmer Smith, F. G. Pitts, Marie

Colorado Springs THE TELEGRAPH J. P. McKINNEY & SON New York Detroit

A Gain of 73%

The Detroit Free Dress "Bickeyer's Greated Francis CONKLIN Secretation Change

NEW DEDPOSED PARADE PEATURED BY STANDARD AND MEDICINA

ried a large American fing, and were the Standard who led the resolution the first line were George A. Heagh, managing chitor; James T. Murray, adertising marager, Cooper Gaw, reliter, O. Devolt, Jr., city editor; Edmund Anthony, revisiont to the publisher. Loon M. Huggins, Sunday editor; Aleten Carside, textile editor; Yhomas

"My Experience with Foreign Advertwing and Agracies" is the subject of a practical talk to be given by N. A. etting of Wisconsin editors and pub-May 17 18, and 19. Mr. Hune on o mublisher was very successful in secur taining these advertisements. speak on Friday evening, May 15.

First Quarter In three morths of 1917, The New York Times published 2,878,966 lines of advertisaments, 207,218 lines recer

tion wanted advertisements, a greater volume than any other New York Average net paid circulation, daily and Sunday, of The New York Tisses, as reported to Post Office Department, April 2, 1917.—344,430

> PHILADELPHIA America's Greatest Industrial City. The PRESS

Philadelphia's Great Industrial Paper. SUCCESSION OF STREET Works Building S. LASHER CHICAGO

Patrictic New York Newsies At the sensual diener for newster, indgers of the Brace Memerial Newster, and the speakers included Hans yee Kultrature, of the Brooklen Ragic, and

Superintendent William L. Butcher, of the home. Superintendent Statcher said the array or nave. Many others had

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertoement appraring every day in the \$4.20 an insertion daily and \$5.60 an rtion Sunday-a total cost of \$1,001,00 for the year, which means that it could be seach 75% of the cents per family per year.

Story, Brooks & linley

200 Fifth Ave. Prople's Gas Building Chicago Moreal Life Building

You MUNT Use the E X A M I N E R MORE THAN 150,000

The PITTSBURG PRESS Has the LARGEST Dally and Senday CIRCULATION IN PITTSBURG

LA. KLEIN. Metropolitas Towar, N. Y. John Glass. Peoples Gas Bidg. Chicage Pareign Advertising Representatives The

Pittsburgh Post ONLY Democratic Paper In

Pittsburgh. CONE, LORENZEN & WOODMAN. Special Representations New York, Derrot, Kannes City, Chinap

Buffalo News EDWARD H BUTLER Editor and Publisher "The only Buffalo acceptance that consees its advertising releases. Mass of the advertisers use one columns exclusive ly. The above is one of the many see

NEMBER A R C Foreign Advertising Representation KYLLY-SMITH COMPANY NEW YORK

Lytton Buildes

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies.

New Youk .- High Tide Publishing Company, general publishers, capital \$5,800. Directors, E. Richard Shayer, George N. Shorey, E. A. Oppenheim.

NEW YORK, Lafayette Paper Mills, Inc., manufacture paper, capital \$200,-Directors, S. Helfgott, D. Carson. and M. Klein.

Passaic, N. J .- Passaic Daily News, Inc. to take over the paper of that name; capital \$208,000. Directors, Geo. M. Hart, James T. Barker, and John L. Hughes.

NEPHI, Juah Co., Utah.-Times-News Publishing Company, general publishers. capital \$2,500, Directors, Dennis Wood, A B. Gibsen, Elsie Wood, Baymond Wood, A. A. Gibson, and C. L. Gibson.

CRANSTON, R. I. - The Mathewson Printing Company, publishers, capital \$50,000. Directors, Winthrep S Mathewson, Lynette W. Mathewson, and Thomas Whitchead.

BRINGEPORT, Conn. - - Bridgeport Life Publishing Company, seneral publishers, capital \$40,000. Directors, Robert N. Blakeslee, Robert M. Sperry, and F. E. Morgan.

CHANGES IN INTEREST

Canandaldua, N.Y. The Daily Messenger has been purchased by the Messenzer Association, Inc. W. A. Patton is president of the new corporation, with W. D. Packard as accretary and B. B. Weldy treasurer.

CLEARFIELD, Ia .- The Enterprise, owned for nine years past by L. H. Andrews, has been sold to P. D. Covert, who will take possession about the 1st of

STLVESTER, GR.-G. R. Nottingham has leased the Worth Co. Local.

Mr. VERNON, Ga.-The Bentinel, formerly published at Seperton, is hereafter to be issued in this place. This gives Mt. Vernon two papers.

NEW ENTERPRISES

SAN GABRIER, Cal.-The Record has gone out of business and the San Gabriel Sun has been established, with J. T. Lusk as editor of the newspaper.

SUMMERIAND, Cal. - The Expositor started publication at Summerland beginning April 18.

Mass Hill. Me.-The first issue of the News appeared on April 5. L. P. Waddington is the publisher,

VICTORIA, B. C .- The British Columbian Mining News is expected to be issued before the end of this month. Louis D. Taylor, formerly proprietor of the Vancouver World, and latterly owner and editor of the Prince George Citizen. is to be the publisher.

WEDDING BELLS

Carl Dickey, of the Times editorial staff, and Miss Winifred Harding, of McAllen, Tex., were married April 19, at Brooklyn Manor. The marriage is the culmination of a romance which started last summer when Mr. Dickey, who was stationed at McAllen as a Times correspondent with New York troops, met the young lady. After a short honeymoon Mr. and Mrs. Dickey will reside in Brooklyn Manor.

Raiph E. Bailey, a newspaper reporter in Providence, R. I. was married recently to Miss Margaret Helen Suba, of Plainville, Conn. Mr. and Mrs. Bailey are residing in East Greenwich.

E. I. Thorpe, editorial and newswriter of the Gresham Outlook, and Mrs. Eva G. Crawford, were married recently at Vancouver, Wash, the nuptials capping a childhood romance that began nearly half a century ago at Coffin Rock, on the lower Columbia River. The families of each had been close friends and the two played together as children until forty-six years ago, when Mr. Thorpe came to Portland with his parents and Mrs. Crawford, then a lass in short dresses, was taken to Astoria with her The families of each met frequently during the past few years when the romance budded.

Miss Mary Dillon, of St. Paul, writer of local features for the Planeer Press under the name of "Jane Gray," was married in Chicago April 21 to Dr. Samuel Dales Foster, of the latter city. Mrs. McGrath will reside in St. Paul while her husband, who is head of the hospital corps of the First Illinois Cavalry, is serving with his regiment.

Tom Daly Boosts Judd Lewis

PHILADELPHIA, April 24.--Judd Mortimer Lowis, "the sweet singer of the Houston Post," as Tom Daly dubbs him, is writing "Patsy Kildare, Outlaw," an

ried in the Evening Ledger. Mr. Daly contributed an appreciation of the Texas man to accompany the first instalment, least striking of his many commendable in which he notes that the bard started traits. Uncle Judd loves his paper and life as a stereotyper, and halls Col. R. the people of Houston and they in re-M. Johnston, editor and proprietor of turn lavish affection upon him."

every-night story, which is being car- the Post, as his discoverer. He says: "Uncle Judd is now one of his chief assets. His loyalty to his chief is not the

INTERTYPE

Single

Two Magazines



Don't you wish that your single-maga-cine machines of other than Intertype manufacture could now be converted into two- and three-magazine models?

If your single magazine machines were standardized Intertypes you could at any time convert them into two- and three-magazine models- at small expense and in your own composing room

This is one of the advantages of Intertype Standardisation.

INTERTYPE CORPORATION Terminal Bidg. BROOKLYN, N. Y.

The **Ault & Wiborg Company** of NEW YORK

News Ink

57 Greene St. New York City Write Us-

PATRIOTIC PRESS CLUB

Baltimore Newspaper Men Give Rooms as Recruiting Station.

The offer of the board of governors of the Baltimore Press Club to establish a United States Naval Reserve enrolling station at the clubrooms of the Bultimore Press Club, has been accepted by the Federal Government, and Lieut. Clephane, of the United States ship Fish Hawk, which has been tied up at Fort McHenry for several weeks, will assume charge of the new station.

A letter of thanks and appreciation has been received by the Baltimore Press Club from Lieut.-Commander H M. L. Walker, U. S. N. Lieut, Walker extends official thanks on behalf of Rear-Admiral Walter McLean, commandant of the Fifth Naval District, and personally congratulates the t'lub for its patriotlem in donating the rooms.

Newspaper for the Sioux.

The first newspaper known to be pub-Behed in the Sioux Indian language was recently started at Poplar, Mont. It is called the Fort Peck Sloux Pioneer. The first issue was printed partly in English and partly in Sloux. The advertisements were entirely in Sioux. with the exception of the names of the advertisers, which were in English. The first edition of the paper was exhausted at 5 cents a copy, and the second edition brought ten cents a copy.

Gus Hendrick is the publisher. The paper at tirst will appear but once a month, and later, if business warrants it, will appear weekly.

Budges as Baseball Tickets

At Boston last Friday Business Manager Hangood of the Braves tried the scheme of admitting the newsboys to the morning game on presentation of their ladges instead of tickets, as has been the custom, and it worked admirably. In the past many large boys and even men used to present themselves at the gate with tickets intended only for newsboys, with the result that many of the younger newsboys got overlooked. Ed Kervin, of the Advertiser-Record circulation department, brought the badge idea forward and, judging from the results. Mr. Hangood and his assistants are glad that he did.

Patriotic Enterprise in Texas

The A. H Belo & Co. publications, including the Indias (Tex) News and Evening Journal, the Galveston News, and the farm periodicals allied to these dallies, have rendered conspicuous patriotic service through publishing in full-page display the appeal of the President for greater food production. The appeal was printed in the news columns when issued, and later in a style of displa making it available for posting in public places.

The McClure Method

Our features are sold as individual merit. Any service may be ordered singly. THIS MEANS:

This MEANS:
The greatest possible variety from which to choose.
The submitting of each feature to your ewa editorial informest.
The expectanity to order a budget consecuting only of what you want, A material reduction from individual prices on budgets.

Write us for samples of our Rundoy Colored comics, dolly coulos, women's fra-tures, bedtime stories, finition, etc.

The McClure Newspaper Syndicate 120 West 32nd Street, New York City

Editors' Lives Threatened

The lives of its editors and the destruction of the Aurora (Mo.) Daily Light newspaper plant have been threatened in a letter believed to have originated in pro-German circles. "Dry up or you will be waited upon; this is a fair warning," the letter stated. The Light has taken a firm stand against un-American talk and actions.

Ad Coupons for Old Paper

The Jersey City Journal has gone after the conservation of paper in a most practical way. An advertisement appeared in that paper recently notifying people that old newspapers were valuable, and for them to save them. The offer was then made that the old newspapers could be exchanged at the Journal office for coupons that would he accepted by the Journal for payment for classified advertisements. For each 2% pounds of old newspapers a couton valued at 1 cent is given.

Charter Oak Ad Club

The Charter Oak Ad Club, Hartford, Conn., at the annual meeting last week, elected the following officers: M. C. Manternach, president; A. C. Fuller, vicepresident; E. H. Morse, second vicepresident; J. M. Sweeney, jr., secretary; W. C. Woodford, treasurer; W. A. Allen was elected official delegate to the A. A. C. W Convention.

"Home Paper Balers"

That the high cost of paper has created a wide spread tendency among housewives to save old newspapers is indicated by the fact that manufacturers of "home paper balers" are advertising extensively in Chicago and other papers. One is manufactured at Mattoon, Ill., and is sold for \$7. A wo-Daily News that she now gets fifty cents a hundred pounds for old papers as against twenty cents formerly.

Army Censor for Parific Coast

Lieut Franklin C. Sibert, son and aide of Brig.-Gen. William Sibert, commander of the Pacific Coast Artiflery District, has been appointed censor for the Western Department of the army, with headquarters at San Francisco.

The Evening Mail New York

Last year GAINED 178,965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

BOOMING HUGHES, FOUND BRIDE

Western Newspaper Man Surprises Friends by Romantic Wedding.

PORTLAND, Ore., April 21.-A romance of leve and politics in which an enterprising newspaper man lost the distinction of making a President of the United States, but won a wife, was unfelded in the marriage, at Senttle, Wash., today, of Miss Ruth Agnes Limond, of Minneapolis, Minn., and Charles Calmer Hart, of Spokane, Wash., former city editor of the Spokesman-Review, of Spokane, and three times secretary of the National Press Club at Washington. D. C.

The wedding was a surprise, and immediately afterwards the couple started on a wedding tour that brought them to-night to Portland, and will take them up and down the Pacific Coast for several months, after which they will be at home in Spokane. The bride is the daughter of Mr. and Mrs. A. S. Limond, of Minneapolis, and a graduate of one of the Minneapolis high schools. Mr. Hart was city editor of the Snokesman-Review between 1908 and 1911, and for

NEWSPAPER prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager 87 WROT SPILL ST., NEW YORK

USE

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

Food Medium New Jersey

Trenton Times A. B. C.

-12c Per Week

KELLY-SMITH COMPANY

230 Fifth Avenue NEW YORK Lytton Building CHICAGO

The Vittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK,
Real Estate Trust Building, Philadelphia five years was its correspondent at Washington, D. C., where he was three times successively elected accretary of the National Press Club, and also was secretary, for three years, to William L. La Follette, Representative in Congress from the State of Washington. The romance and nuptials are the outcome of a brief vacation at the fashionable Coronado Beach in California in 1915, when Mr. Hart was touring the country with the main idea of interesting Republican and Progressive leaders in Justice Charles Hughes, and where he first met Miss Limond.

The Evening Star with one edition daily, has a greater circulation in Washington. D. C., than that of all the other Washington papers combined.

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher 742 Market Street SAN FRANCISCO

Hemstreet's

PRESS CLIPPINGS

New York

The True News

-FIRST-

Always-Accurately

International News Service 238 William St., New York City Tenth Avenue At 45th Street

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tratterentlietteringenenteeliefenglofentelbiferen engenentaletenenterenterenten aufregenterenenteringen en By the Side of the Road By Thomas Dreier

"He good at the depths of you and you will discover that those who surround you will be good even to the same depths. Nothing responds more infallibly to the secret cry of goodness than the secret cry of goodness that is near. While jou are actively good in the invisible, all those who approach you will unconsciously do things that they could not do by the side of any other."

Magterlinck.

NO PERSON WHO KNOWS anything about Edwin Markham, the author of "The Man With the Hoe," will question his democracy.

He has always interested himself in people who toll. He himself was a toiler in a physical sense in the early years of his life.

At the Boston City Club, where he spoke recently, he volced his belief in leaders of men.

"We must have leaders," he said, "In spite of democracy. We thought when we had the democratic idea once established we would have no more leaders; and there are those who cry out against leaders, even in this day

"But give them no attention. They do not understand the philosophy of life, nor the philosophy of human progress.

"We cannot get away from leadership-never while the world goes round the sun. There will always be neers, men who get a vision of the life beyond the common people, and who inspire the common people with that vision.

"And they are the leaders of men." Democracy does not mean a levelling down. Democracy simply gives to all men and women the opportun-Ity to develop themselves fully, without limitations. Whether they avail themselves of their opportunities, and thus get the rewards they desire, depends almost wholly upon them.

The men who lead, whether they lead as big business men or as prophets and preachers and poets, are the truest democrats because they are working to put into practice the ideas of a better life for the majority.

Let us give thanks for the men who have had the initiative, the courage. the foresight to give themselves to the doing of big things for themselves and for the people.

BERTRAND RUSSELL, the internationally known lecturer and author. of Trinity College, Cambridge, England, is authority for the statement that the memory of Thomas Carlyle is growing dimmer and dimmer, whereas that of Walt Whitman, America's great poet, is growing brighter with the years.

His reason for making this statement is interesting Cartyle is tosing his hold because he was not a great lover. "To Carlyle," says Mr. Russell, "at any rate in later life, most men and women were repulsive: they inspired an instinctive aversion which made him find pleasure in imagining them under the guillotine or perishing In hattle."

The man who hates people will be hated, and the man who loves will be loved. That is the law.

"Wait Whitman," says Mr. Russell, "had a warm expansive feeling towards the vast majority of men and women. His queer catalogues seemed to him interesting because each item came before his imagination as an object of delight.

"The sort of joy which most people feel only in those who are exceptionally beautiful or splendid, Walt Whitman felt in almost everybody.

"Out of this universal liking grow optimism, a belief in democracy, and a conviction that it was easy for men to live together in peace and amity."

We can have our choice. We can live in a world of friends or we can live in one filled with enemies. we love others, if we are eager to serve, if you are helpful and desirous of giving joy, we will receive from the world the good things we need.

MY INTEREST IN REAL RELIGION is as keen as that of the average man (if not more so), but I must confess that I never feel so irreligious as when I am compelled to associate with some persons who keep jabbering about their beliefs and isms with or without provocation.

provocation.

"Religion," says Corra Harris,
in "A Circuit Rider's Widow," "makes some people presumptuous, ill-bred. unspeakably offensive.

They use their virtues to insult. others. Their plety is the fire they kindle beneath other men's reputa-

"They have the instinct of spiritual bounders and God will undoubtedly keep an Ellis Island quarantine in some part of the floating heavens for such saints."

If I were a believer in an orthodox hell I should certainly go there in preference to any place where these so-culled religious varmints go.

A YOUNG FRIEND OF MINE who used to be after with the desire to be of service to his fellow men has become a lover of money, and is devoting all his time and strength to carning and saving it. He does not realize (and, what is worse, does not care) that he is slowly but surely killing that in him which once made him

To Return from Australia

Charles G. Ross, professor of journalism in the University of Missouri, who, for one year, has been sub-editor on the Melbourne (Australia) Herald, will return from his year's furlough in August and resume his duties at the School of Journalism of the University of Mis-

SPECIAL SERVICE for

NEWSPAPER **PUBLISHERS**

Mr. Violor P. Louron, referred to by per-mission, wreles to an inquiring publisher:— "I consider him exceptionally well in-formed in the details of newscaper adminis-tration. He dish none very satisfactory work-for un."

CHAS. S. PATTESON Prince George Hatel, New

SERVICE MANAGER

SERVICE MANAGER

National alterium and the agentium are asking the newspapers for local market information and for assistance in securing distribution and displays. They want design conspiration. A wrylee department manager who is equipped for fills work to a high level way to mow multible. Experience introduce pristil selling assistance of a largerium of informational assistance of the security of the security of advertisements or solicitor. He is an advertising again of vision who known sourceast, due to the security of advertisements or solicitor. He is an advertising again of vision who known sourceast, due to introduce No. 28% results. If you have a man also expense, let us introduce No. 28% and the security of the secu

FERNALD'S EXCHANGE, Inc.

National Benk Bldg , Springfield, Mess

SITUATIONS WANTED

Advertisements under this classification tru-cents per line, each insertion. Count str-words to the line. For those unemploom not to exemple 50 words, two insertions PREE

WOMAN WHITER, (27), free-lance, went-position. Human interest, humarons and ar-ticles. Address P. 3236, care Editor and Pub-lisher.

CIRCULATION MANAGER with excellent references, up to date libes, 17 years' experiment with live paster outside pastern as such with live paster country perfected. Address Box P. 3287, caps. Editor and Tublisher.

BUBINESS AND ADVERTISING MANAGER cerks toolden. Now employed in charge of oplewiid paper in busiling city but wents not then where a larger an largy can be puid. Has references from non of highest standing and a record of business success. Can handle enterplant from end of the country of the party of the party of the country of the country of the party of the party of the country of the party of the party

RDITORIAL MAN, experienced as home organ officer or sesseriated on some live bustness limit ask; educate, clean cut welfer; faulifar with printing, ourrawing, wake up; fire report except once on several big superar lightest recommenda-tions from well known editors; amitable now Astress P. 3250, our Editor and Pablisher.

HELP WANTED

MANAGING EDITOR is city of 20,000 wants place as measure-editor or editorship in larger city. Matropolitas experience and conversant with severy hates of modern houses, less. Smithwest preferred. Address P. \$270, care Editor and Publisher.

FOR SALE

Advertisements under this classification, fitten couls per line, each insertion. Count ele words to the line.

LINOYTTPB-Model No 3, Serial No 10109, magazine, assortment of matrices. Fort Wavne Printing Co., Fort Wayne, Ind.

T.INOTYPE. Model No. 1, Serial No. 2010 and Model No. 1, Retial No. 2011, with 1 muse since, lines, elseich blacket finit of matrices (for each machine). Tribune Printing Co.Charfeston, W. Va.

LINOTYPE-Model No. 4. Serial No. 11696 agazine, matrices, sourchonds, liners and ades. Winston Printing Co., Winston Salem.

LINOTTPE. Three Model I mochines with complete equipment of molds, imagesteen and moles, New Haven, Conn.

FOR A. N. P. A. MEMBERS

PRINT PAPER IN WAR TIME prices make the judicious pruning of news copy a necessity. The managing editor who can sell big stories concludy and accurately saves you money, all your news ought to be supervised by a man of been insight, broad vision, and analytical insight, expands of effectively appraising local newspaper reof this type is at your command. A managing editor, who combines motopolities and small-city experience, desires to make a change. Record will stand searching inswettention.

EXECUTIVE ABILITY

WRITE TO-DAY to Box P. 3.271, Editor and Publisher, New York City.

\$50,000 cash available for first payment on a newspaper prop erty actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON

Newspaper and Magazine Properties Times Building, New York

CHANCE FOR MERGER

Two evening papers in live Central West field may be bought for \$50,000 and merged. Will net annually from \$15,000 to \$20,000 if merged. Details to inquirers furnishing references. Ask for propositions 919x and 1000x.

H. F. HENRICHS

Newspaper Properties LITCHFIELD, ILL.

PUBLISHERS' NOTICE

The Editor and Publisher majorates of the efficient corps of paid correspondents at the The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Busino, Phila delphia. Bermit. Cleveland, Pittaburgh, Clarinasti, St. Louis, Chicago, Atlanta. New Oriesses, Dalban, Indianapolis, Washington, Ball wave, and Ban Francisco. Other correspondents will be added from time to time. Avertisegual memory men will find a ready market for decise of altertising achievements, news leads of the decision of the main office, by addressing the main office, 1117 World Building, New York City.

Rranch office San Francisco, 742 Mortest St.

R. J. Bidwell, manager. 'phone Keneric 2121

The Folitor and Publisher page containe
673 agate lines, 168 on four. Columns pre 13
picus wide and twelve inches deep.

Advertising Rate is 23c. an again Sac. \$100 page, \$75 a half page and \$42 a quarter paguation extra. Time, space and cash discounts a sllowed on contracts.

Small advertisements under proper closuides than will be charged as follows: Par Sale and Help Wanted. Aftern cents a line. Business on portunity and Miscellaneous, Aftern cents a line, and Miscellaneous, aftern cents a line, and Miscellaneous, for the mem-played a fifty-word or eight-line advertisement will be published two times PREE.

Readers are urged to have the paper mailed to the home address. This will issue prempt de-livery.

The Editor and Publisher sells regularly at 10c a core, \$3.00 rer year in the United States and Colonial Possestess. \$3.30 is Can and and \$4.00 fersion, and is up-sale such wook at the following howe standar;

**The Colonian Colonia Colonian Colonia Colon

New York-Words Ruilding, Tribino Building Park Row Building, 140 Naswan Breek, Men Building, 140 Naswan Breek, Men Building, 140 Naswan Breek, Men Building, 150 Naswan Building, 33 Park Row; The Wosleworth Building, Times Building Perly second Street and Briendeway, at leasured intrance to Subway; Brentono's Book Riore, Twentre statth Street and Fifth Avenue and Mark's Macy's corner, at Thirty-Swarth St. on Prance.

Raitimore-B. K. Edwards, American Building Philadelphin-L. G. Rau, 7th and Cheatman rectu; Wm. Sobel, Bulistin Building Name

Boston-Parker Rome News Stand.

Pittsburgh-Davis Book Shop, 416 Wood

Street
Washington, D. C.—Bert E. Trenis, 511 Pourteenth Street, N. W., Riggs Hidg. News Stand
Chicago—Towner's Book Store 37 N. 11ara
Street: Post Office, News Co., Mostroe Street;
Chan Levy Circ Co., 27 N. Fifth Avenue,
Cleveland Schroeche's News Store, Superior
Street, opposite Post Office; Solomon News Co.,
1111 Walnut Street,

Petrott- Solumn News Co., 69 Larged St., W. San Prancisco-R. J. Bidwell Co., 743 Market

THE EDITOR & PUBLISHER

WILL H PARRY TRADE

BOARD MEMBER, DIES Death Is Hastened by Overwork, Due to Time Given to Investigation of the News Print and Other Problems with Which the Federal Trade Commission

Has Grennled. Will H. Parry, elec-chairmen of the Perfectal Trade Commissions, died in



Mr. Parry had levy in poor brooth for about to go, he told one friend that he

President Wilson seat Dr. Cary reder sought, but on Pricay, April 20,

Mr. Purry brought to the Pederal Treds Commission cure business judg-

DOMINATES

"TO-DAY'S HOUSEWIFE" GEORGE A. McCLELLAN

me second in the conduct of his own TWOCON ACTION Mr. Fax was unmarried. He is our. He was been to New York in 1964 and tred by one brother, Philip J. Pox, who studied at the College of the City of

Nershwest and sugaged in the newswith that firm constructed the battlethip Nebruska. Proor to his appearanorth as a recenter of the Federal Trade Consission, he had been manager for

DEATH TAKES "HOE" FOX Widely Known San Man Loves His

Fight Against Tubercularia. Jumph Fox, who bland the New York Sun staff nearly Impacy-three years ago as an office boy and was ever played by that paper ever since, died on April 21, at Baranac Lake, N. Y. During the time "Joe" was an office buy he I-greed to write and turned in many iterus. White still in his toons he to cover the East Side, and later Police He covered many ortant original cases, including the Nan Patterson trial and the Than trials. He accompanied l'artrict Alterpry Jeroepe on coarty garabling raids On election nights he was always in

til ill-health compelled him to crase Early in 1913 Mr. Fox was made asstatust city editor of the stan. For two the advice of physicians and friends Since then he had been 'holding his unn" as Saranac Lake. Despite physical drawbacks, he developed into

INVESTORS PUBLIC SERVICE. Inc. UNBIASED FINANCIAL NEWS

To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER Write for Details.

SINGER TOWER NEW YORK

The New Orleans Item Largest Circulation of any Locisiana Largest afternoon Circulation in the centire South

> Sunday 68,942 Daily 55.365

now men to adopt accentific methods of one of the most brilliant writers on the

is easilier for Harper & Pros. the pub-

HIGH TRIBUTE TO DEAD EDITOR istinguished Men Act as Pallbearers at Funeral of William Berri.

Gov. Whitman and United States Senster William M. Calder were honorary Herri, publisher of the Drocklyn Standalor Unider, the paliteneers included John A. Halton, many years editor of ander, Chester S. Lord, Dr. John H. Finley, Thomas E. Murray, Walter F. Wells, Willard E. Edmister, Walter C. nter Charles F. Murphy, Edward

OBITUARY NOTES

LHOTE, WILLIAM M. SCANGEN, aged 35. treat (Cup.) Herald staff, but entiated war. He went to Montreal from the lows. Toronto, to join the staff of the Mentreal Daily Wilness. Later he was Jone Howard Snown, aged 17, editor

and publisher, died on April 22 in

To our Flag Customers SPECIAL NOTICE field up. Fing orders accepted earliert to

S. BLAKE WILLSDEN Fronties and Advertising Association.

OUALITY CIRCULATION BUILDER

335 Fifth Ave., New York. There is absent room for the base

Goldberg's Cartoons

The Evening Mail Syndicate 203 Broadway, New York

Brooklyn. He entered pawapaper work in 1884, when he went to Washington later he edited a nowspaper in Augusta.

HOULES RUNCING a well-known news son. He was widely known for his char-Hy and church work, and for his efforts armong the inconfgrants at Ellie Island.

Michael, Monay, editor and publisher died of his home April 21, after a long sizeas. He was been to Ireland state sinc years ucc. Mr. Meran was bead of his wife, one not, and one developer Davies. J. McCurry, for more than a

News Print

a loss in their business.

Combination Magazine and Color Comic Supplement Service used on your Saronday or Sonday oa.

per will enable you to make a change in your subscription and advent World Color Printing Company R. S. CRABLE, Mrs. Established 1900 ST. LOUIS. MO.

THE sound of The Herald as it thumps against our door, sounds like the knock of an old friend."

That's the way most of our readers feel toward "the paper that goes home" in Kentucky and Southern

Largest net paid daily circulation in Kentucky.

THE LOUISVILLE HERALD Kentucky's Greatest Newspaper

We can increase your business-You have thought of gress clip-pings yourself. But let us tell you how press clipping can be used a business-builder fee you.

BURRELI 60-62 Warren St., New York Cky Established a Quarter of a Contury

Covering the Great South for \$3.04 a Line

Billions in Factory Capital and Output

How farming states in the South are enriching themselves by manufactures appears from these figures:

Capital invested in Southern mills and

factories		\$2,534,921,000
Value of products,		\$2,012,276,000
Average number of wage-earners	•	813,590
Paid in Wages		\$335,367,000

Southern newspapers, alive to their opportunities, keep pace with the progress of their readers.

National advertisers, alive to THEIR opportunities, reach the flourishing Southern population, with its thousand recurring needs, for

\$3.<u>04</u> A Line

These Newspapers Reach Centers of Southern Industry

1 740	THE THE	CONTRACT	Ph 424 W	OUTHERN HOUS	-	- ENGLY		
ALABAMA.	Net Paid Obsertation	2,500	10,000 lines	SOUTH CAROLIN		Net Paid	2,54m	10,00
Birmingham Ledger (E)	33,250	.06	.04	Columbia Record	(E)	11.225	.025	.025
Birmingham Age-				Columbia Record	(#)	9.216	.025	.085
Herald (M)	17.000	.07	.05	Columbia State (36.1	18.561	.05	.04
Birmingham Age-	21,000			Greenville Pleamont	E I	4.760	.0148	.014
Hernid (5)	28,000	.05	.0-6		GEOR		102.44	140 8 4
Birmingham News (E)	25 24 . 49 22 43	.07	.07		(E)	46,123	.08	.07
Birmingham Neva (8)	41.106	.08	.09	Atlanta Sunday	(80)	40,122	-40	.07
Mobile Register (M)	18,500	-0-6	.0.4		(8)	25.027		
Mobile Register (8)	22.000	.05	.08		Ē	7.425	.12	.10
Mobile News-Item (E)	9.500	.038	.03	Augusta Chronic, 1364			.0215	.017
Montgomery Ad-/ (M)	18.218	-05	.49-4		M	R,000	.086	.035
sertiner (%)	20.782	.08	.05			23,499	.04	.04
, , , , , , , , , , , , , , , , , , , ,					(8)	32,263	.04	.04
- Advances	PUCKY.				(四)	12,049	.03	.03
Louisville Courier-					(8)	12.049	.03	.03
Journal (M)	20,394	.10	.07			14,037	.04	.03
Louisville Courier-					FLOR			
Journal (5)	49,658	. 18.38	.00	Pensacala News	(BC)	4.028	.0189	.012
Louisville Times (E)	43,805	.10	.08		36)	5,309	.0172	.017
Louisville Hernid (M)	49.073	.07	.07	Pennacola Journal	(8)	8.809	.0172	.017
Louisville Bernid (5)	42,860	.67	.07	Jacksonville Times-				
Lexington Hernid (M)	04.22.23.50	.0170	.0170	Union (M.a	18)	24.508	.05	.05
Lexington Herald (8)	8,239	.0170	.0179	Jacksonville Metropol	Har BC	18.185	.04	-04
	ESSEE.					IANA.		
			_		(K)	55.043	.10	.10
Chattanooga News (E)	13,951	.03	.03		(5)	68,878	.12	
Chattanooga Times (M)	25.815	.06	.06	New Orleans Times-	(-)	401910	· A #6	. L.3
Chattanooga Times (5)	*n.410	100	.00		ME)	55 836	70.40	* 40
Memphis News-				New Orleans Times-	AL)	00 000	.10	.10
Seluitar (E)	45,000	.11	.10		(#)	68,399	40.00	9.00
Memphia Commercial				New Orleans Daily	4-1	CONTRACTOR OF THE PERSON OF TH	.13	.13
Appeal (M)	63,981	.13	.10			A. 400		
Memphia Commercial				New Orleans Daily	(E)	87,468	.08	.06
Appenl (5)	102,051	.14	12.					-
Nashville Tennesseess					(8)	36,369	.06	.06
& American (M)	34.465	.05	.05		VIRG	INIA.		
Nashville Tennesseesn				Richmond News				
& American (5)	39.129	.06	.00		(E)	30,401	.OH	.046
Numbellie Bonner (E)	59.557	.07	.07	Newport News Press.				
Knoxyille Sentinel (E)	10.036	.05	.04	Times-Herald (M.		10,255)		
TOTAL CONTRACT CONTRA	M		4 6	Newport News Dally		3	.025	.028
NORTH (CAROLINA.				(8)	0.993		
Anheville Times (E)	4,170	.015	.015	Norfolk Virginian				
Charlotte Observer	12 300	.045	.025		36.1	25,491	.05	.05
Greenshare: (M)	11,500	.03	.025	Norfolk Virginian				
Dally News (8)	15,000	.03	.025		(8)	33.014	.046	.00

Cannot Meet The Demand

Circulation—

The New York Globe stops its presses daily at 210,000 despite live demands from dealers and agents for from 30,000 to 50,000 more a day.

This is done to help conserve the paper supply of the country in order that other newspapers without supply may secure it.

Advertising—

The New York Globe daily (except Saturday) declines from one to twenty columns of advertising offered it in order to hold down the size of the paper.

This is done to help conserve the paper supply of the country in order that other newspapers without supply may secure it.

The rule is "Reasonable space to all advertisers with a limit on big copy on crowded days."

The Globe's rates are very low for 200,000 circulation and would be fair and profitable for 150,000 circulation.

The Globe stands ready to still further limit its print and further reduce number of pages to help the print paper situation if other newspapers will co-operate.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

PATRIOTISM THE KEYNOTE OF A.N.P.A. BANQUET

America's Publishers Greet Representatives of England and Canada, Listen to Mr. Gerard's Recital of Germany's Plan to Make War on the United States, and Pledge Themselves to the Full Measure of Devotion to the Country in Upholding the Rights of the Democracies of the World.



MERCHA'S presparer publishers method which the subtany authorities one, or in the event the cordict in En-

west on except Thursday much in The citation patrostom of the reprenear should madd in a statement. He

corresponding to the war party in critic corps. After they were sented the countried Flowers, the real thought the orchestra played and those present of the American people. He spoke the conclusion of which the lights were

The visities representatives from States of the energy or that is absolute Floriand and Counts were sighly at-

Women in the crowded galleries waved flowers and handkerchiefs, men on the floor stormed the speakers with applause that came from their hearts, as they discussed the leavening force at work that would make the world better and safer by bringing to a successful termination a war that has been forced upon mankind in an effort to turn back time to the thraldom of autocracy from which men have fought to free themselves for a thousand years.

AN OCCASION OF SOLEMNITY.

Accustomed as they are to attending public gatherings, and observing the conduct of audiences, it was generally agreed by the publishers present that never before had they been present at a time when the speakers were listened to with such close attention. Certain it is that at no time since President Wilnon read his message to the Congress on April 2, have so many men sat so long or listened so intently and responded in such flooding outbursts of approval as did the American publishers, representing all shades of political policies, in all sections of the country, as did the newspaper men who asmembled at the thirty-first annual banquet of American Newspaper Publishers Association.

Every mention of an ally by name was greeted with cheers, from Great Britain, for the part she is taking in the war, down to the little nations of San Marino and Cuba.

Major-Gen. G. T. M. Bridges, who came from the battle front in France with the British High Commission, a towering, powerful man, who was with with General Joffre in the conflict on the Marne, and who has been in the thick of shell-ridden France and Flanders since the time when the first English expeditionary force landed on the continent, was choked with emotion at the demonstration of loyalty and support given by America's publishers.

All present felt that the words uttered and which would go out on the wires to every hamlet in the land, and to the remotest sections of the world by cable and wireless, constituted a reries of messages of assurance of the part America is to play in the conflict. for which she is arming herself

Hopewell Rogers, president of the Association, introduced Hon. Job Hedges, as the toastmaster of the evening, who spoke as follows:

"It is a compliment to be invited to preside over a function which concludes the deliberations of the American Newspaper Publishers Association. With the common thought in mind of what is engreeing the deliterations of the world, and cognizant of the representatives of two great nations that are in Washington, I will ask yest to rise and drink a teast, a composite teast, to show that we share a common sontiment- to the President of the United States, to his Majesty, the King of England, and to the Pasident of the Great French Republic

"Now if you will remain standing a moment, I think it is quite appropriate that we should drink a toust to those other nations, great and small, who are gathered with us, and we with them, in the promeution of the great warfare for deciney and humanity,-A toast to all engaged in a common cause.

PREE-THINKING PROPLE

"You are the vocalized sentiment of the Utilitied States. That is a great responsibility both for you and for all of us. A people cannot think rightly mices they can express themselves focis, and that is the reason that we

incist on expressing ourselves in any way we want to, provided we do not think it hurts the republic.

"A secret idea in a man's heart does no one clse any good. Therefore, any one who can contribute by thought, by word, by contribution of service or means to this great republic at this moment. Is doing a service, not for which he should have any credit, but the non-performance of which should bring him great discredit. (Laughter). The line of demarcation has come between citizens and talkers. Patriotism is not a matter of vocalization, but of human conduct, and service is the measure of decency and responsibility. (Applause).

Why any one should insist on trusting his own judgment to decide whethshould help the republic, is something I cannot understand. I do not believe in one hundred millions of people holding an open caucus, to decide what each one is to do. We have a government or we have not. If we have, we have got to trust to that government the best means of selecting its citizens for service in whatever line their talent may best indicate. (Applause). I do not care whether it is called conscription or brute force. (Applause). The fact is that there are enough people in this country who insist on serving her to create a chorus that will make others serve her."

Mr. Hedges then introduced Mayor Mitchel, who spoke in part, as follows:

MAYOR STITCHEL'S ADDITIONS.

"It is a privilege which I esteem to he given again the opportunity of greeting the members of your Association. It has been my good fortune to greet you twice before when we have been discussing with each other the great questions that have been presented to the people of the United States, and we have emphasized on each of these occasions the tremendous opportunity for service to the nation that has come into your hands, you who control the great media of publicity of the country and who can meet publie opinion, mould it and direct it as no other force in the United States can do. A year ago I remember that we were discussing the same great question of preparedness that is presented so actually to-day. I remember that the members of this Association were urged to discharge that duty of leading the thought in the United States in shaping opinion to the end that the people might prepare against the eventnality that now has come. A great deal has happened since that day. Amerion takes her place beside the Allied nations in a cause of humanity, jusand democracy. (Applause).

"It is a great privilege which our nation enjoys of welcoming these men. Mr Belfour and his colleagues. (Applause). Representing England, and Field-Marshal Joffre, and his colleagues (Applause), representing the great French republic, on the day the Prestdent has set aside as France Day.

SEND THUOPS TO FRANCE.

"Whatever other measures may be approved by the Government at Washington. I. for one, profoundly hope and trust that among them will be the determination to send to France, to take their places by the side of the soldiers of England and of Canada, and of the heroes of the Marne, troops of the (Applause) -And that United States when the day of final victory for demeanacy and justke comes, our flag and our troops may be represented present give cause for grave concern-

upon the battle lines in Europe. (Ap-

The Hon, N. W. Rowell, K. C., M. P. P., spoke, substantially, as follows:

A PRIVILINGS TO ADDRESS AMERICA'S PI'E-LISHEES.

"I count it a high privilege to have the enportunity of being present at this cathering this evening, and of saying a few words to a body of men who so largely control and make the public sentiment of this great nation.

"Speaking as a Canadian, may I say to the American press that I think the lasties of this war have nowhere been stated with greater clearness and greater force than in the leading Sournat of the United States, and we in Canada have followed with the deepest interest the presentation of the case and the deep fundamental issues of the war made by the leading journals of this country.

"This is a grave and yet inspiring time for your nation and mine. For more than a hundred years we have enjoyed the unspeakable blessing of peace in our relations. Now we join hands in a common war, not because either nation loves the war, but because both our nations love peace, and we both realize that there can be no permanent peace for our hamanity to long a. Prussian milifarism exists unchecked, until it is finally weithrown and defeated; and to-night, in a spirit of the past one hundred years. I come to meet you, coming from across the border, and join hands with you in a fellowship of service, in a fellowship of sacrifice, in making war, in order that a great and permanent peace may come to our humanity. (Applause.)

'In order to increase the national efficiency and promote national thrift during the period of the war in all our provinces save two, we have closed our turs and public houses and prohibited the sale of lanor. (Long applause.)

"I want to say this to you, that the results have been such that I am well within the mark when I say that the majority of those who were opposed to the adoption of those measures are now warm supporters of those measures in my country. (Applause)

"As Canadians, we would like the privilege of joining in the welcome extended to the great Marshal of France in visiting this side of the Atlantic, a man who, at the Marne, broke the tradition of German invincibility and saved entication. (Great appleuse.)

WELLOME TO THE FRENCH BEFORENTATIVE

"You have welcomed with especial cordulity the representatives of the French people. They helped you in your struggle for national existence. and now, in their heroic struggle to preserve their national existence, they need your help, and that help we know you are going to give enthusiastically and -mus test trongs I bright h julient fits mer in theat Billain and France and had exceptional opportunities to learn of Great Britain's part in the war.

GREAT BRITAIN'S PAINT IN THE WAR.

"While I have not seen the recent actual figures of enlishments, I believe that more than 11 per cent, of the entire population of Great Britain has been called to the colors for the army or navy, and nearly 1st per cent more are enamed in actual war judustries, so that not less than 20 per cent, of the entire population of Great Breta n beengaged in the artifal work of corrying on the war

"The conditions in Russia may at

Let us earnestly hope that the association of your great republic of the west with the new republic of the east may Inspire confidence in Russia and help to redstablish stable conditions which will insure for Eussian democracy a glorious future.

AMERICA MUST MAKE SACRIFICES.

"The war is not yet over, trying days are undonotedly before us; it is an old and good maxim in war to "hope for the best and prepare for the worst," and by so doing, achieve the victory. You are now called to share in the common racrifice. The life and death of our gallant men in such a glorious caus. has ennobled the whole life of Canada. and the life and death of your sons in the same cause should do the same for 3 011.

"We are fighting as you are fighting. not only to preserve liberty and democracy, but to secure such real peace as will protect humanity against a repetition of this awful crime."

Major-tien, G. T. M. Bridges, who comes from the battle-front in France. and who fought under Gen. Joffre at the battle of the Marne, raised a storm of enthusiasin when he arose, and which lasted for several moments. Speaking slowly and clearly, in behalf of Right Honorable Arthur J. Halfour, who could not be present, he said:

A MERCHAGE FROM RALPOTE.

"Nothing would have given Mr. Balfour greater pleasure than to have been present at this great representative gathering to-night of the members of the American press, and I am very surry to say that the urgent business of his nn ston, and it is urgent business, has kept him at Washington, and he has deputed me to come here and to exes what he wanted to say.

"If we had been tighting for anything but ideals, we should have given it up long ago: but people who fight for ideals never give them up. We found that out quite early in the war in 1914. when Austria attacked Servia, and the Germany invaded Belgium, with every kind of diabelic brutality, as I well know myself; not the isolated acts of the undisciplined soldiery, because the German army of that time was the best disciplined force in the world, but organized rapme, sunctioned and ordered by the highest authority, a policy of brutality That made it quite clear to us that the world was going to be no place to live in if we did not stop it.

ENTHURISM IN THE TERNOLIES.

"At the front in France, where I was there was tremendous enthusiasm when we heard that the United States was going in, that you had come to see the matter with our eyes, and that you were prepared with this muchty nation behind you to come and help. I saw to-day Marshal Joffre. 1 had a long talk with him. I hadn't seen him since the days of the early part of the war. We went over some of the things that have happened since; and I was proud to recall that I was under his orders at that time, and that all through the days of the retreat from the Marne we had had confidence in his strategical genius that was thoroughly justified when he stemmed the tide of invasion and fought the buttle of the Marne and saved civilization. (Applause.)

"We stand shoulder to shoulder with France, polling back the German tide of my secon, and fairly rapidly at that (Laughter and applause.) It is our greatest wish that we should see the manhaed of your great nation shoulder to should p with them (Applaine.) We

want to see your flag frings with the triveries and the Uses Jack in Pract.

I man possibly that is, when you get in the property of the prope

the." (Long applicable)
When Hon, James W. Gerard, furners, American Ambassador to Germany, name, he was greeted with deafaning cheers, which were participated in by the visiting representatives, for all proent reli that he was when to tell somebling about conditions as they ealed in Germany, and the sentiment in that

Gerard south, an fellows:

"The assequence on circumsty in socithe normapher you know here; in it of
the normapher you know here; in it
were the control of the control of the
west fellowings about 1724 is indeed,
There are no estimate in it. Occasionthat the control of the control of the
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The second secon

at the time when Prussia in the war of 1848 conquered linearia. PRAISES PRINCESON WILLIAM.

"We have findly a President who has the had consent of April 2 pit first his greatest a Marcia 2 pit first his greatest alknotic document since Peter he Great casile on the nations of Borrego to John X the Crussions. In le a very patient in traping a some power patient in regional is away, here. Berrything possible was done to here has passes, and own he footist he had been asked to saake as reflected in war. He had determined to the same of the same passes and the same passes and the war as well as the war have are said type correlate. They are the limitable research and here we have are said type correlate. They are the limitable research as I have well as the proposery limitable proposery in the research and here. We have a set upon a result in landing or sension as I have well as the proposery in the propos



Host at the Scenning Mall's Midnight Granded, and Member Dinner Comnitive of A. N. P. A. to Whene Tretten Efforts Much of the Maccount of Sich Events Was Don.

MAIL'S HOSPITALITY ENJOYED

Amoust Garshei of New York Dolly in a Man Sing Servers.

Almost free handsted of the publishers attained the second arread "Singhton" of the publishers of the Amoust of the A. N. P. A. senfor so the second the A. N. P. A. senfor in the eventual to the A. N. P. A. senfor in the eventual to the A. N. P. A. senfor in the eventual to the eventual to the A. N. P. A. senfor in the eventual to the eventu

A fight regard on binchesis was serve as a little season of the little s

"To-right I read the Innovata extractal in the Econing Post:
"Has it came to the innovation of those who would ready not voluntary service to the stage-reach are that the German army has not distanced to

carteecats gave an exhibition of their work on large sheets on reach to the great deliate of oil vessels.

The other sided star was well there, the widness crear sufficient, the widness crear sufficient star sufficient star sufficient suff

me Inty are with seeing seen at comcent. With the New York patchings are a visit for New York patchings are a visit for New York patchings are a visit for the New York patching one day and that Hilly amenumed that he close of this last to New York. "These," amounted Rogers, "while he had his his of New York." These, assessed if a record." These his at newspaper mark effections were hereity expected by those present and fleaves had a hard three of 81 getting way.

The enfects/meent lasted from twelve o'reack residnight, until about three

While the andority of the publishers were being caterialized of "this point, an another of others visited the New York These Building and witnessed the occurrence of the Petterd-Alleria affects ing and unating machines. This was a practical demonstration on a large paper and those (present expressed theoretics and will pleased theoretics as well pleased.

make use of the system and services of the volunteer? Prous the ranks of the volunteer con-year near the Gary man army has drawn its corps of offices for the reserve and landsreh? "Theil is as gasholve minustratest of

fact. In the Gertain army every one of correlated to serve for two years, but certain people who have attained a certain standard of education are allowed to serve for one year sely. "I am sorry? I read the paper, but if you is the babil of reading German pairs in German pairs in German pairs in German pairs in German points in German pour such that the manual way who write the officient.

"What do we have in Washington." We have Change Cark coming out and saying that the former of one yetter seek washing that the former of one yetter nets seek what velanters from its and the War Office in jumping around irrest to betidene people into passing the hill. He is lost to the terretenings of old time.

CERNANC'S NOTICE OF U-DOISY WARFARD.

"He every war of the U-Bird States
we have made the salesake of calling
for volunteers and they want us to go on with it.
"I should like to tell you at length
three thoughts. The first one is that
corrything possible was done by the

to a point where we could not keep the trace with hance. We had no conertunity to discous this has move of tiermany. At 4 P. M., the Pereign Min. weeks commence this submarine was a No prostone discussion all along that they did not intend to de anything of the kind. Bernard Shaw of forty-eight hours was not a decent time in which to sak a man to yay his hotel 140. The time they gave us to answer the aftireature of their U-boat clock to ask you to pay for your soda-We had no opportunity what ever to discuss this matter. "The second point that I want to betrug before you is that, if we had not sure in this war. If Germany. office won this war or ended the war

The real freling in Germany is not

perguitted to be sent out by the erasect.

The ven Tripits element is to receive if the sent and it has been added in the Preschience-Science that, when Bigston and the sent and the sent

to that this is not police to be a short or an easy war. I don't believe Germany will be starved out. I den't be-Here there will be any revolution, and if any accident should happen to the British first, we would have something rions the war is, we have a great prise about of us and that is unferral peace, a thing that we cannot have as long as the German sufpersey to its the eader and you synthemen, every one of you here to obthit can do a great work, you can descend into the and break a lance for the cause of thappeal for universal military service (Applause.) We cannot go into this a strong fight and we have got to win the war. You have got to have this service bill passed in spite of Champ Clark and the German Evening Post. If our War Department is jumping around, I am very glad to hear it, and I hope they will jump hard and jump high.

DANGER OF RUSSIA MAKES PRACE.

"To-night you cannot tell what may be happening in Russia. We have got to face these things, and if Russia, for some reason or other, should withdraw from the war or prove ineffective, and all those forces should be thrown against the west front, there may be nomething done that would bring us face to face with German autocracy and German methods.

"The submarine warfare is getting dangerous, as the days lengthen out. and the days become warmer and the seas calmer. Then they can operate with greater success. Those are all the things we have got to consider in making our preparations for war, and I hope gentlemen, every one of you is going out to-night and send that telegram." (Applause.)

Irvin S. Cobb, the last speaker, for it was after midnight when he was called upon, looked at his watch, and said:

coan's wittiets Ms.

"Good morning, everybody. I felt the last time I was asked to go to a dinner and detain the guests very much like the old darky in a little town in Tennessee, who was the only member of his race who in a local election voted the Democratic ticket, and it was felt that such lovalty to the Caucasian cause demanded recognition. So the incoming city government created a department of street cleaning. Naturally the fob of supervising or foreman went to a member of the dominant race, but on this well-meaning colored person was wished the position of staff. On the morning he reported for duty, as a matter of form, he brought a shovel. The white man had been chosen to miperintend his labors. No sooner had the disappointed colored man been required to scoop up one pile of accumulated débris of years than the vigilant eye of his superior had spied out six or seven more needing immediate attention, and it was four o'clock in the afternoon before the unhappy colored man got an opportunity to wipe the perspiration from his brow or straighten his back, or even to blow on the newformed blisters in the palms of his hands. In the slight full in the proceedtnes he said to the white man: "Boss, ain't you got nothing to do but just think up of things to tell me to do (Laughter), and the white man said. Yes, that is all my lob, fust to keep you busy.' He said, 'In that case, you will be pleased to know that you ain't ewing to work to-morrow." (Long laugh-

"When I got the invitation to speak at this dinner, I accepted it because I wanted to have an opportunity to meet face to face the publishers of America. who are going to be the mute, ingiorlous perces of this war. Upon you, the makers of daily newspapers, are going to fall the burdens of the fight. I can you now a year from new roling to the Ritz-Cariton for a half-portion of ink, and paying Tiffany prices for white paper. (Laughter.) I can see you paying the augmented telegraph bills and biring at fancy salaries special war correspondents, of whom I have the honor to be one, or more, and I can see you accepting our short dispatches and our long expense accounts (Laughter.) I have often wished in my own labors and pay me space on my expense lists." William Hard, the next speaker, said in part:

THE RIGHT OF PRES SPENCH.

"The difficulty at the present time seems to be, if one notices what is happening in Washington, whether we should be allowed to present a very fine view to our trusting readers, and I want to emphasize the relations between the subject of consorable that has been discussed among you during your session, and a general principle for which this war is being fought. I think one must start by saying that undoubtedly there are certain military facts which cannot be disclosed because they would give information and comfort to the enemy.

"I suggest to you that this matter of censorship is not merely a matter of preserving the free speech of the American people, but a matter of establishing the principle that the newspapers and magazines of the United States. forming an industry which distributes news, shall be recognized as having a right and duty to formulate for itself. with the approval of the Administration, the standards under which that information shall be gathered and distributed. It is not merely a matter of preserving the rights of their own occupation, but a matter of rallying to the support of the principle that efficlency and public welfare can be and should be secured, not by the operations of an absolute state, but by the patriotism and the self-direction of each industry in the whole nation. It lies with you gentlemen, in pursuing that principle for ourselves, to establish it also as a principle and a model for every other industry in the old country. If, in order to win this war, we had to submit to the notion that every industry shall be at the absolute unchecked disposal of the state, our last state would be worse than our first. and I make just that one suggestion with regard to our business and with regard to our nation, and I suggest also that a great many of those wretched individuals who go about expressing sentiments abhorrent to every right-minded person, after all. in a certain way, are in the same case with ourselves. It is incumbent upon us in defending free speech for ourselves, to defend free speech for them I am absolutely in favor of taking their hodies and putting them into the trenches, but I am also in favor of allowing them to say that they do not think they ought to go, and I feel that if we surrender for them their right to my they ought not to go, we are allowing ourselves to be drawn into a precedent which in time will scourge us.

"I think that we will defend free speech for everybody as well as of ourselves. In defending free speech, we will not defend it merely as an abstraction, but we'll organize it in the sense of bringing forward the American Newspaper Publishers Association and the American Periodical Publishers Association to form amounts to a government of the news industry of the United States, governing the industry for the benefit of the United States during this crists. If we accomplish that if that is done, something more will have been brought about than the mere defence of free speech. We shall have taken our part in bringing about the only sort of cff. ciency that in the end can outdo the efficiency of an absolute state and that is the efficiency that rises from selfgovernment in each industry of the country, whether it be newspapers, or that you would take my telegrams free _copper, or steel, or anything else."

(Loud applause).

Major-General Leonard Wood, pointing to the flags about him, spoke as

CENERAL WOOM'S SPENCE.

"These colors look very well here. They will look quite as well in France, and perhaps serve a more useful pur-You are in war now. You do not know it. You have not felt it. You are standing behind those bleeding. struggling Allies-our allies. They like our money, they are glad of our food and words, but they want us in the flesh, in our own uniforms, under our own flag. They want the living sacrifice. They want an exemplification of those cold words-that it was the blood of the martyrs, that it was the seed of the Church'-not their raiment or even their money. We want to get into the game as soon as possible. Ever since the history of peace was written one refrain has rung through all the writings-'In time of peace prepare for war.' What you have done you know. What you have not done it is not much use thinking of. It is too late to think of it now. But get together now. Do what you can to do the things you might have done years ago.

The water that has gone under the bridge has gone forever. The things that are coming are going to determine, perhaps, the freedom of man-We have got a part to play. It is also with the sword. We have got a tremendous problem ahead of us. We are beginning in the middle of May to train our reserve officers, who are to train later on our own soldiers. We have got the great problem of standard. leation of arms and ammunition and a thousand and one things to think of. This war is no idle game. The prople of this country had attained a degree of wisdom concerning the volunteer system which I hope will prevent their accepting it and sending their best into war only to compel the poorer to come later, as a less efficient force. The spirit, the real spirit of the people is sound and true. They recognize that the volunteer system means murder, the wanton sacrifice of our men. We all admire the volunteer spirit. We would like to see it active in every department of public morality and public life, but unfortunately it is not

AMIRICA IN WILLING, BUT UNTRAINED.

"Now let us go to a system of universal compulsory service. No man opposes it who really intends to serve. unless he is old or a cripple. It is the one fair system, and it is the system we are going to have. We can have no other. I have just come from a large meeting at the Vale Club There is a great pathos as you look into the faces of a couple of thousand youngsters willing and anxious to go, but absolutely untrained, willing, but unprepared; willing sacrifices, but almost useless ones. How much of that do you want to see? How many more generations of It have you got to have to learn your lesson" For the first time now in your natural life you are confronted by a real enem) You have never had a war with a first class Power that you have fought alone. You have never in all your history. Now you stand opposed to the greatest military power of this day. You are well protected thank God for that! Your have tame to get ready-and thank Hon for that not thank Him for our wisdom, but let us get ready. We do not want war. But war is upon us, and you have to meet it like men.

"There is only one way to do it: it is to bend all our strength now to the task of getting ready. Do it effectively. Do it promptly, personally, To turn to another subject, it seems to me that, in a democracy where leaders are sure to be guided by the voice of the people, that voice must be an instructive voice, otherwise as a guide it will be a failure.

"I believe that in all these questions of national preparedness, the only thing which will save us is absolutely pitiless publicity. Your own people are thr only people who do not know your own shortcomings. Every trained soldier in the world knows about all you have got, and what you have not, and your own people must know the conditions if you are ever going to be ready. Hide it from them, and you are in the hands of whoever may be your leaders, for better or for worse. people of a democracy must know the condition of a nation as to preparedness. Only by their knowing it can No ever get ready." (threat applaume) Long laughter.) When the fight is (Long laughter.) over, and when a democratic government and the principles of it and the right of human beings to live their own life are wrested from the only group of crowned heads in the world who still believe that man was created a vassal. and not a self-governing creature, and when the hongrs have been awarded. you still, in your little sanctums, argoing to keep on paying the bills and face bankruptcy as a result of your coterprise, perhaps, in giving the American people the news they demand of the war. And I hope and believe from what I have known as a reporter for twenty years, working under such men as you, that you are going to maintain still that happy spirit of optimism which marked an exceedingly live-minded colored friend of mine in Norfolk. Va., who optimistically murdered another darky one day (Long laughter). and in the same spirit they tried him and found him guilty and sentenced to life imprisonment at hard labor.

"In one of those snug little sunny coops of the suppy South as they were bringing him out handcuffed, he met another darky on his way in to get the warme dose, and the ingoing negro said Hennie, how long have you got to serve?" Hennie said, with a smile, 'Just from now on.' (Long laughter.)

"It is twelve o'clock, and I understand another entertainment, with all respect to Mr. Hedges (Laughter) infinitely superior to this one. Is about to start elsewhere, and I will not detain you any longer." (Long amplance)

Glenn R. Guernsev Dead

Glenn R. Guernsey, aged thirty-six. newspaper-writer, died on April 25, in Roosevelt Hospital, New York, of appendicitia. After serving as editor of Western newspapers and press associations. Mr Guernsey started a syndicate the Editors' Press, which he had been managing and editing five years He was born at Marysville, Kan.

Mr. McCormick's Views.

Two Entros AND PERSONNE:

THE CHICAGO TRIBUNK CHICAGO, APRIL 15, 1817

rettable will be rigomaly opposed to Congress giving the Pederal Trade Commised neur and authority to control the production of news peter or to as the price

Is cause the nowepapers have exerted their isolitical influence with the Government to obbutthing of paper mills It has also destroyed the freedom of government and the freedom of the trees. I trust such a thing will not happen ROBERT R MCCORMICK. n this country

PAPER AND LABOR PROBLEMS THRESHED OUT

At Thursday's Session of A. N. P. A. Convention Publishers Take Counsel with A. G. McIntyre, Special Representative of Paper Committee, Securing His Views and Advice Upon Many Phases of Complicated Questions-Gen. Agnus Introduces Resolutions Declaring Two Cents Standard Price for American Newspapers, Which Was Adopted.

DEMAND that American newspa-A pers be sold at the standard price of two cents was the outstanding feature of Thursday's intense six-hour session of the American Newspaper Publushers Association, assembled in the Astor Gallery. The print paper situation was discussed in all its phases.

Running through the session there was an undercurrent of opinion that the worst conditions had been met and passed and that the future bids fair to offer to the newspaper industry a method of paper supply on reasonable terms under fair conditions.

A. G. McIntyre, the special reprementative of the Paper Committee, was the centre of interest at the morning session and received an ovation in recognition of his services in behalf of the

Mr. McIntyre declared himself unequivocably in favor of long-time contracts upon a plan which would insure both ample supply and fair prices.

H. S. Thalheimer offered a resolution, committing the association to the principle of long-time contracts.

Mr. Mcintyre declared that in his opinion it would be unwise for the association to adopt such a resolution at the present time and Frank P. Glass. chairman of the paper committee concurred and the resolution was withdrawn.

A highly important feature of today's meeting of publishers was the adoption of a resolution offered by General Felix Agnus, the veteran proprietor of the Baltimore American, declaring that two cents be made the standard price of newspapers in the United

The full text of this noteworthy resolution follows:

"Resolved: That It is the sentiment of this Convention that in view of man. ufacturing conditions no daily newspaper should be sold for less than two cents per copy.

Resolved also: That the President appoint a committee of five to confer with the newspaper publishers in the larger cities in America to bring about this result.

Harry Chandler, of the Los Angeles Times, followed with a resolution that the Association use its efforts to induce the Government to resume the coinage of the two cent piece as a medium greatly in demand by the people in view of the fact and the prospect of two cent newspapers.

At the afternoon session the delegates were addressed by the following representatives of organized labor; James J. Freel, International President of the Stereotypers and Electrotypers Union: Marsden G. Scott, International President of the Typographical Union. and Matthew Woll, International President of the Photo-Engravers' Union. These speeches were brief and were in general terms, reflecting the spirit of the war time and its relation to the newspaper industry, and pledging the faith and loyalty of the members of the crafts represented.

During the discussion of the print supply, or with reforestration of denud- producers, the consumers and the pubpaper matter and during the several hours that Mr. McIntyre answered the questions of the delegates, F. W. Kellogg, publisher of the San Francisco Call, offered a resolution to the effect that the association use its good offices to promote the installation of paper muls on the Pacific coast.

Mr. Kellogg said, in support of this measure, that the small publishers of the Pacific coast were at the mercy of jobbers, and were paying outrageous prices. He said that the natural resources of the country offered peculiar advantages for production of paper-

Mr. McIntyre heartily concurred and pointed out that the Columbia River possessed both important spruce resources and vast water powers which were the essential elements in the manufacture of news print. He said that water power in the Columbia Rivor might be obtained at a cost of around \$11.00 a year per h. p. Water power in Ontario was costing from \$14 to \$16 per h. p. per annum.

Mr. Kellogg said that it was his be-Hef that paper could be produced in California at from \$21 to \$26 per ton if mills were built for the production on scientific lines.

The publishers discussed the following topics during the afternoon:

What are the advantages and disadvantages of the standard size paper. 8 columns, 124 ems, 6 pt. column rule, 7-16th inch outside margin, 1 in. center margin, with standard size of roll 72 in? What are the prospects of publishers being forced to nav a premium for odd sized rolls in the future?

What are the advantages and disadvatages of long term contracts, and upon what basis should they be made? Fixed price plus cost or graduated on the market?

What are the advantages and prospects of a successful solution of the process of de-inking old papers and remanufacturing the pulp into news print paper or other products again?

What are the advantages of individual newspapers installing cutting machines, taking care of their own white waste and selling same in sheets, instead of supplying it to waste paper dealers who cut it up?

The advisability of cooperative paper mills with publishers, the advantages and disadvantages of direct mill ownership by publishers, either individually or in groups?

Should not features and comies be cut in the interests of the country at war and for the make of conserving paper? What effect would such a cut have on circulation?

What should be the proportion of news to advertising under present conditions? Are conditions the same for both large and small publications?

What benefit has been secured by the Federal Trade Commission in connection with the paper situation?

What is the possibility of establishing paper mills in the United States in conjunction with present sources of timber ed territories?

What are the hardships of the present standard contract?

What are the advantages and disadvantages of paper selling at two cent price or more, and its effect on circulation?

What are the pros and cons of the non-return basis?

What will be the effect in future of Canada supplying one-third of our manufactured print paper, and onethird of the wood we use to manufacture our own print paper, thus practically controlling one-half of our print paper supply? Is this any more serious for us than the fact that the United States controls the coal and steel which is used in Canada?

What are the most effective ways of increasing news print paper production and what effect will Federal action have on discouraging such new production*

What is a fair manufacturing profit on news print paper?

How may the jobber and middleman he most effectually eliminated?

What will be the effect of handing together of small publishers for cooperative buying?

What effect will the prosecution of paper makers have on the price of paper and the future of the industry?

Standard news print specification. What does three cent to four and half cent paper demand in price on the basis of number of pages printed dur-Can we afford rural ing the week? route circulation at \$2.00 a year in

What progress has been made in reduction of margins?

What has been the experience of both small and large newspapers in increasing subscription rates?

How many papers have changed from one to two cents since last convention and what has been the loss in circulation? How many papers have discontinued publishing extras?

To what extent did your mill reduce your supply for 1917?

Should the Federal and State Governments appropriate money to publish a few copies of each issue of selected newspapers on permanent paper for the benefit of the libraries or the country?

A resolution expressing the appreciation of the association of the services of the Federal Trade Commission was adopted as follows:

"Be it resolved, that the association expresses its grateful appreciation to the members of the Federal Trade Commission for their earnest labor and cfforts in the matter of the solution of the print paper problem, and that the thanks of the association be conveyed to them for their judicial attitude as well as for the practical results thus far mecured.

"Be it further resolved, that the Federal Trade Commission is carnestly requested to continue its efforts, to the end, that the matter under consideration be adjusted to the satisfaction of the ergetics."

"He it also resolved, that the association go on record in expressing its full appreciation of the efforts of the Department of Justice to correct the abuses that were shown to be in existence and operation by the investigation of the Federal Trade Commission."

Another resolution adopted unanimously referred to the death of William H. Parry, vice-president of the Federal Trade Commission, it read:

"Whereas, the American Newspaper Publishers Association recognized the immense value of Mr. Parry's work in his investigation of the conditions of the paper trade and the self-sacrificing manner in which Mr. Parry gave his personal attention at the time when his health had been seriously impaired, and,

"Whereas, the American Newspaper Publishers Association believes newspapers of the United States will he greatly benefited by the work of Mr. Parry.

"He it resolved that the American Newspapers Publishers Association, in convention assembled does hereby gratefully recognized Mr. Parry's work in behalf of the great Fourth Estate and expresses its profound regret at his death.

"Be it resolved further that a copy of this resolution he sent to the members of Mr. Parry's family."

Death of Hornce D. Johns

Horace D. Johns, aged twenty-eight, son of George S. Johns, editor of the editorial page of the St. Louis Post-Disputch, died April 18, of ansemia, at a hospital in St. Louis. He was secretary of the St. Louis branch of the National Security Longue. He is survived by his wife.

Handles Spanish Papers' Copy

The Beers Advertising Agency of Havana and New York is now placing advertising for "Old Dominion Academy" in Spanish papers in Spain, San-Domingo, Porto Rico, Cuba, and Costa Rica. The copy runs two inches, single column once a week t.f.

Agencies Consolidated

The Williams & Carroll Corporation of New York has been consolidated with the Colony Advertising Co., Inc. of New Haven, Conn. The latter name will be adopted and offices will be maintained in both New York and New Ha-

Bankrupt Daily's Schedules

Schedules of the Sheboygan (Wis.) Journal, which recently went into bankruptcy, were filed in Federal Court in Milwaukee, showing liabilities of \$20,382, of which \$10,777 are given as unsecured. The assets are \$13,024.

"Success-the science of success." says Emil Reich, "is the science of En-Digitized by Google

NEWS PRINT COSTS VISUALIZED BY CHARTS DISTRIBUTED BY A. N. P. A. PAPER COMMITTEE

Graphic Illustrations Showing the Portion of Expense that Every Ingredient Entering into a Ton of Paper Bears to the Total, the Manner in Which Manufacturers Have Failed to Keep Pace with Consumption, and Other Data.

Graphic charts, prepared under the direction of A. G. McIntyre, special representative of the Paper Committee and distributed among the members of the convention, enabled them to visualize each step in the making of a ton of news print, and, at the same time, to calculate the cost.

These charts cover nearly every phase of paper making, the materials that enter into a ton of news print and the cost, from whatever basis of sulphits or wood may be used in manufacture, and the amount or price of coal-burned in the process. The charts make it possible for one to calculate and take into consideration the increasing price of wood, and to estimate just what it costs a manufacturer, regardless of the amount be may use in the making of his paper.

WHAT IT CONTS TO MAKE A TON OF PAPEL.

The itemized average cost (chart No.
1) is constructed from figures furnished
by the Federal Trade Commission for
1912 up to and including the first half
of 1916. The sulphite cost is shown at
the bottom to be slightly in excess of
88 a ton. When the ground wood is
added the cost of both amounts to \$20.

The same method is followed until every
item of expense is accounted for, when
the total cost of making a ton of news
print is shown at the top.

The consumption of news print, in reference to the average increase each year, is shown in chart No. 2. The average from 1910 was 5.46, on which with consumption, when the curve abruptly turns downward, until it is less than 1 per cent. in 1915, showing a sudden rise to approximately 12.2 per cent. in 1916, when a Federal investigation was instituted.

NEWS PRINT BULPHITS COST.

The cost of sulphite, based on the amount used in a ton of paper, is shown

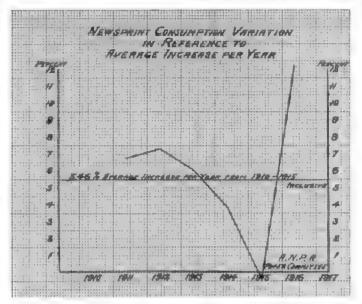


CHART NO. 2.

basis the chart was plotted. The curve, however, shows that the increase in consumption compared with production by about 6.5 per cent. in 1911, running up to more than 7 per cent. in 1912, when production failed to keep pace

in chart No. 2. The percentage figures appear at the foot of the chart, the different prices at which sulphite has sold per ton, on the diagonal lines. If the manufacturer is using 15 per cent. of

sulphite, and tells a publisher that the price has advanced from \$70 to \$80, on-has only to find the figure '5 at the bottom, then trace the perpendicular line upward until it interacts the diagonal line that carries the price mark of \$80. The horizontal line running at right angles to it shows that only \$12.75 worth of \$70-a-ton sulphite is used in the manufacture of a ton of paper, where the sulphite content is 15 percent.

WOOD PRICES PER TON.

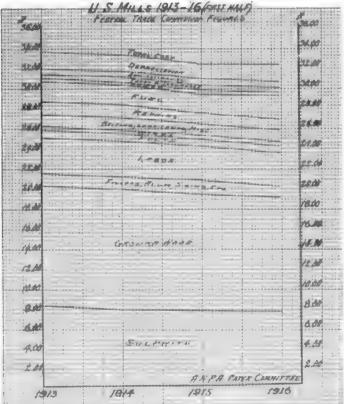
Then comes the question of pulpwood, compared with the cost of wood per This is shown in chart No. 4 cord. The price of wood per cord appears at the bottom, and the amount of wood in cords, used in the making of paper is shown by the diagonal lines. To convert the cost of cord wood into terms of wood cost per ton, the same method is followed as in calculating the cost of sulphite in chart No. J. For syample, if the cost of cord wood is \$12, and onand one-quarter cords are used to make a ton of paper, the wood expense per ton will be \$15.

Fuel cost per ton is illustrated in chart No. 5. The price of fuel appears at the bottom. The diagonal lines show the different amounts of coal utilized to make paper, in pounds, per ton. The process of finding the cost of coal in this case is precisely the same as in the previous chart, which would show that, if the mill purchased coal at \$7 a ton, and burned 2,200 pounds in making a ton of paper, then the fuel expense would amount to \$8 a ton.

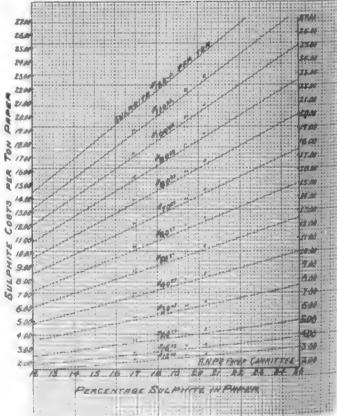
The comparison of monthly deliveries of news print of newspaper and hangings for 1918, 1914, 1915, 1916, and 1917 is shown in chart No. 6. The months are shown at the top and bottom, and the tennage on the sides. The delivery

(Concluded on page 60)

TEMIZED AVERAGE COST NEWSPRINT MANUFACTURE

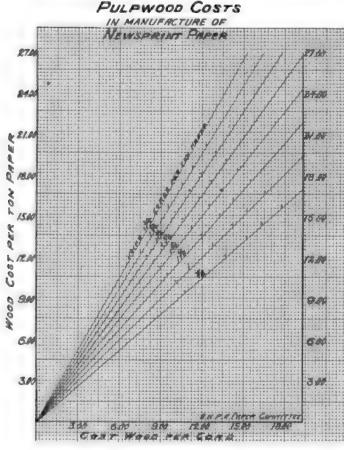


SULPHITE COSTS
IN
NEWSPRINT PAPER



THE EDITOR & PUBLISHER

NEWS PRINT COSTS VISUALIZED BY CHARTS DISTRIBUTED BY A. N. P. A. PAPER COMMITTEE



COMPARISON OF MONTHLY DELIVERIES (U.S. & CHINADA) NEWSPRINT & HANGINGS

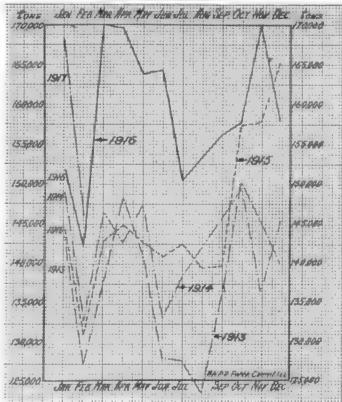
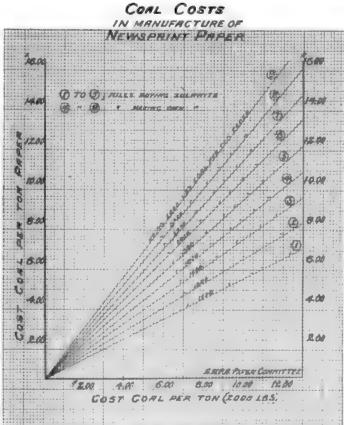


CHART NO. 6.

CHART NO. 4.



MONTHLY NEWSPRINT EXPORTS (U.S.)

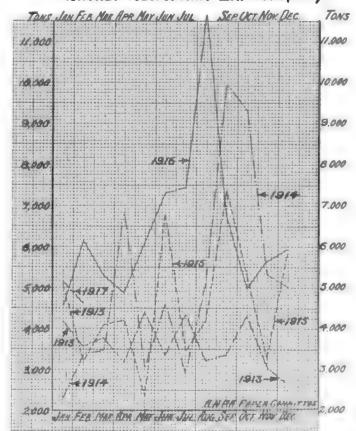


CHART NO. 5.

CHART NO. 1.

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OFFICERS AND DIRECTORS OF A. N. P. A.

WERE REFLECTED WITHOUT OPPOSITION President Hopewell L. Rogers, Vice-President Frank P. Glass, Secretary

John Stewart Bryan, Manager Lincoln B. Palmer, and Treasurer Edward P. Call Unanimously Chosen to Succeed Themselves-Elbert H. Baker, Hilton U. Brown and Jason Bosers Again Chosen as Directors.

ACING a yest full of perilous pea-ACING a year full of perilous pos- The keynote struck at the closing tion on Friday unanimously reliected their officers and the three directors

tion during the past year, and this was

auticipation of the war conditions ad-

Provident Regers urged the delegates ger, of the Chicago Daily News, received the enthusiastic thanks of the Andefinitely fixed on the programmer of sociation for his effective administra-There were five-minute talks on the

respectively, of the Bureau of Advertisane (Photographs of these centlemon, with approxiation of their work, bers of the committee in charge are shows on Page 9 of the same section 3 The keynote struck at the closing

least, Pages 24 and 26. Photographs of Cholessan Newteld and other mem-David St. Plues, of the Trey Record,

The conveittee as new constituted is as follows: Firming Newbold, chair-J. F. MacKay, G. Edward Huxton, tr., Louis Witey, John H. Woodward, Jason PRESIDENT SEEKS NO SHIKLD

Would Regret to Low Bruefst of Helo ful Criticism in Present Crisis. WASHINGTON, April 24-Announcing that he will not expect or permit any

captonage tills new pending to Congress to apply to him, or any of toreflicted acts, "or in any way to be used as a shield against criticism," of the New York American, and other

members of committee reliected; of members courage; and the right been

NEWS PRINT COSTS VISUALIZED BY CHARTS DISTRIBUTED BY A. N. P. A. COMMITTEE (Coxcluded from page 58) ber. January of this year shows do

variations may be traced by following enargole, lo January, 1916, deliveries dropped to less than 142,000 tons in Pebruary, jumped to 170,000 tone in March, remained close to that figure during April, declining alightly at the climbed steadily until it had reached made a sharp rise toward the end of the month, going suddenly to 170,000

must be remembered in this connection Chart No. 7 shows monthly expershipments communities along about 11,500 tone in August, and dropping viscalizes the imports of news print paper. In January, 1916, they amounted

cember. In other words, the imports



ZABON ROGERR The New York Globe.

Journal of Commerce, was again made



ELBERT H. BAKER The Cleveland Plain Dealer

Photos of Other Officers and Directors Appear on Page 2, Part One, of this team of Two English and Progression. made concrete by his reliection for a topic of free publicity in an over to second term as president of the world's these questions: Rhould not newspomost overful organization of newspapers eliminate free publishity as a matter of economy and self-respect? What Frank P. Glass, publisher of the Strdashan News, whom untiring efforts nowspapers extend to national advertis-What plan can be devised to indura oil American Newspaper Publish-

The action of the convention on them John Stewart Bryan, publisher of the filchmond (Va.) News-Leader, was retopics was the adoption of a resolution that the A. N. P. A. should continue manager of the New York and o fooble its efforts operating more

The directorate terms of Elbert H Flaker, publisher of the Cleveland PALMIE SIMT TRANSMISSING CHOSEN, Linux B. Palmer continues as manpired with the present meeting, and they were reflected. They will con-Times: J. S. MacKay, of the Toronto. and in this two, on Page 30 of the flishe: D. D. Moore, of the New Or-Paleser, and an appraisal of his work which understates, rather than

William A. Threnson, director of the the newspaper





COMING TEN THOUSAND MILES TO CONVENTION

J. Weight Sutdiffe New on His Way leggs South Africa to Attend A. A. C. W. Meeting in St. Louis in June Invitations Have Been Sent Arrand the

. Traveling 10,000 miles to attend the Jense 2 to 1, in not regarded as parnecessary by J. Wright Sutobfic of Johannesburg, South Africa who is now up his way to the United purchés I will be Stateliffe is our of the few advertising men in

grough represented, and Tolodo is said. streated of one transpot. Misprape It has been appressed that the on-

They is on

rithing citio and other affiliated or

After all, there are only three things that are really worth while: To do likes of the Advertising thub of hit good, to be good, and always to unife

of theburs on the crown of Art Hill in Porent Park. The entire invitation to carbond in a classic layrel frame. While all this was being planned and 134 duty

Toron Criero Naminate

nominations were made for the officers for the coming year: Chief orier, Hac rus W. Prarmon; deputy chief eriera, Willard E. Binford, Leon H. Pollett; II. Nelson Herret; funds helder, John F Sheers; dinner committee, Howard E. wife R Standish; retail obsertising. Edward J. W. Profitt: Issainess admin. mbership, Daniel S. Mehoney; educaal, Frederick W. Aldred: what choor. P. J. Perkins; vigilance, Irving Bromi-

"What do we live for if it to not to

Brown Says Panely Selfish Interests of

Publishers Imaile its Sanneration "These up your advertising pages," C. Brown, of the Victor Talking Machine Company at the Ad Sureau

He discussed the various translatery advertisements that found place many newspapers, and declared that they not only were a seem impositive upon the readers of the newspapers, bur were distinctly against the less interest that a newspaper that printed the ad vertisements of fake presections was violating the highest principles of a reject advertising which, so its very from was swindling, for it would be found that, for every \$1,000 worth of be \$10,000 in legitimate advertising offered to take its place.

"The time has come to wake up the country," he said. "The newspaper can

To Enforce New York Flag Law. Dustrict Attorney Swann, of New

cialize the present patriotic spirit in Through thrift we theirs. (3/3) (

ADVERTISING GAINS MADE BY NEWSPAPERS IN TWELVE LEADING CITIES FOR THREE YEARS

Statistics Taken from the Counting Room Records of Sixty-Nine Daily Papers in a Dozen Cities, for Three Years and Two Months, Shows the Gain in Advertising Lines Carried.

as Well as in Percentages.

DVERTISINO gains aine leading papers, in twelve of the principal cities of the United States show a gain of 12.66 per cent. in 1916 over 1915, and 2.46 per cent, in 1915 over 1914. January, 1917, shows a gain of 5.71 per cent. over the same period in 1916, and February, 1917, exhibits an increase of 6.21 per cent, over the corresponding period

Those figures appear in a statistical sheet furnished by the American Newspaper Publishers Association, which explains in detail the statistics in the advertising chart displayed on the wall of the convention hall, showing gains and losses in advertising in twelve leading cities, in millions of lines from 1914, and including February of this year, by

The figures were gathered with the greatest care, and in the compliation use was made of the statistics supplied by the New York Evening Post and the (Seveland Plain Dealer.

The summary of all the figures follow:

EXHIBIT OF GAINS AND LOSSES.

Total	agabi	: Hzon	, 19	14	0 0						p			.485,667,781
0.00	4.0	8.0	19	15									0	446,373,412
4.6	4.0	**	19	16		4								.502,912,491
The ;	reer 1	1915 e	TOT .	19	14		ø	bi	W	ra		8	ı	increase of
2.4	6 per	cent.												

The year 1916 over 1915 shows an increase of and Hernid, 12.96 per cent.

in sixty- January, 1915, over January, 1914, decrease 1.51 per cent.
January, 1916, over January, 1915, increase

11.73 per cent. January, 1917, over January, 1916, increase 5.71 per cent.

February, 1915, over February, 1914, decrease 7.07 per cont.

February, 1916, over February, 1915, increase 12.33 per cent.

Pobroary, 1917, over February, 1916, increase 6.31 per cant.

NEWSPAPERS FURNISHING STATISTICS.

The newspapers from which the statistics were taken follow:

York - American, Engle, Evening Journal, Evening Mail, Evening Post, Evening Sun, Evening Telegram, Evening World, Globe, Herald, Staats-Zeitung, Standard Union, Sun. Times, Tribune, and World.

Chleago-Daily News, Tribune, Herald, Examiner, Post, American, and Journal.

Philadelphia-Inquirer, Record, Press. Ledger, North American, Bulletin, and Telegraph.

Cleveland, O.-Plain-Dealer, Leader, News, and Press.

Detroit - News-Tribune, Journal, Times, and Free Press.

Cincinnati-Post, Times-Star, Enquirer, and Tribune.

Washington, D. C.-Star, Post, Times,

Los Angeles, Cal.-Times, Examiner, Tribune, Herald, Express, and Record. Buffalo-Express, Courier, Commercial, Times, Enquirer, and News,

Minneapolis and St. Paul-Journal. Tribune, News, Dispatch, Pioneer Press, and News.

St. Louis-Republic, Globe-Democrat, Post-Dispatch, Star, and Times.

DETAILED FIGURES.

The detailed figures, showing the advertising done in all of the cities by months for three years and two months. forms an invaluable part of the record. New York appears first. Then follows the number of agate lines for Chicago, with the total for the two cities. After that there appears the number of agate lines for Philadelphia and the total for the three cities, and so on. until the grand total is reached at the foot of the column for each year.

The complete tables are presented herewith, the month of January and February of 1917 appearing first, the other three years following:

other three learn s	COLUMNIA STATE .	
GAINS PO	DR 1917.	
City:	January	February.
New York	9,737,683	8,029,895
Obtengo	6,217,000	4,150,600
Total	14,976,288	12,186,196
Philindelphia	4,734,300	4,100,700
Total	10,708,588	16,288, 996
Cleveland	8,044,025	1,741,500
Total	22,747,008	18,028,396
Detroit	3,8113,700	8,061,900
Total	26,353,306	21,090,298
Cincinnati	1,531,500	1,727,700
Total"	2K,1N4,N06	22,807,996
Washington	2,241,300	1,980,600
Potal	20,426,108	24,765,596
Los Angelos	4,138,500	8,923,400
Total	84,564,008	25,711,995
Bultaio	1,796,000	1,614,000
Total	36,330,608	80,225,996
Minneapolio & St. Paul	3,388,560	8,202,500
Total	39,494,595	33.428,498
88, Louis	2,641,500	2,517,200
Grand total	42,336,008	84,245,796

HOW NEWSPAPER MEN CAN HELP

Being Listed for Service as Censors, Reporters, and Writers.

Frank P. Sibley, of the Boston Press Club, with others, has received permission from the War Department to list the newspaper men of the country, who are willing to serve in special Intelligence Department (reporting), censorship (editing), propaganda (special writing) and dispatch carrying, etc.

This information was received in St. Louis in a letter to William Marion Reedy, editor of Reedy's Mirror. Bibley requests that some St. Louis newspaper man of wide acquaintance among the workers in St. Louis prepare a list and send it to the adjutant-general at Washington at the earliest moment. He further requests that the tist of those who respond should be forwarded as soon as possible, and should be marked: "To be filed under Efficient Service for Newspaper Men."

This same request has been made in all the larger cities of the country.

A. P. AUDIT REPORT

Statement of Receipts of the News-Gathering Association for 1916.

The report of the auditing committee of the Associated Press, as if December 31, 1916, shows cash assets of all kinds, in banks, certificates of deposit, etc., of \$499,492.25, and an excess of assets over liabilities of \$140,989.31. The total income for the past year amounted to \$3,-241,428.05. Foreign news service cost \$541,936.52; incoming news service. \$146,507.29; outgoing news service, \$1,-\$30,999.52; salaries, \$541,011.24, and office expenses, \$134,889.47.

COMPARATIVE STATISTICS OF ADVERTISING LINEAGE TERRITORIALLY PRESENTED ADVERTISING IN AGATE LINES-YEAR 1914

		- 1	ADVE	RITIBING IN	AGATE LE	NEG-YEAR	1914.					
City, New York Chicago Total Philaidelphia Total Clevelated Total Detroit Total Carcinanti Total Carcinanti Total Carcinanti Total Washington Total Lee Anguien Total Buffalo Lival Buffalo Lival Buffalo Lival Buffalo Lival Musscapolis gand Rt, Paul E. Levis Grand tobal	1,351,000 30,964,304 3,188,000 84,100,304 2,338,200	Fubruary, 1,249,989 3,051,700 10,801,839 8,582,900 14,334,539 1,923,000 1,923,000 1,923,000 1,924,500 1,927,500 1,92	March, 5, 700, 987 4, 1993, 600 11, 1844, 537 4, 1993, 600 11, 1844, 537 4, 1545, 600 11, 1844, 534 1, 1645, 600 11, 1844, 600 1	April, 8,054,128 4,744,640 13,838,1523 4,744,540 18,1-2,823 2,529,640 20,712,423 3,110,140 3,105,700 21,725,700 22,822,523 1,756,700 23,823,523 1,756,700 23,823,523 1,843,623 1,845,600 24,823,740 28,823,740 28,823,740 28,823,740 28,823,740 28,823,740 28,823,740 28,823,740	May. 9.918.379 4.775.100 4.693.473 4.618.670 9.311.079 2.642.400 3.954.779 3.553.700 2.642.400 2.7.596.979 2.650.700 2.650.700 4.620.200 6.18-300 6.18-	June. 8, 71%, 462 4, 2011, 6009 6, 71%, 462 4, 2011, 6009 6, 23 171, 542 2, 183, 101 1, 742 2, 773, 540, 542 1, 544, 400 5, 142 2, 544, 400 5, 142 2, 544, 603 5, 204, 603 1, 520, 605 1, 500 6, 71, 71, 71, 71, 71, 71, 71, 71, 71, 71	July. 4, T80, 187 8, 747, MN 10, 529, 987 8, 193, 193, 193, 193, 193, 193, 193, 193	August, 3,99,309, 109, 128,47,121, 2,199,309, 128,47,421, 2,145,521, 1,457,109, 12,171, seep 14,457,121, 1,245,309, 121,1,309,421, 1,1,	Reptember, 1,074,870 d. h15,710 d	0 (1-1) ber. 18,600,075 d. 211,400 d. 218,421,375 d. 211,400 d. 218,421,375 d. 327,400 d. 218,477,275 d. 32,545,200 d. 218,477,275 d. 32,545,255 d. 23,556,250 d. 23,556,250 d. 23,556,250 d. 23,556,250 d. 23,576,250 d. 23,576,2	November, 8, 201, 628 4, 281, 500 2, 468, 123 4, 168, 400 16, 127, 523 2, 341, 240 21, 757, 900 21, 757, 900 21, 757, 900 21, 757, 900 21, 757, 900 21, 757, 128	Decomber, 8, 228, 188 4, 503, 300 6, 318, 422, 541 9, 601 18, 322, 541 2, 301, 562, 563, 564, 564, 564, 564, 564, 564, 564, 564
			APVE	RTISING IN	AGATE LI	NES-YEAR	1913.					
City New York Chican Total Phinotelphia Total Cleveland Total Jetrest Total Checkmant Total Checkmant Total Checkmant Total Checkmant Total Mashington Total Lee Aagelea Total Statal Minosopolis and St, Paul Total St. Leesa Grand total	1 312,000 29,452,477 4,210,500 88,692,977 2,153,100	Fobreary, 6, 842, 241 3, 466, 890 10, 312, 941 3, 299, 700 13, 911, 743 1, 914, 590 15, 526, 041 2, 228, 100 17, 754, 141 1, 648, 500 19, 222, 641 1, 832, 100 24, 555, 941 1, 220, (000 24, 555, 941 1, 291, 200 26, 755, 641 2, 91, 200 20, 74, 520 30, 334, 841	March N. 1910 1210 4 (250), (400) 1210 4 (250), (400) 2 (251), (40	April. 6.931, 663 4, 794, 9400 18, 706, 5191 4, 941, 460 2, 150, 400 2, 150, 400 2, 150, 400 2, 150, 400 2, 150, 400 2, 150, 400 2, 150, 400 2, 151,	May 9, 137, 286 4, 522, 500 613 694 652, 500 62, 501 654 655 655 655 655 655 655 655 655 655	June, July, 5.114, 287 4.320, 990 12, 935, 12, 990 12, 935, 13, 990 10, 535, 540 19, 996, 387 2.998, 590 22, 978, 980 23, 978, 980 24, 24, 190 25, 174, 197 3, 549, 769 28, 177, 497 3, 549, 769 27, 224, 769	July, 6, 501, 355 8, 400, 500 8, 600, 355 8, 400, 500 8, 600, 500,	A tigrant C. d. 421, 744, 744, 744, 744, 744, 744, 744, 74	Beptember, 8, 200 St. 100 St.	October: 10,737 (et al., 10,73	November, 9 138, 173 5 6 509 500 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	Ducesm bot
			0.053190	RTISING IN	AGATIC 11	NES -YEAR	1916.					
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MANY PATRIOTIC WORDS BY CHAIRMAN McKAY

In Speech at A. N. P. A. Lanchenn He Pars High Tribute to President Wilson as a Leader and Rejoices in Alliance of Canadians and Americans for a

Much interest was shown at the speech of J. F. MacKay, of the Torente (Carl) Globe, chaleman, committee in charge. Sureau of Advertising.

"Let the first word attered from this platform to-day be one of congratule len that the two great Angle-Saxon is hoped, will prove to be an indissoluforces, and that that brighter day be ushered in when men shall beat their

would be stroping beyond the bounds stoken from this spet at this hour yesterday by that venerable and emb American Ambassacor, Mr. Choate, referring to the distinguished ple through this crime. I can truthfully may that every word he ettered finds a half of the continent than these neverto-be-forgotten words uttered by Woodgow Wilnon in your capital on the fate-

'This to me, therefore, a citizen ow pag allegiance to another flag, is one of of the suprement honors of my life, to lated in the minds of some as to the the flags of the Allied nations.

"It is not unditing that the orwaniantion under whose numbers this function for some its foundation it has realized tengue, and passensing a common purnow in life, could cooperate in their regardiess of great lakes and levagiously

"May I be permitted here to may a the Bureau of Advertising to appreciatry in selecting from among our limited

generosity is that matter. To-day the Bureau of Advertising in four years old, and we are colebrating the event in this our third little north the' as it once was, either. It has kept pace with the growth of the Bureau it-

APPRECIATION OF THE EDITOR AND PUBLISHER Hon, Joseph E. Derses, of the Federal Trade Commission, Acknowledges "the

Pine Helpfulness" of this Newspaper in the Casemiason's Work in the Neura Print Situation. PEDERAL THADE COMMERSION.



How, Jesseys E. Davins.

failure to acknowledge your recent

The fact of the matter is that my work has been very much uppet by reason of Mr. Parry's recent libear and matter draft. In some man constitutity to do that which would have liked to have done, to Links in the news print struction

Commission in general. (Highed) Joseph E. Dynes, Commissioner.

remanded to the invitation of three "Gentlemen, I give you a treat to the Allied Armies of Liberty, and the or genist will play the national anthern of

THE CHURCH AND THE PRESS Rector Sallican Says They Should Co. sperate for Public Good.

the fler. Edward T. Suddran rectar Mass, speaking before the Circebesca's missions and the church is through the Mr. Hullivan made a plea for closer

past on the church, mying the attitude

"The newspaper wants to be used for good, but you have got to loton how yearself out of it, and, after the paper have it put through. That's the way ad with your editors and the reporters. amended the reporter in a fellow-Apriet him, and he'll pestat you

GETTING AFTER HEUSTIS'S JOB Editorio Chief of Philadelphia Instairer Man Lose Political Position.

Charles H. Hougells, objectio-cases that position as the result of a report made by Herry E. McDexitt, attorney the State Economy and Efficiency and sake its abalition on the ground that the work is sufficiently covered by

are also slated for the discard in the interest of economical and efficient Mr. Hrustia, who has been connected with the Incolers which is a strong

Republican paper, for upwards of twonyears, has his office to City Halt. His delies include keeping a register of all vessels that enter the port, issuing certificates, to all clearances. each result and paying them into the Those activities, according to Mc-Dwitt, can just as well be performed

CREEL PROMISES COMPERATION

Tells Newspaper Men His Committee Will Not Accessories Press. Wasserores, April 25:--George Creek, chairman of the Committee on Public ed with the consorably of news, gave

that it is the intention of his committer to coloreste with and not to uningonies the press. Cubb conserplans were discussed to-day can Cable Companies were present at the Control Cable Company, of Houth

William Evans has succeeded Joseph Krayer, it is said, will expect in the agency business

The rear who can "dried or let it the Quantum iteach. Herdar offices alone," usually elects not to let it alone nelson, will be in charge.

PURI ISHERS DENOUNCE CENSORSHIP PROVISION

A. N. P. A. Convention Person Unanimonely Revolution Demanding Elimination of Objectionable Clause in Espionage Bill Abridging Freedom of

The attitude of the A. N. P. A. conventus mondom on the subject of a is accord with the editorial expressions The full text of the repelation fel-

The American Newspaper Publishers Association, representing the daily mate the press centerality provision freen the Espannage hill now pending. The proposed legislation strikes at opinion. It is drastic, yet years, in the is to be detired hereafter under a dolegood authority. Its positive courquences in restricting the liberty of the

gress from "abrideing the freeders of special or of the press." An effort to suspend this constitutional guaranter. sere to be followed by grave lajary to the rights of the people, Vbcec. great sufrequerd in time of war to an "A voluntary remography, suggested by the Government, is being carefully oboffice in the Bullitt Building and main-

States, and no loyal newspaper will ald to the carmy. Any newspaper that garded as private, will be used by an corner for the transcription of infor-

"In war, reperially, the press should

whether it be good or bad. There can alendges the liberty of the press, for The defeat of this objectionable legidation, therefore, is most earnestly

To Offer Four Courses

Four courses in parenolism will be of-

Google Google

THE EDITOR & PUBLISHER

RALPH H. BOOTH FORESEES NO SERIOUS DEPRESSION IN BUSINESS IN WAR PERIOD

Newly Elected First Vice-President of Associated Press, and President of Booth Publishing Co., Predicts Great Activity in Industries and in Advertising Sidelights on Conventions-A. E. Seroggie Says Canada Has Solved Problem of Government Advertising.

That the war estuation in this country complete no services depression in adby English H. Houth, the newly elected

64

We must bear in mind that the les-

We may antidoute ligher prices. Expre effort elevald by made to keep the lines of transportation open to you, that publishers should vive or

Should Mark, attending the A. N. P. A. weed, and representing the Philodelplan Perso, said that by May 1, the Press and Philadelphia Telegraph would be burned in their five new testeling on will be an efficient, modern plant in

of the trap capital had given to hisbracked, wealthup, is glisteen for boork

"I had some trouble as agreeing enough tire away from the office to ottend the

took the hand of Arthur Stanfey, pulslisher of the Lewiston, (Mr.) Josephi, looked him straight in the eye. "I No-

are wrealling with. Harriy you will VISITING CUMBERS OF THE PARTY &

covery lady who will so to the store and

We Causdan's lelieve that we are

fustified in feeling that we have made



New Vice-President of the Associated Press.

"What are you paying for paper" I am cotified to paper at \$1.54," the Maine man admitted, almost apolosour-

"Well, that's criminal," and Rogers, "There is not a line of free number in without a show of pride. Every live-

Pressure office in the Walterf took

The redisary flour naste was made times which calls for comony to every

made from news point we save phoen

Guardios office that we are perpered to

D. B. Moure, collar and unideber of

rice. They put event and super on it. dessert. We will have no soup kitchens enfair attitude by any one of them. "I believe that a rigid concerning in this country is unnecessary, for news-

NEWSPAPERS' RIGHT TO CRITICISE MAINTAINED

Counceship Bills in Both Henry of Conpress Conferr Limitation of Publication to Information Prohibited leof Press Not Affected.

fractions would be placed upon pubprourted to the House by the Judiciary

chatchen is expressed in the report

yeal three.

DISTINGUISHED GUESTS KEEP REPORTERS BUSY

Arrival of British and French Commissions Imposes Much Work Upon Washington Newspaper Men—Balfour's Policy Is to Give No Special Interviews, Being Fair to All.

Washington, April 25.—The arrival in Washington of the British and French war commissions headed by the Right Honorable Arthur J. Belfour and Marshal Joffre, respectively, has made life exceedingly active for the Washington newspaper men. Starting with the arrival of the British Commission the arrival of the British Commission last Sunday, the news-writers have been on the "jump" incessantly. Every advantage has been given the representatives of the press, notwithstanding that them have been some limitations on what they should write.

At the Union Station on Sunday, upon the occasion of the arrival of Premier Bulfour, newspaper representatives and news photographers were given the privilege of entering the enclosure along with the Reception Committee of the American Government. elling with the British Committee is the firey G. Butler, official spokesman of the British War Mission. He has been holding daily sessions with the news writers and has been the greatest assistance possible in giving "in-side information." On one occasion be was asked by a press representative to arrange a strictly private interview for him with Mr. Balfour. The other newspaper men looked dismayed. They naw visions of "scoops" and submequent biting comment from their own particular editors.

BALPOUR PAIR TO ALL.

But Mr. Butler, who has been exceedingly obliging and equal to all occasions, was not fensed. He smiled and said, "I fear that Mr. Baifour loves all of you American newspaper men so much that he wouldn't think of favoring one, lest he hurt the feelings of the others."

Mr Balfour has been very accommodating about having his picture taken, not refusing any request either for a "still" or moving picture. The activity and great number of newspaper men here is the greatest scource of wonderment to the English detectives from Scotland Yard travelling with the "Where do all these Halfour party. newspaper chans come from? There surely must be a superabundance of them, is there not?" asked one. English policemen do not seem to get accustomed to the American custom getting the news.

When the French Party arrived at the Washington Navy Yard abundant facilities were given to the newspaper men for getting all the first-hand information possible upon the arrival of the party. Both Commissions were received in Washington with the greatest enthusiasm by the representatives of the press and the public at large. James D. Preston, superintendent of the Senate Press Gallery, acting in conjunction with the standing committee of correspondents, is assisting materially in the press arrangements at the various functions.

JERSEY EDITORS' CONFERENCE

Interesting Programme Arranged for Next Monday at Trenton.

The New Jersey Press Association will meet next Monday at Trenton. The body will be in session all day, with a brief recess for luncheon.

Among the topics to be discussed are:
"The News Print Situation," by A. G.
McIntyre; "Free Advertising," "How
to Write a News Stery," "How to Solicit and Hold Advertising," "What Are
You Doing to Meet the High Cost of
Production?" "A Review of the Meeting of the American Newspaper Puhlishers Association," "Foreign Advertising," and others of equal interest.

Among those who will preside over Excussions are: Waiter M. Dear, Jersey Journal; William H. Fisher, Toms River Courier; Charles H. Frost, Plainfield Courier-News and Press; J. Lyle Kinmonth, Asbüry Park Press; J. W. Naylor, Allentown Messenger; Charles L. Biryker, Washington Star; A. S. Crane, Elizabeth Journal; E. A. Bristor, Passaic Herald; W. B. Bryan, Paterson Press-Guardian; Fred W. Clift, Summit Herald.

Could Not Resist McCormick

Clad in the full field uniform of major of the First Illinois Cavalry, Major Robert R. McCormick, special war correspondent and part owner of the Chicago Tribune, went to Grand Rapids Thursday, attended a rousing patriotic meeting fostered by local newspapers. delivered an address before more than 5,000 citizens, and secured the hearty endorsement of the conscription plan of rulsing American armies by an audience thought to be bitterly opposed to the President's Army bill. After Major McCormick had completed his address he was given one of the most enthusiastic demonstrations ever accorded a speaker in Grand Rapids.

Daily Paper During Convention

The Texas Press Association will issue a daily newspaper during the convention of the Texas editors at Galveston in June, giving the convention happenings in this form for the benefit of editors attending the meeting. Printing machinery and supply houses have agreed to provide machinery for setting type and printing the paper, and a room to be used as an office will be provided by the Hotel Gaivez. The work will be done by members of the Association.

Reunited Through Newspaper

Mother and daughter, separated for fifteen years, were brought together last week through a letter to Marion Holmes's "helping hand" column in the Chicago Daily News. The principals were Mrs. Jack Collins and her daughter, Alice, both of whom happened to be living in Chicago. The daughter wrote the letter to the Daily News Through an odd combination of circumstances, Mrs. Collins and her daughter became separated when the latter was five years old.

Dallas Ad League Hustles

The Dallas (Tex.) Advertising League has taken up the campaign in Texas for greater food production, and will cooperate with State and Federal agencies in carrying forward the work. The League will send to St. Louis the largest delegation ever sent from Dallas to a convention of the Associated Ad Clubs of the World. The "Showeus" recently given by the Dallas ad men, notted \$700, which will be used in exploiting Dallas and the Southwest at the convention.

Seeking 2,500 Members

The Salesmanship Club of St. Louis has launched an energetic drive for membership. The goal is 2500 members by June 10, when the World's Salesmanship Congress will be held in Detroit.

PHILADELPHIA IS THE THIRD LARGEST

Commercial Center in the United States, the Second in Point of Wealth and the First in the Number of Individual Homes.

This is indeed an interesting and a vital trio-business, wealth and the home.

Is it not significant that THE PRESS should be gaining so steadily and so strongly in three corresponding kinds of advertising, namely — Financial, Automobile, and Books?

It clearly demonstrates how typically Philadelphian THE PRESS is and how perfectly its influence and its progress keep step with municipal growth.

In these three important types of advertising THE PRESS gain for one year ending March 31, 1917, was

AGATE LINES

Automobiles	131,026
Financial	189,266
Books	101,508
Total gain in three	
departments.	339,652

THE PRESS

The Philadelphia Home Newspaper

LOUIS GILMAN Eastern Representative World Building NEW YORK, N. Y. HARRY B. LASHER Western Representative TribuneBuilding CHICAGO, H.L.

EXHIBITORS INSTALLED A WORLD'S FAIR IN MINIATURE AT WALDORF-ASTORIA

Genius of Inventors of Newspaper Equipment and Machinery Shown in Exhibits-Syndicates, Selling Feature Matter to Newspapers, Do Big Week's Business-Throng of Visiting Editors and Publishers Interested in Exhibitions.

THAT a cellur or an old loft is not necessary for the a newspaper plant, and that the same can just as well be placed in the parlor of one's home should you wish, was established beyond a doubt at the present session of the A. P. and the A. N. P. A. at the Walderf-Astoria Hotel. For there, set up in the beautiful apartments of that well-known hostelry, on the parquet floors, were typesetting apparatus, presses, planera, sawa, matrix ovens, casting boxes, and in fact practically overything used in the mechanical department of an up-to-date newspaper. Each piece of apparatus was in full working order, and was being operated for the benefit of the publishers and owners present.

The entire first floor above the ground floor was given over to the con-ventions. The grand ballroom was used for the luncheons and banquets, the Waldorf Apartments for committee meeting rooms, the Astor Gallery for the meetings, and the Gold Room and State Apartment, together with other less well-known rooms, was given over to exhibits and headquarters for various well-known commodities.

in the well-known Gold Room, ad-Joining, was found the Mergenthaler Company. Louis A. Hornstein, advertising manager, and H. H. Muir, chief demonstrator, were in charge, assisted by E. C. Maydole, W. A. Reade, and a number of others. There were models 18, 19, 17, 16, 14, 8, 8, and 5 on exhibition and working, together with a special machine known as a Hearst headliner, which sets 60-point type. There were also four trucks with four pages of 100 per cent. slugs, ads, news matter, and all. There was also a display of the Ludlow typograph, mat cabineta, etc.

Adjoining the convention meeting room, in the famous Myrtle Room, the Intertype Corporation held forth, H. W. Cozzens, general sales manager, was in charge, with Frank R. Atwood, Chicago manager; W. B. Goode, San Francisco manager; C. D. Montgomery, New Orleans manager; F. L. Pollard, New York manager, and B. F. Chittick, his assistants. Here were found three machines in operation, one model A, one B. and one C. model B having the new side unit attachment. There was also a standardized unit, without magazines, showing the machine, a frame with thousands of matrices in it, and a large frame with photos of various Intertype installations all over the country. There was also an "Alcove of Comparisons," where various parts of the Intertype were compared with parts from other machines.

Directly opposite the Intertype exhildt was that of the Monotype where there was on display a type and rule caster, a composing machine, a style D 1) keyboard, and a display in type form of the units cast by the machines. W. C. Makes of the publicity department in Philadelphia was in charge with the following assistants: Richard Herresford, New York and Boston manager, James H Sweeney western district Best, Philadelphia manager, Harvey dostrict man ager, H. F. McMahon, Canadun district manager, Fred Weindell of the Philadelphia office, W. G. Leid, J. Clark Thompson, Harry Rossiter. Joseph N. Gordon, and several there.

Another large exhibitor was R. Hoe & necessary for the establishment of Company, printing press, saw and printing machinery manufacturers. They were located in the State Apartment and have a large and varied assortment of goods on hand. There was a combined its saw and drilling machine, their improved ink pump which makes possible 48,000 twenty page papers in an hour, a radium arm flat routing machine,, a new model beltless rotary planing machine, a monorall combined saw table and trimming machine, a small stereo furnace, various style and size casting boxes, a dross refining furnace, self clamping curved and flat matrix scorching ovens, and a host of other things made by this firm. Oscar Roesen sr. was in charge assisted by A. J. Gailten, H. Reynolds, H. S. Mount, O. L. Grain, H. V. Ball, Oscar Roesen jr., Edgar Rodd, H. S. Slade, C. D. Peterson, A. Bowie, F. W. Smart, J. E. Raab, and Miss G. Kern.

The Duplex Printing Press Company. situated in the main fover, had on exhibition an immense Duplex two-speed matrix roller, the sample being sold to the Chicago Duily News the second day of the convention. Demonstrating the machine were I. K. Stone, president of tne Company, John Griffith, secretary, I. C. Squire, Eastern representative, Louis Beckman, engineer, Charles F. White and Wesley Dammes.

In the main corridor was one of the machines of the News Bulletin Display Company known as the national electric bulletin. It was operated from room 109, about 250 feet away, and displayed bulletins that were printed on a large sheet of paper and hung up on a frame. No one is in sight as operator and the machine attracted considerable attention. H. O. Allison, formerly of the Beaver (Pa.) Times and A. J. Erlanger were in charge of the exhibit.

Another interesting machine on exhibitton was the addressing and mailing machine of the Poliard-Alling Manufacturing Company of New York. This exhibit was in room 110, known as the White and Gold Room and consists of an entire outfit for newspaper mailing and addressing. A number of operators were in charge demonstrating the machines, with President F. H. Alling and Secretary William M. Stretch in charge.

J. M. Huber, manufacturer of inks and pulp colors, had an exhibit in room 144. Here were found samples of the product put out by Mr. Huber and a large exhibit of newspapers and printing samples on which his inks were used Mr. Huber was in charge, assisted by Edward Jaenecke, Edward Engle-man, W. C. Herrick, C. W. Luttinger, Chris Gelson, A. M. Peck, and H. A. Wilkins.

Frederick J. Haskins, the well known writer held forth in room 109, extolling the advantages of "Haskin's Letters" to the many publishers who dropped in. He was assisted by W. J. Cobb and Miss Fannie Work.

The International Feature Service occupied rooms 102 and 104 with an exhibit of framed art proofs and originals of all of its printed service. There were also large numbers of sample pages and booklets, especially one very handsomely printed and bound booklet with photos of all of the International feature writers and cartoonists. The pictures

of the latter are framed with drawings. Much favorable comment was beard, of the original characters created by themselves.

The Photographic News Syndicate. In room 100, had a very fine selection of samples of gravure sections, in which it specializes, on view. The number of visitors to this room showed the general interest in this work. General Manager Francis Lawton, jr., was in charge of the exhibit, assisted by Russell Gomes and K. T. Kendall, Eastern reprementalizes.

The Central News had one of the best selection of news photos ever placed on view on exhibition in room 124. D. A. Murphy, manager of the New York office, and R. M. Bonifield, business manager of the same office, were in charge and attending to all visitors.

The Bureau of Advertising of the A. N. P. A. had room 120 as a headquarters, and here William A. Thomson and his office staff held forth. All of the literature of the Hureau was to be secured here, and many publishers have received their first insight into the good work being done by the Bureau.

In room 114 and 115 the Newspaper Feature Service had one of the best exhibits of comic pages and strips and magazine pages for dailies and Sunday editions on view. M. Koenigsberg. manager of the New York office, was in charge, assisted by F. R. Margeson, Harris Lindsay, J. A. Easton, A. L. Fowle, C. V. Tevis, Alexander Black, J. D. Gortatowsky, and Miss Anna Levine.

The Post Syndicate of the New York Evening Post was located in room 188. with J. B. Shale in charge. He was assisted by J. B. Stephenson and Henry Eckhardt in explaining the various features of the syndicate, from cartoons to feature matter.

The International Syndicate of Baltimore held worth in room 141 with a full line of comic strips, fashion pages, the Ad-Route, and all of the other wellknown features of their service. They called special attention to what they term "A Top-Notch List" of users of their service of from ten to seventeen years. President Howard E. Miller was in charge, assisted by a corps of office men and salesmen.

In room 144 the World Color Printing Company had an exhibit of their feature comica supplements, etc. The display also contained exhibits of the Philadelphia North American syndicate sorvice, with J. W. Lang in charge. R. S. Grable, manager, and W. H. Heine, assistant manager of the New York office, were also in attendance.

The Advertising News, with William Freeman and George French in charge, and the Fourth Estate, with Mesers, Birmingham and Spicer in charge, also had exhibits which were well patronized.

Last, but by no means least. THE EDITOR AND PUBLISHED had its convention headquarters in room 116, where it has held forth before. The room was in charge of Editor J. W. Brown and Publisher Edwin D. De Witt, with the entire editorial and business office staff assisting. Staff Photograplac Curtin was also established in this room, and was a busy man during the two conventions. The display of photographs of newspaper makers and celebrities of the newspaper world, which fined the walls, attracted considerable attention, and were easily one of attractions of the convention. Practically every publisher attending the convention dropped in at one time or another to pay his respects.

One of the hits of the convention was the special convention number of fiftyfour pages which THE EMPOR AND PUBmorning distributed Thursday morning

despite the fact that, because of the conditions of hurry attending the publication of this special edition, and through lapses on the part of the makeup men in The Nation Press, four captions of cuts were so transposed that Messrs. Ochs and McLoan and Messrs. Rathom and Welss were made to tempovarily exchange identities. The incident, while hardly a serious "tragedy of a newspaper office," did serve to cast some momentary gloom over the men who had labored night and day to get out a vital and notable "extra."

NEW STYLE BOOK PUBLISHED

Extension Division of University of Iowa Issues Bulletin of Newspaper Practices.

"The lown Deak Book of Newspaper Practices" is a new book on newspaper style which has just been published by the extension division of the University lowa. Conger Reynolds, assistant professor of English in charge of journalism, is the author.

The book is much like the style books published by other universities. It has a few new features and lacks some of the things published in other hooks which seemed to the author to have little value.

The book is well worth owning. Conies have been sent to all newspaper men in Iowa. Others may obtain copies by writing to the Extension Division of the University of Iowa, Iowa City, Iowa,

Standardization Is Needed

At a recent meeting of the Advertising Club of St. Louis, Joseph A. Borden, secretary of the National Organization of Printers and Publishers, in an address stated that a standardization of work among printers and publishers is badly needed. He said his organization has started a three-year campaign, in which \$200,000 will be spent for the advancement of the organization and the improvement of conditions. At the same luncheon, Jesse B. Hawley, of Cincinnati. O., gave an illustrated talk on the manufacture of ink. He said his company had assured the United States Government that, so soon as required for the manufacture of high explosives. their factories were at its disposal.

Free Publicity Scored

The free publicity evil was scored in an address before the Milwaukee Advertisers' Club by A. B. Cargill, advertising manager of the Milwaukee Sentinel. This evil can only be wiped out by the most thorough cooperation between the advertisers and the newspapers," said Mr. Cargill. "While the newspapers are at fault to some extent. it must be remembered that this kind of publicity is given only because it is demanded. Regardless of how strong some newspapers may be in refusing to give space to this kind of matter, there are always some which are bound to be weak."

"Made in Japan" Banquet

Journalism Week at the University of Missouri has been postponed seven days. It will be held Monday, May 14, to Friday, May 18, inclusive, instead of the previous week. The postponement is caused by war conditions and the delay in shipment of Japanese products for the "Made-in-Japan" banquet. The programme as originally planned will be carried out seven days later. Six tons of Japanese products are sent by Chamhera of Commerce of the leading cities of Japan, and individuals of that Empire, for the banquet as evidence of in-VI VA ternational good will.

PRESIDENT H. L. ROGERS SOUNDS TIMELY WARNING

Head of A. N. P. A. Does Not Minimise Gravity of War Conditions, and Urges. Publishers to Make Immediate Drustic Economies-Says We May Have Four-Page Newspapers.

"If the newspaper publishers who have attended the A. N. P. A. meeting this year, knowing what they must know, have failed to sense the peril in the altuation, and so home with law ideas concerning the need for economical operating methods, the leading element of advantage from this convention will have been lost."

This pertinent warning was sounded by Hopewell L. Rogers, reflected president of the American Newspaper Publishers Association, in an interview with THE EDITOR AND PUBLISHER, OR Friday.

"What we have heard from the lips of men best able to judge the war situation, coupled with what we all should know, vividly impresses us with the seriousness of the prospect we must face, not only as citizens, but as moulders of public opinion.

"The most dangerous thing we may do is to take the position that the war is to be temporary, and that, while it may inconvenience us, it will not call for heroic sucrifice on a nor with that of the belligerents of Europe and our Canadian neighbors.

"Now is the time to admit very frankly that there is a reasonable possibility of a long war, which will tax our resources to the limit, no matter how rich we may now feel.

GERARD'S WORDS OF COUNSIEL.

"I want to call your attention to the speeches of the eminent soldiers and statesmen at the annual banquet last night. You heard from Ambassador Gerard that there was no possibility of revolution in Germany. He said that there might be rioting, but, from his close touch with the German people, he was convinced that they were not ready to overthrow the Prussian autocracy, which would, of course, be the shortest cut to peace. He told un also, that the German people were not starving, and that the end of their resources was not nearly in sight.

We know that there is an element of doubt concerning Russia which men aces us and our allies. We do not know, however much we may be hoping against it, what comfort Russia may yet be to our enemies, through the infamous and insidious intrigues the Germans are using to snarl the unsophisticated Russian leaders.

"The Germans are heartened by the increasing success of their U-beat campaign. We do not know how deeply we may be enmeshed in this strife by the submarine warfare of the enemy, but It seems to me to be the part of wisdom to take the present as an indication of what is to be expected; and there is no question that the Germans are gaining on the sea. Last evening we heard the statement repeated frequently that it was not out of the question that the German 1'-boat might in time release the German fleet. This seems incredible, but not more so than a hundred other seeming impossibilities which have become realities during the past three years.

PROPHECIES BY EXTREMISTS.

"I was startled the other day at Washington by hearing men of prominent position talking about a twentyyear war. Of course, I cannot reconcile that any more than I can the talk that

the war will last only a few months It makes this fact stand out in bold WE DO NOT KNOW ANY-THING ABOUT IT! It may be years: it may be months. But it is a peril that only the unthinking will fail to recognize and prepare for.

"As the nation is getting ready for any eventuality, he it years or months, so should newspaper makers prepare. The first, very first consideration, is economy. We may feel that we are just emerging from the white-paper chaos and have a mind to get back into the extravagent habits of the past, but if we do we will have made the greatest mistake of our lives. It is possible that the worst is yet to come.

"War will most surely bring about paper shortage. I will tell you flatly. without feeling that I am exaggerating the condition, that I believe that the possibility of a four-page paper is nearer at hand through our entrance into the war than it ever was, or was dreamed of being, during the past three years.

"Again I say, we do not know what is coming. But we have some evidence to start on. Already the newspapers are feeling the exodus of employees who are volunteering for service. This movement has scarcely begun. The original producers are going to war. and that means the curtaliment of production in every direction. This will ramify rapidly from now on.

"We have been fully warned not to fall into the easy attitude of the other nations when the war started and merely assume that the campaign is to ahort and that we will make the liest of It.

MUNDAY THE WATCH WORD.

"Speaking as a newspaper publisher. my advice to the members of my pro-Go home with the word ECONOMY written at the top of your schedule. If you have forced enomomies in the past, redouble your efforts now. Take no chances in view of this inestimable peril. Act now!

"An analogy, even if faint in comparison, may be drawn between present prospects and those which the A. N. P. A. foresaw and warned members of a year ago as regards white paper. The warning went out clearly enough. I would may that less than one in ten publishers at once heeded it. It was not until the high price struck them personally that many were aroused.

"The fact that the present attendance of the A. N. P. A. annual meeting is within three of the total membership of the A. N. P. A. a year ago, shows how thoroughly the publishers have been impressed, and how great is the movement to consolidate in this body for the protection of all.

"We may all like to believe that the next year will not seriously discemmode us. What we must assume is that we are to be torn by a terrible war, with all of the suffering and ruin that war entails, and prepare accordingly."

Caldwell Jaims A. P. Forces

William F. Caldwell, for many years manager of the Columbia bureau of the Charleston (S. C.) News and Courier, has accepted a position with the Washington staff of the Associated Press. Mr. Caldwell has already ontered upon his duties. Mr. Caldwall's work in Columbia was chiefly in the covering of official and political assignments, and it is likely that his experience and success in that field will obtain for him similar duties in the national capital.

TALK ON ADVERTISING AS SCIENTIFIC STUDY

Philadelphia Merchant Predicts That Sign Boards and Posters Must Go-Says Newspapers Are the Best Mediums and Tells Robert Morris Club the Reasons Why.

Legal restriction or total prohibition in this country of sign-board and poster advertising was forecast by Charles E. Carpenter, a prominent Philadelphia manufacturer, in an address on "Advertising and Modern Merchandising." before the Robert Morris Club.

"I believe the sense of sight has just as much right to protection as the sense of hearing," said Mr. Carpenter. "I believe that the citizen should be protected against having thrust on his eyesight advertising that disfigures architecture or the landscape. This exaggerated form of advertising is one of the greatest drawbacks to American civic beautification. European countries are ahead of us in this respect."

From a purely advertising stand-point, Mr. Carpenter said, signboard and poster advertising was on the wane. "It is intended merely to keep the public reminded of the existence of the advertised article," said Mr. Carpenter. "and is limited in its scope,"

ADVERTISING AS A SCIENCE.

Treating his subject from the scientithe side of advertising, the speaker said that there was no doubt of the daily newspapers being the best mediums of reaching the public in the communities where they circulate.

"As compared with the popular magazines." said Mr. Carpenter, "dailies have this advantage: In each case the periodical is purchased for the reading matter. The reader of the magazine, however, may or may not refer to the advertising pages, as they are frequently segregated, and frequently a single story or article in the magazines terminate the reader's interest therein.

"The reader of the newspaper, however, even though he be of the sort that never reads a paper thoroughly, will scan each page for news items and the advertisement will surely catch his eye, in direct proportion to its size and the attractiveness of the copy."

Mr. Carpenter said that exhaustive investigation had convinced him that the average man had about twenty minutes each day to read advertise-ments. "All advertising is in competition to secure a part of that twenty minutes," said the speaker.

As a buyer of advertising, he depreciated the utility of the "advertising expert," but told his student auditors that the advertising field offered wide opportunity and remuneration to the man who actually knew how to advertiee.

"The science of advertising lies much deeper than a superficial knowledge of detail, coining catch phrases, and doing those things that are often mistaken for advertising genius.

"I believe that a greater number of prople would advertise and appreciate its necessity, that more people would advertise more economically and wisely were the experiences of the buyer of advertising in greater evidence."

A fat pocket book, a high life, and dyspepsia tablets follow one another in chronological order. The dyspepsia tablets cost the least, and like all cheap things, are not worth the price.

300,520 lines

Eleminate all the apologies.

An Evidence of Strength

THE BALTIMORE SUN

Continues to Grow in Circulation and Advertising

Notwithstanding the Increase In Subscription Prices Which Went Into Effect February 1st.

BALTIMORE

THE HOME PAPER OF BALTIMORE

is served directly into the homes of Baltimore and vicinity by exclusive Sun carriers. It is the only Baltimore paper accredited with regular carrier circulation by the Audit Bureau of Circulations.

AVERAGE NET PAID CIRCULATION FIGURES

February, February,	1917 1916	168,342 161,070	96,975 94,501
Gain		7,272	2,474
March, 19	17	171,383	100,591
March, 19	16	167,524	97,812
Cala		2.050	

ADVERTISING FIGURES FOR ALL ISSUES

February and March, 1917 2,528,024 lines February and March, 1916 2,227,504 lines

It Pays To Advertise In

The Paper That Is Growing

A. N. P. A. ACTIVITIES FOR THE YEAR 1916

Lincoln B. Palmer, the Association's Manager, Tells What His Organization Has Accomplished and Recites Ite Arhievements for the Twelve Previous Months.

The report of Lincoln B. Palmer, the manager of the Association, shows that 359 publications were enrolled as members of this Association on January 1. 1916, of which 364 were active and 15 associate. During the year 64 new members have been elected, of which 43 are active and 21 associate. Six associate members have become active members. Of the active members, two have censed to hold separate memberships owing to consolidation, six have resigned, and one has suspended publication. Nine associate memberships have terminated, making a total memhership on December 31, 1916, of 385 active and twenty-one amociate mem-

Sixty reported applications for recognition were received; twenty-six agencies were granted recognition and twenty-two refused. Recognition previously granted to nineteen agencies was cancelled.

The treasurer's cash statement shows that the Association handled \$54,300 24 during the past year, of which \$46,425 64 constituted members' dues, \$5,500 came in remittances from the manager of the collection department, \$9,714.27 constituted paper fund contributions, \$1,354 76 in refunds special standing committee. and other funds, from miscellaneous account, cash on hand at the beginning of 1916, make up the difference. The disbursement shows \$46,42054 in remittauces to the manager for expenses, \$22,383.40 for special standing committee expense, \$4,403.57 for paper freight rate expense, \$4,962.75 from paper fund contributions and other items, such as exchange on checks and expenses of a miscellaneous character to make up a total of \$78,801 74, which left a cash balance of \$5,498.50 on December 31, 1916.

New active members for the year are: Wall Street (N. Y.) Journal, Galveston (Tex.) Tribune, Canton (O.) Daily News, Philadelphia (Pa.) Evening Telegram, Reading (Pa.) Telegram and News-Times, Minneapolis (Minn.) Daily News, New Haven (Conn.) Times-Leader, Macon (Ga.) Daily Telegraph, Wichita (Kan.) Beacon, Scranton (Pa.) Republican, Mount Vernon (N. Y.) Daily Argus, Birmingham (Ala.) Age-Herald. El Paso (Tex.) Daily Democrat, Lima (O.) Daily News, Town of Union (N. J.) Hudson Dispatch, Binghamton (N. Y.) Republican - Herald, Ottawa (Can.) Evening Journal, Binghamton (N. Y.) (Fla.) Journal. Pensacola Press. Charleston (S. C.) American Rockford (III) Register-Gazette, Unincy (III.) Herald, Canton (O) 16 pository, Battle Creek (Mich.) Enquirer, Rockford (III) Morning Star Newark (N. J.) Ledger, Racine (Wis.) Times-Call, Memphis (Tenn.) News-Scimitar, Racine (Wise) Journal-News, Ottawa (Kan) Herald, Baginaw (Mich.) Courter-Herald Columbus (O.) Daily Mon.tor, Washington (Ia) Journal, Streator (III.) Pres Press, Lincoln (Ill.) Courier-Herald. Tubus (Okla.) Democrat, Columbia (S. C.) Record, Rockford (III) Daily Republic. Fort Smita (Ark.) Times-Record, Reanoke (Va.) Times, Utica (N. Y.) Herald-Dispatch Kalamazeo (Mich) Gazette, and the Plainfield (N. J.) Courier-News

Transferred from associate membership Barre (Vt.) Times, Pittston (Pa.) Gazette, Lansing (Mich.) State Journal, Fribique (In.) Telegraph-Herald, Ess-

ton (Pa.) Free Press, and the Winston-Salem (N. C.) Sentinel.

Suspended publication -- El Paso (Tex.) Democrat.

Resigned — Montreal (Can.) La Prease, Vancouver (Can.) World, Mc-Alester (Okla.) News-Capital, Jackeonville (Fla.) Metropolia, Montreal (Can.) Le Devoir, Reno (Nev.) Evening Gasette.

Consolidation New York (N. Y.) Sun and Press.

Associate members-Dubuque News-Times-Journal, Joplin (Mo.) Herald, Cumberland (Md.) Evening Times, Decatur (III.) Herald, Lawrence (Kan.) Journal-World, Moline (III.) Dispatch, Waterville (Me.) Sentinel, Belpit (Wis.) Dally Nows, Decatur (Ill.) Review, Brattleboro (Vt.) Reformer, Oneonta (N. Y.) Daily Star, Douglas (Ariz.) Dolly International, Eureka (Cal.) Humboldt Standard, Jackeon (Tenn.) Sun, Lake Charles (La.) American-Press, Monroe (La.) News-Star. Shreveport (La.) Journal, Clarksburg (W. Va.) Telegram, Eureka (Cal.) Humboldt Times, Waynesboro (Pa.) Record, and the Sedalia (Mo.) Democrat-

Associate membership terminated automatically—La Crosse (Wis.) Tribune. Winona (Minn.) Republican-Herald, Hamilton (O) Evening Journal, Lexington (Ky.) Leader, Marlinette (Wis.) Eagle-Star, Martinsburg (W. Va.) Journal, Waterloo (Ia) Times-Tribune. Asheville (N. C.) Citizen, and the Cumberland (Md.) Press.

WORK OF THE ASSOCIATION.

Three hundred and eighty-seven typewriting machines were ordered through the Association during 1916, representing a cash saving to members of approximately \$21,285.

One hundred and sixteen A. N. P. A. official measuring rules were sold during the year.

Fifty-nine Bulletin binders were sold by the Association during 1916. Four codification scale binders were also sold during the year.

During the year thirteen thousand eight hundred and two inquiries were received and answered, 6,057 from members and 7,745 from special representatives, an increase of 648

During the year 5,269 claims were received for collection, 2,369 less than during 1915, amounting to \$153,547.9b, a decrease in amount of \$60,36495; 1,722 claims were collected, amounting to \$35,022.24, \$42,027.50 less than during 1915. Of the amount collected \$1,236.70 represented dividends in bankrupteles and assignments and \$23,785.54 ordinary collections, as follows: Claims reported uncollectible, \$74,420.87; allowances, \$6,071.71; withdrawais, \$20,590.38; commissions earned (a decrease of \$1,182.77), \$6,566.32.

Since January 1, 1917, twenty-five active members have been elected and one has resigned. Nineteen associate members have been elected and one associate membership has terminated automatically. The total membership at this date is, therefore, 409 active and 29 associate.

New active members admitted so far during 1917 are: Richmond (Ind.) Palladium, New Brunswick (N. J.) Home News, Mitchell (S. D.) Republican, Akron (O.) Beacon Journal, Pittaburg (Kans.) Headlight, Peoria (III.) Star, Chicago (Ill.) Abendpost, Wilkes-Barre (Pa.) Times-Leader, Port Huron (Mich) Times-Hernid, Kansas City (Mo.) Daily Drovers' Telegram, Hast-Tribune, Norfolk (Neb.) ings (Neb.) Daily News, Great Falls (Mont.) Trib-Intelligencer. Lancaster (Pa.) Springfield (Mo) Republican, Danbury (Conn.) News, Dayton (O.) Journal,

Fort Wayne (Ind.) Journal-Gazette, Elmira (N. Y.) Herald, Bridgeport (Conn.) Post-Telegram, York (Pa.) Gazette, Richmond (Va.) Evening Journal, Grand Rapids (Mich.) Herald, Camden (N. J.) Post-Telegram, and the North Adams (Mass) Transcript.

Resigned Quebec, Canada, Le Solell-New Associate members so far for 1917 are:

Gettysburg (Pa.) Times, Clinton (III.)
Journal, Wichita Falls (Tex.) Times,
Sterling (III.) Gazette, Alton (III.) Evening Telegraph, Meridian (Miss.) Star,
Xenia (O.) Gazette, Sparianburg (S. C.)
Herald, Sault Ste. Marie (Mich.) Evening News, Ann Arbor (Mich.) TimesNews, Quincy (III.) Journal, Mansfield
(O.) Daily Shield, Denison (Tex.) Herald, Owosso (Mich.) Argus-Press, Hutchiuson (Kans.) News, Kokomo (Ind.)
Daily Tribune, Portsmouth (O.) Times,
Sioux Falls (S. D.) Argus-Leader, and
the Washington (Pa.) Observer.

Associate membership terminated automatically — Dubuque (Ia.) Times-Journal.

Recognized-Advertising Service Co., Ltd., Montreal, Canada; Atlantic Adv. Agency (Inc.), Atlantic City, N. J.; Bell-Nugent. Boston, Mass.; Berrien-Durstine, Inc., New York city; Brearley-Hamilton Co. (Inc.), Grand Rapids, Mich; Burnet-Kuhn Adv. Co. (Inc.), Chicago, Ill.; Cecil Adv. Co., Richmond, Va.; Impley-Brennan Co. (Inc.), Chicago, Ill; Federal Adv. Agency (Inc.), New York city; Field Adv. Service, Indianapolis, Ind.; Fletcher Co. (Inc.), Philadelphia, Pa : Goldsmith, L. S., New York city; Hawley Adv. Co. (Inc.), New York city; Lake, Henry, Adv. Co. (Inc.), Memphia, Tenn.; Law. Russell, New York city: Lee-Jones (Inc.), Chicago, III.: MacManus, Theodore F., Incorporated, Detroit, Mich.: Mahin, John Lee. New York city: Mix, J. Rowland, New York city; Schermerhorn Adv. Co., San Antonio, Tex.; Snow, Walter B., and Staff, Boston, Mass : Turner Adv. Co. (Inc.), Chicago, Ill.; Vanderhoof, Condiet & Eckstrom (Inc.), Chicago, Ill.; Van Patten Incorporated, New York city; von Poetigen, Carl S., Detroit, Mich.; Woodwards Incorporated, Chicago, Ill.

Twenty-one were refused recognition, and seventeen were cancelled.

Changes in name and agencies that have incorporated:

Amsterdam Agency, Inc., from Amsterdam Adv. Agency (Inc.), New York city.

Barker, Duff & Co. (Inc.) from Simpson, Showalter & Barker (Inc.), Pittsburgh, Pa.

Gray, F. A., Adv. Co. (Inc.), from F. A. Gray Adv. Co., Kansas City, Mo.

Heegstra, H. Walton, Inc., from H. Walton Heegstra Adv. Service, Chicago, III

Henri, Hurst & McDenald (Inc.), from Young, Henri & Hurst (Inc.), Chicago, Ill.

Joerns Arnold, Co (Inc.) from Cooke & Joerns Adv. Agency, Chicago, Ill.

Kirtland, B. F., Adv. Agency (Inc.), from B. F. Kirtland Adv. Agency, Chicago, 111.

Levin, Chan D. (Inc.), from Levin & Bradt Adv. Agency, New York city. Maclay & Mulially (Inc.), from Maclay

& Mulially, New York city,
Mates Adv. Co. (Inc.), from Mates-

Menz Adv. Co. (Inc.), Philadelphia, Pa. Singleton-Hunting Co. (Inc.), from Singleton-Tripp Co. (Inc.), Cleveland, O. Vanderhoof, Condict & Comric (Inc.),

Vanderhoof, Condict & Comrie (Inc.), from Vanderhoof, Condict & Eckstrom (Inc.), Chicago, Ill.

Since January 1, 1917, twenty-one applications have been received. Action the hyhas been taken as follows: Nineteen after bagencies have been recognized and swely.

recognition previously granted to three has been cancelled. Nineteen applications have been refused.

Those recognized are Banker-Martin Co. (Inc.), Detroit, Mich.; Baxter Adv. Co., Kansas City, Mo.; Brown Adv. Agency, N. Y. City; Commercial-Financial Printing Co. (Inc.), Boston, Mass.; Elliott Adv. Service, Inc., Rochester, N. Y.; Honig-Cooper Co. (Inc.), San Francisco, Cal.; Joseph, Jesse M., Adv. Agency, Cincinnati, Ohio; Kobbe, Philip Co., Inc., N. Y. City; McLain-Hadden-Simpers Co. (Inc.), New York and Philadelphia; Meuser, Bernhard, Adv. Agency, Chicago, Ill.: Michaels, Harry C., N. Y. City; Mitchell Adv. Agency (Inc.), Minneapolis, Minn.; Morgan, John J., Adv. Agency, Inc., Boston, Mass.; Redfield Adv. Agency, Inc., New York city; Southwestern Adv. Co., Oklahoma City, Okla.; Thielecke Adv. Co., Chicago, Ill.; Triangle Adv. Co. (Inc.), N. Y. City; Warfield Adv. Co., Inc., Omaha, Neb.; Wertheim, J. L. N. Y. City.

Changes in name and agencies that have incorporated:

Arkenberg-Machen-Dowd Co. (Inc.), from Arkenberg-Machen Co. (Inc.), Toledo, O.

Bowers, Thos. M., Adv. Agency (Inc.) from Thos. M. Bowers Adv. Agency, Chicago, Ill.

Corman Cheltenham Co. (Inc.), from Cheltenham Adv. Agency (Inc.), N. Y. City.

Corning-Firestone Adv. Agency, Inc., from Corning Adv. Agency, St. Paul, Minn.

Finney, W. B., Adv. Co. (Inc.), from W. B. Finney Adv. Co., Kansas City, Mo.

Fuller & Smith (Inc.), from Fuller & Smith, Cleveland, Ohio.

Jones-Morton, Inc., from Jones-Morton, Johnstown, Pa.

Rankin, Wm. H., Co. (Inc.), from Mahin Adv. Co. (Inc.) Chicago, Ili.

Richards. Joseph. Co. (Inc.), from Joseph A. Richards & Staff (Inc.), N. Y. City.

Ruthrauff & Ryan (Inc.), from Ruth-

rauff & Ryan, N. T. City.
Wetherald, Jan. T., Adv. Agency,
Inc., from Jas. T. Wetherald, Boston,
Mass.

American Correspondents To Leave

A London dispatch say that the German Foreign Office has notified the American correspondents who have remained in Berlin that their presence in Germany is no longer desirable, according to the Exchange Telegraph correspondent at the Hague.

The American newspaper men have decided to leave for Switzerland or Scandinavia.

Bancroft with Forest and Stream

Kenneth Bancroft has been appointed assistant advertising manager of Forest and Stream. He formerly represented light McAlamney and A. M. Sweyd Agencies, Previous to this, Mr. Hancroft was connected with the firms of George Newner Ltd., and A. W. Shaw Co., of Landon, England.

A. B. C. Convention June 1

The Audit Bureau of Circulations convention will be held at the Hotel La Salle, Chicago, Friday, June 1 The date was selected lecause of the convention of the A. A. C. W., which will be held in St. Louis beginning Monday. June 4. The board of directors of the A. B. C. will present an amendment to the loy-laws, providing for audits hereafter by auditors of the bureau exclusively.

NEWSPAPER MEN START DEFENCE PRESS LEAGUE

Pittsburgh Press Club Forms Parent Chapter of Organization to Aid Goverument—President Wilson Endorses Movement in Letter to J. Kingsley Burnett Purposes of League.

Pitranumus, April 26. The Pitraburgh Press Club, of which J Kingsley Burnett is president, has taken the nesst advanced steps of any organization of writers in America to be of service to the country in this critical time.

"The Pittsburgh Press Club stands ready to close and keep closed its har for the sale to members of alcoholic beverages and pledges itself to do so at once, when the emergency arises," was part of a resolution passed unanimously at its hast regular meeting.

Furthermore, a second resolution was to the effect that all members of the Pittsburgh Press Club who enlist in any branch of the army or navy shall be exempt from dues during their term of service.

President Burnett is in receipt of a letter from President Wilson in which he thanks the Club for their splendid attainment in founding the parent chapter of the Federal Defence Press League, a volunteer auxiliary to the Department of Justice. The officers are as follows: Honorary president, Maj. E. Lowry Humes, United States Attorney: president, J. Kingsley Burnett, president Pittsburgh Press Club; vice-president, William H. French, Pittsburgh correspondent Associated Press; secretary, R. M. Chilton, secretory Pittsburgh Press Club; treasurer, W. T. Mossman, treasurer Pittsburgh Press Club.

The club was founded following a luncheon of members of the Pittsburgh Press Club and their guests, the newspaper men of western Pennsylvania, and military, municipal. State and Federal officers, in the club house, April 14, 1917, by authority of a resolution unanimously adopted in the meeting as follows:

Resolved, That we, the members of the Pittsburgh Press Club and our guests to-day, the newspaper men of western Pennsylvania, hereby pledge ourselves to sustain the Government of Commonwealth of Pennsylvania and of the United States of America: to utter loyalty and urge patriotism in the columns of our newspapers; to lend our nersonal services to State and Federal officers when they ask us to procure intelligence; to abide within all restrictions, which, temporarily and for the protection of our just cause, may be put upon one of the birthrights of our people-the freedom of the press; to avoid on all occasions the publication of statements and to discourage the circulation of gossip which might injure the reputation, the business or employment, or put in Jeopardy the life and person of any of our loyal population of Teutonic origin; to do our daily work in such a way that it shall belo to promote the welfare of the people around us: help to preserve the intigrity of our national freedom; and help to further the cause of Christianity in the world.

Newspaper Folk Asked to Serve

St. Louis Naval Hecculting officials have offered positions to newspaper men and women as publicity representatives of the Department. Applicants accepted can either cubst as ensign or yeomen, or accept in a civilian expacity. Uniforms are furnished.

JOURNALISTS "DO THEIR BIT"

St. Louis Newspaper Men Who Have Enlisted for War Service.

St. Louis newspaper men are actively enlisting to "do their bit" for Uncle Fred G. Condict. Sunday editor of the Globe-Democrat, has resigned his position and enlisted as a provisional easign in the coast defence of the United States Naval Reserve Force. and has entered upon his duties. Ensign Condict had been on the staff of the Glube-Democrat five years. In the announcement of his retirement from the editorial staff, that paper states that his absence is only until the close of the war, and that his position will be held for him until he returns, it having been temporarily filled for the interim. He has been connected with the Rocky Mountain News, Denver; the Kansus City Journal, as telegraph editor; the St. Joseph (Mo) Gazette, and Cleveland papers. Condict is the second member of the Globe-Democrat staff to answer the "call to the colors." John Schwartz, a reporter departing just recently for his home in Virginia to join a regiment of the National Guard of that State.

Preston Lockwood, a former St. Louis newspaper man, has just been accepted for service in the artillery branch of the French army, being the first American citizen so accepted. Lockwood had been attending Oxford in England. Upon a former visit in Alsace he liked that country so much that he preferred to enlist, with his fighting spirit, with the French rather than with the English army. His application was made before his own country got into the war.

Joseph V. Walschauser, former St. Louis newspaper man, now a sergeant in the United States Aviation Corps, has just been released from confinement at the Government Aviation School, at Memphis, following orders from Washington. His arrest was due, it is said, to his pro-German sentiments Satisfactory proofs of his loyalty, however, were forthcoming, and Waischauser has resumed his duties with the Aviation Corps.

TREATY PROTECTED CONSUL

Not Forced to Tell if Austrian Government Money Subsidized Paper.

Considerable interest has been aroused in Chicago over the hearings involving the alleged payment of subsidies to Frank Iska, editor of Vesmer, a local Bohemian paper, by the Austrian Government. Libel suits brought by Iska against those who made the charge form the basis of the hearing. Count Silvestri. Austrian Consul in Chicago, was one of the chief witnesses. While he denied that he had paid any money to Iska, he refused to produce his expense accounts.

"Are your expenses limited?" he was asked.

"They are limited by my own judgment," was his response.

The attorney for the defence insisted that the witness be compelled to answer as to the disposition of his secret contingent fund

"I decline to answer this question," Silvestri said, "as I am not authorized by the Austrian Government to reply to such a question, and my rights are protected under the treaty with this Government."

Judge Olsen sustained him in this position.

25 YEARS CONTINUOUS SERVICE

TO

Advertising Agents, Newspapers, Periodicals, Book Publishers, Art and
Commercial Printers

Half Tone Plates

Line Etchings

Two, Three and Four Color Plates

Multi Color

Benday Plates

Expert Retouching

Illustrating

Commercial Designing

Electrotypes

Stereotypes

Quality Work

Right Prices

Prompt Service

Manhattan Photo Engraving Co.

251-253 William Street New York

HOW CANADIAN PAPERS HANDLE CASUALTY NEWS

Managing Editor Bone, of the Toronso Star, Who Han, Perhaps, Best Systematized the Work, Gives an Insight of Methods Employed and of the Satisfactory Results Obtained.

TORONTO, Can., April 25.-Though it may be some time before the participation of the United States in the war reaches the point where the soldiers and satiors of the great republic will be called on to suffer death, or even wounds, for the cause, it may interest American publishers at this functure to learn how the Canadian press is handling the casualty lists. Publication of these lists, with accompanying particulars and portraits of the local men concerned, has become one of the most important undertakings of Canadian newspapers since the actual engagement of troops from the Dominion in the fighting began.

Through the courtesy of J. R. Bone, managing editor of the Toronto Star, a paper which has perhaps got the work better systematized than any other publication in Canada, a representative of This Editor and Publisher was given an insight into the methods employed.

"To start at the beginning," explained Mr. Bone, "we secure access daily to the attestation papers of the men enlisting in Toronto. From these papers our reporters procure such particulars about each recruit as his name in full, age, address, previous military record, if any, and the name and address of the next of kin. This material is always put into type, and, if space permits, we publish it in one or more of our editions. This is done partly on account of its news value and partly ns an encouragement to recruiting. However, when the casualty lists are heavy, as they have been lately, we have to leave out this matter.

THIRTY THOUSAND CARD RECORDS.

All of the data referred to above is next pasted on a standard card, which is filed in its proper place in our big card-index system. We have now well over 20,000 of these cards on file—all Toronto enlistments. And, by the way, this doesn't represent nearly all of the men who have gone from this city. There are actually over 40,000 solidiers insured by the city. Many of these went elsewhere to enlist, so that we

"As further information comes to hand about Toronto solders, either through the casualty lists, through correspondence, or through the medium of relatives, it is promptly entered up on the cards. Anything that is printed about them is elipped and pasted up in the same way. A record is thus preserved of everything that has happened affecting members of the overseas forces from Toronto. We even keep the cards of men who have paid the supreme sacrifice, for it is possible that we may find it necessary some time to refer again to them

"As for photographs, we have tried several systems, but about a year and a half ago, we adopted a plan which has worked out exceedingly well. Our photographs of every platoon in every battalion that leaves the city. A platoon contains about sixty men. By using a panorantic camera, it is possible to get a very clear portrait of each individual. Two reporters work with the photographer and they get the names of each man and his location in the picture. So far, only one or two of the first Toronto bat-

tailons got away without our securior photographs in this way, and accordingly we have photographs on hand of the great majority of the Toronto soldiera.

MANY OROUP PICTURES MADE.

"At first we cut the individual portraits from the group, but this proved to be burdensome and without special advantage. Now we simply number the group and number the individual. These numbers are inserted in a looseleaf record book. It is a simple matter in this way to locate a particular soldier's picture. When a cut is required, the group picture is sent to the engraving department with instructions to make half-tone of such and such a number.

"When a casualty list comes in, reporters are at once detailed to visit the homes of the Toronto soldiers whose names appear. This is done in order to get all possible human interest material about them. There may be recent letters to wife or mother from the front, often containing useful items, and there is nearly always something worth while to get, for, as a rule, the soldiers have wide circles of relatives and friends, who are keen to talk about them and pleased to see a little story about them in the paper. It all helps to boost circulation.

FIND MOTORCYCLE USEFUL.

"We have found the motorcycle very useful in covering the ground, especially when the lists are heavy. On Monday, April 23, there were over two hundred Toronto names in the list. We had to turn practically our entire local staff on the Joh. As it was it was physically impossible to cover them all, but we will keep at it, and catch up sooner or later. Every man in the casualty list will have his tribute in the Blar."

Mr. Bone showed the writer the filing system employed, which is kept in a special room, under the care of an expert. Everything was in perfect order and it was easy to see how rapidly information about any desired name could be procured. The efficiency of the system was well demonstrated on the 28d of April, when the first big easualty list from the Vimy Hidge engagement was received. The Star was able, within a very few hours, to publish more than a solid page of short sketches, with photographs of Toronto men mentioned in the list. At least nety individual cuts were used.

The Toronto Telegram also handles the casualty lists very efficiently, and uses two autos exclusively in the work of visiting soldiers' homes.

Students Hold Smokers

Student interest in journalism at the University of Michigan has been furthered by two "get-together" smokers, at which men engaged in active newspaper work apoke concerning the importance of college training for that profession. The first smoker was held in Lane Hall, the University Y. M. C. A. on Thursday evening, March 29. Lee Smits, of the Detroit News, was the chief speaker. The second was held Tuesday evening, April 24, when W. K. Towers, managing editor of The American Hoy, discussed his work.

May Be Suppressed

The suppression of papers printed in foreign languages is one of the possibilities of the continuance of our war with Germany. While no definite statement has been made to this effect, such rumor has been in circulation in Washington for the last few days.

ASSOCIATED PRESS ELECTION

Officers Elected by the Board of Directors for the Ensuing Year.

At the meeting of the directors of the Associated Press at the Chambers Street office, the following officers were elected for the ensuing year:

President: Frank B. Noyes, Washington Star, reëlected.

First vice-president: Ralph H. Booth, of the Muskegon (Mich.) Chronicle, succeeding Joseph Pulitzer, jr., of the St. Louis Post-Dispatch.

Second vice-president: E. P. Adler, Davenport (Ia.) Times, succeeding William H. Dow, of the Portland (Me.) Express and Advertiser.

Secretary: Melville E. Stone, New York city, rediccted.

Assistant secretary: Frederick Roy Martin, New York city, redlected.

Martin, New York city, reflected.

Treasurer: J. R. Youatt, New York city, reflected.

The directors reflected the executive committee, consisting of: Frank B. Noyen, Washington Star; Adolph B. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; Victor F. Lawson, Chicago Daily News; Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant, and Oswald Garrison Villard, New York Evening Post.

MR. PERKINS ON ADVERTISING

Bureau Guest Says What is Wanted is

Mr. Perkins said: "What is wanted in advertising, I take it, is fact, fact, fact. There is something thrilling in the direct and forceful statements made in advertising space. Gentlemen, it is my firm conviction that a publicity law

on the statute books of the city, State, and nation would be of tremendous advantage to us, not only in the present war emergency, but in times of peace. We need to have our Government take notice of the value, the indispensable service, that newspaper advertising may render to the public. I believe, for instance, that such use of advertising could be made to settle great public questions, such as the problems relating to capital and labor.

"I am constantly being reminded of the changes of the times in regard to publicity. The other day there was a meeting of the board of directors of the United States Steel Corporation, and \$5,000,000 was appropriated for the purchase of war bonds, and also \$100,000 to aid the Y. M. C. A. Gentlemen, what about that? Were the board of directors of that great corporation justified in making that use of the money of the company? What do you think about it? We believe that it was the patriotism that stirs in the heart of a corporation, which is something like that of an individual, as you may know. Years ago, I am confident, that, if such an action were to be taken, the average director would have said: 'Yes, we may do that, but let us not make ti public." Times have changed, and the action is no sooner taken than it is published over the nation. There cannot be too much publicity of these matters.

"I want to see city, State, and Federal governments appropriating sums of money for the payment of proper publicity campaigns in the newspapers on public problems.

"Success doesn't happen; neither does failure," says E. St. Elmo Lewis. "Both are the result of laws as rigid as those of the Medes and Persians."

"The Public Would'nt Stand For Losing IT!"

Three weeks ago the Evansville Courier sent us a discontinuance order on "Bringing Up Father."

Under date of April 23, the following emphatic order was received by mail.

"Please send 'Bringing Up Father' beginning next week. Public wouldn't stand for losing it."—Evansville (Ind.) Courier.

The International Feature Service closed the biggest month of its history in March, despite the prediction that whire paper conditions would play havoc with the feature market.

The reason is set forth in the card of the Evansville Courier. The public will not stand for the discontinuance of any great, live feature of the character sold by the International Service.

A daily exclusive feature from the International is a daily news 1000p. This applies to "Bringing Up Father" and the other features produced by this service.

International Feature Service, 729 Seventh Avenue, New York

Why is the New York Evening Post so much discussed these days?

BECAUSE it is the most conspicuous of the few American Newspapers that are trying in the midst of the clamor of War, to keep their heads, their tempers, their sense of proportion and fair play.

Because it is trying to do what it can to preserve from destruction, under the pretext of "Military Necessity," those precious traditions of Democracy, Free Speech and Tolerance of minority opinion which our fathers established and which with so much difficulty have been preserved.

Because it is fervently opposed to Prussianism in all its forms, and is trying to stand guard against the adoption of Prussianism under any guise by America. Its owners and editors are all Americans who deeply desire their country to render the highest service to the world, not only now in War, but in the time of reconstruction that is near at hand.

The New Hork Evening Post

More than a Newspaper—a National Institution

INTERTYPE

The BETTER Machine



WITH THE NEW

Side Magazine Unit APPLICABLE TO ALL STANDARDIZED MODELS

made a great "hit" during the A. P. and A. N. P. A. conventions, at the Waldorf-Astoria, New York.

ORDERS ENTERED FOR

Three Machines a Day so far this month (up to the 25th)

Every Buyer a Believer Every User a Booster

Watch Us Grow!

INTERTYPE

CORPORATION

NEW YORK, World Building NEW ORLEANS, 539 Carondelet Street CHICAGO, Old Colony Building SAN FRANCISCO, 86 Third Street

THE EDITOR & PUBLISHEF

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3 a Year (Copyright, 1917, by The Heliter and Publisher Co.)

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NEW YORK, SATURDAY, MAY 5, 1917

10 Cents a Cc



BRITAIN'S SLOGAN

"Business As Usual"

Throughout the war the wise men of England have striven to maintain the industrial structure of the Empire intact despite all difficulties.

You business leaders of America today are confronted with the same problem.

The council of national defence has issued a warning against hysterical, undiscriminating economy which, it says, is worse than waste. It urges that the general business be not slowed down.

This is a direct injunction to you advertisers to use your tremendous influence over the public mind to promote a sane, normal, level-headed attitude toward the daily activities of life.

Any other policy is an invitation to internal disorder and even panic. Let us with all our strength strive to keep

"Business As Usual"

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

650,000 600,000 Sunday

Circulation over 400,000 350,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y. Pacific Coast Advertising Office: 742 Market Street, San Francisco

PUBLISHERS

When in New York are Cordially Invited to Visit Our Factory and Inspect Some of

Our New and Improved
Curved and Flat Plate-Making Machinery

1

New Mono-Rail Combined Saw Yahle and Vrimming Machine The Fastest and Easiest Repring Machine Made.



New Dan-Corbei Equipmer Survey Casting-Mould.



New Beltiers Type-High Rotary Planer with Table on Raffer



New Improved Combined Jig-Saw and Drilling Machin An Umpandh Saturanial Machine Free Instr. Vibration

Athere is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & CO.

504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street CHICAGO, H.L., 544-546 So. Clark Street 120 St. James Street, MONTREAL, CAN. 100-112 Borough Road, London, S. E., ENGLAND

THE EDITOR & PUBLISHER

Issued every Saturday-forms closing at ten A. M. on the Friday preceding the date of publication-by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beckman 4330. The Journalist, established 1884: The Editor and Pub. lisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President: Edwin Doddrider DeWitt, Secretary and Treasure. District at the New York Park Office as accordance nation

Vol. 49 NEW YORK, SATURDAY, MAY 5, 1917

CHEAPER NEWS PRINT FOR AMERICAN PUBLISHERS

Product of Northcliffe Mills, Offered to Federal Trade Commission and American Newspaper Publishers Association, Will Cause a Break in Open Market Prices, and Assure Smaller Newspapers an Adequate Supply of Print Paper at Reasonable Prices.



ofth Notether type has offered Setups of the United States. The an-

The self-s manufacture 300 tops of print paper a day. There are thou-A number of the lone publishers.

The Hamsworth wills, as they are sold

facilities for the phipment overway, STAND PROPERTY AND ASSESSED. need of print paper will secure a suffi-

circl supply to continue uninterrupted publication. Only roll paper will be The suspen of the Northville sollie

Considering the fact that the price of areks there is every indication that the the liese the first of the news print

It is said by those who have followed "by manufacture of print paper to-day, The paper will be will at paints when

publishers have been payth; high

in excess of supply for a number of love resulted the most rigid economies store the first of the year, cutting off

PERSONAL REAL PROPERTY.

The result has been leasured descard. stated that mean point has been affered And full, when there was a madden and

put more news print at the disposal of

WHAT THE ADDITIONAL PRODUCE MEANS Just what this will amount to may be appreciated when it is stated that somesold on contract direct with the mile. contract through a number of poblers.

THE REPORT OF THE PARTY ACTIVITIES. The Federal Trade Commission has

been active to securing the supply of the Northchife malis for a long period In the publishing business, has been extressely active in his efforts to obtain this additional supply. He has been busy the benefit of the publishers of the Unitwith such excellent results is shown by the fact that Lord Northeliffe has tenput of his Newfoundhood plant. It has

The amount of news print in storage at the Northelitte mills is not stated,

PAPER COMMITTEE'S USED WEEK.

the benefit of the small generoper such American Newspaper Publishers Assothat organization gave every possible an-



LORD NORTHCLIPPE.

SOMETHING ABOUT THE NUMBER The Brater lands of the Northcorn ergantistion of the company, Lord dependent and to resoure them sufficient ning of the pleas. The water for power flows through two steel tubes, 15 feet in

In a isoldet printed at the time of the Millions of dollars have been expended

ore erected that will last for ages, and

United States from the high prices they. Federal Tradi Consentation to his the their offer, and the referencest confer onces held in Washington to arrange

This is in tipe with statements made forth to the politishers by Francis J. pate in the distribution at the lower who did not agree to curtail their prosmaller publishers, expecting to derive

who have had never print for sale hove shown a disposition to assis better

worth mills, which manufacture their so that it will make a man then a

unwant, between 2,000 and 3,000 tons

Much of this will be evaluate to American conversion wills- that is wellfr in said that a sufficient supply of number of the smaller wills to run at

When the proposition was stade by Land Northcliffo to the Federal Trade try, come up. In this respect the Fed-The caponty with which the Assescan publishers sledged the foods

of the efforts that have been put ferth resulter publishers, and regardless of whether they are mumbers of that or-The reasser in which the publishers have curtailed their consuception has a man who is posted, that nearly twenty machine, could be placed on news print by the various salls, if seed be. The final report of the Federal Trade Congress, the Consultation holding it until it receives replies from the manu-

feeturers as to when the \$2.60 price Publicity Kills France

Griffin McCartby, manager of the Belter Stationese Sureau, of St. Louis, in a recent address before the St. Louis the Stureno as it related directly to the elterination of fraudulent advertising in the financial and investment The remedy for financial frauda he claimed, is publicity. When all the facts in compection with questionable stock offerious are made sodde the sh-

Editorial Suspends The Editorial a marraine reblin

at Nouth Whitley, Ind., edited by John

Another Daily Goes to 2r. The Chilaborna City (Ohla) Times. for street sales. The city gubecriptles price has been increased to life a week. Tell your story to a hundred world

IONES HUTCHENS AND RICE BUY MISSOULIAN

Important Montana Properties Paul Jos. M. Dixon to Lester L. Jones, Martin Hatchens, and Greege C. Rice, Succeedal Chicago Newspaper Men. several years was concluded May 1.

NESS OF SEES ASSESSED. Mr. Jorney, who will have charge of the was fermerly publisher of the Cherngo etter of the Missestan and Section was associate editor of the Helesa Indo pendent in 1935, ofterwards he served

Mr Nice has led long arrive with News, and Chicago Journal. He is on-

The development of Mondana in re-

The Chattaneson (Tenna Times has

NEWSPAPER MAKERS AT WORK



THEY SEL AT MATE AT STORES ABOUT PROPER E. Chappe, with collect of the and must differ have more foundation in fact. They are all intended always arresport for an emergency. It makes no difference what baseous he facts in groups coulding him to signality a situation, and then, automatically

true of the most motable examples of his oblidy along this line was shown the World office were times, eating up points along the materfront

Mr. Chapin believes in keeping a large city force, and the wisdom of the

The young man who has feel small your as requiper experience, who has

done a little of everything, provals to more may be assigned to, he will come

The Eccaing World's city editor is a wickler for appearances. He believes one who in curviess. In judging a man, this weight well in his favor, in Mr. Crespin's opinion. After that, it is n

He reaches his deak cavey morning at struck by on sutersebble-anyway, il was a corker of a yest. The reporter had ers, and so on. The reperter now that

"That's a dandy story-gire on a col-Mr. Chaple is the atshest-proced on

city publishers, and in excess of the stray item of news the discovers it at a The readition of an ordinary under the surface. In these justances he is rurely wrong. His method of ending men out on autorought in ingestions, telling in drial just him to go about 9. With another to man throw out a single suggestion, while to He token different courses with different ages, become to

He larens out of the rut by near dence a thing the same rook When he have the office he wells

THE EDITOR & PUBLISHER FOR MAY 5, 1917

RERRI EXECUTORS TO SERVE WITHOUT BOND

Tribute Paid by Late Owner of the Whore He Named in His Will to Take Charge of His Estate-Executors are

A setured tellers to combine and Herri stipulated that they should not be

The holk over in trust to his our Herbert and John Walter Herri. Speciare made to relatives, charitable fasti-



irgs in copper, electric and other com-

NEWSPAPER MAN HONORED

Errest I. Lewis Nov. a Member of Pulfor Service Commission of Indiana.

Friends Honor Dallam Arnong those rago, Jack Norworth, William McKey. Jun record Hill-brook, Astheny Dobi Herry Rodenge, Robert C. Mchaffy, Mer'comick, Jork Lattle, Wallace Smith,

McCormick's Greeting to Recorvely Major R. R. Merberneck, editor and

Standard-Union or his habilings in other HUGH H. THOMSON BUYS RIDGWAY (Pa.) DAILY

Member of The Editor and Publisher Staff Branches Out for Himself, Taking Charge of Exceing Newspaper in a Thriving Pennsylvania Manafacturing

Heat H. Thomson, who has been as of the lest equipped small town pubsent, and prints a weekly in addition It is possible to print to a town of that



Mr. Thousan has been engaged in the Heroid, then transferred to the States man, after which he organised the or White Plains, from which point he

To Help Sell the Bonds

houst of the nature has always been his there is don't place replay have com-

TO PRESENT SWORD TO DOFFEE.

Great Public Response to Philadelphia The Philisdelphia North American's appeal for funds with which to screen and to present a profitonial award to Field Marshal Joffer, on his visit next a base for Harthold's Statue of Liberty. New York Bay. Upwards of ten thoucand aingle subscriptions had been repurchased and that Miss Janes Stewart of the North American staff, was the first and only one to secure an intraview with the Field Marshal. Her steel

It is understood that the presentative will be made to Pield Marshal Juffer to Marrellinier. H is to be song in Eng-

NEWSPAPERS TO AID IN WAR Alabama Editors to Give Fullest Support to President in Preserving Conflict. Harry M. Apera, editor of the Annie ten (Alor Ster, and president of the

"Two big questions will be discussed." papers, griting better rates on paper have been advanced in price. The sec-

CERMANY HOLDS NEWSPAPERS Name Allowed to Legre That Country

Without Passing Consor. No copies of German newspapers are new allowed to believe the Empire withthepethagen. The measure has been taken, it is understood, to percent redof the Brichstag. Its endancement but

called and of or radical necespapers. Havena Daily is Suspended Ivante Escapel, a Souplab prespeter

Cettler tate debt is as earn as tall loon again.



er-in-law, Edith Powell Been and his No mention is made in the will of the Gavernment Statements of N. Y. Peners

New York Evening Post has bested a April 1, 1916, to and inclusive of April Fifteen out of according newspapers show recreases in April 2 8-10 per cent : Tribiane 7 2-10 per evan.; Streating Journal, 6 5-28 per crnt.: Med 2 per cent.; Fred it per cent.; then I per cent.; Telegram I per ernt; Evening World 6 per cent.; Medals for War Songs

err, and bromp module ne awards of

The competition will close June 11.

pero to be that of a dradical, all the work mastered in getting the algusture

SHALL WE PLACE A TAX ON ALL ADVERTISING?

Flord Y. Keeler Suggests the Countion of a Federal Advertising Commission, Compared of Experts Emparered to Deal with Publicity Problems Arising One of War Conditions

By Plotte Y. Knozen Abstract Sprogery Committee, Assertable of Tellegal Education.

the logislator regard advertising as a ever the fact that one page in the Satbecomes but as far as the writer's ware that colvertising, properly used. chardidae positie? It would be turn than 125 per week each, should now

salesyan's salary. CANADA FROM RAME PROBLEM In Canada, at the beginning of the war, a heavy tax was imposed on all Then, the Covernment showed the Government that it was entary to production, but offered no enjections to the taxing of the har-The tax on fertilizary was therefore, remitted. It weems to ree that advertising per ar receptive exactly the

Another sicals often used in that it A tirrely augmention to that a live-Overrelation would be adulatery to all then good. Thry would of necessity. tration of the value of the Frderal Adtertiseny Commission could carrie of 5 per cent, upon 51s not become.

expenditure for advertising A besitese explicited for \$1,000,000 and earning 10 per cent of this cupiplant and surples actually invested in In this case for send will? Chalanale THE IDEALS OF THE BUREAU OF ADVERTISING William A. Thussen, Director of the Barcon of Advertising of the American Newspaper Publish to Association, writes eathersdefinely of "Hurray Mode.

THE POSTOR AND PUBLISHER:

WHERE A THUMBS.

as They thight to He The Bureau of Advertising wants edvertise to the newspaper adv

the demand libbs sales. And the dealer is seen by the his fact of universal The literan of Advertising wonts the support of all newspapers in its work of serving all advertises to testail of all newspapers. And become of

In further expression of its sheats, the Hurrary of Advertising prints and Everythms a prespace printe a "free mades" as a piece of free patients, outsits its advertising entr, or grants a secret convenient to an agrees or adver-

You have solved me to write what

"hird arroug those bloods is this: To contribute a few plain facts to

the same perperties as we have

opment of advertising, because it re-

or and which Monagers and Diffe.

It force Things on They Are, with

Person of Advertising

this wood will in absolutely dependent same relation to businesses of all kinds.

> A Professi Advertising Commission could alds-truck unrenomable takes on

by referribled commission of this ning hew to get trade after the w. and that advertising is a vital part of plans for the spending of staty million. dollars in Belgium.

should be toxed twee. Therefore, if - if would be a revenue reducer.

WORCESTER'S NEW CONNECTION Popular Newspaper Man Becomes Gen-

real Manager of Riverside (Cal.) Daily The Ellerroids (Cal.) Enterprise, which revenly took on the Associated appraising six days each week. The responded of the Hum Standard, Eureka, Cal. He was, at one soles Herald. He had charge of the (lightered Herald at the time of the great Sun Francisco fire, and organia

curtright continues as city editor. Offer Two Summer Courses

None works' instruction in news willand closing August 3. H. M. Blain and

AGENTS' COMMISSIONS A PERENNIAL PROBLEM

Jason Regars, who Introduced the Resolations on This Subject Evalsing that It Was Not Intended to Become Ours. ative, but to Represent Trend of Opinion on Matter of Agency Compensation. "Several inquires from advertising

"laxemech as I have been credited with introducing the resolution, it is

"This is and has been a recognist toper, a surry space filter on the pro-

of this regarding differences in botal and of other angles. In the subite of the ducantee, I get up on my feet and gave "I explained that, as in New York

tions on the got boats, we make the

vice to their closure, many of them classed that they would not make been

"I stated that, by figuring all navyr-

After I had had my any and others

Seck \$16,000 Waste Paner The Touchers' Benevolent Annally

wife he given to the American Sted to school an average of one pound of

Goes to Two Cents The Chattaneogn (Tenn) Times, one

of the oldest observes processed price





EDITORS TO CREET

WAR CORRESPONDENTS Men Who Have Seen on European Battle Fronts to Address Newspaper Men During Lougnahiam Work at Columbia, Mo.-Unusually Interesting

Journalism week at Columbia, Mo., May 14 to 18 will furnish an occasion for the newspaper men of the Allied

nations to get together. Karl Walter, a British journalist, who for a time was a special writer on the Mannas City Star. but who since 1914 has been in the service of the British Empire in France. and England, will deliver an address on of the battle of the Somms. France will have her representative in Marcel Kneeht, a journalist of Nancy, Lerraico, teacher of English Literature to Napor University, associated with Le Matin. Parts. He will deliver an address on the "Journalism of France." A Japanese journalist will speak for the journalises A MONARCH WHEEL

Eight associations will hold their anreal conferences at the University dur-Ing the week. They are: The Missouri Press Association, the Lengue of Minof Missouri Afternoon Dalles, the Intercollegists Press Association, the Woman's Prays Association the Missouri Association of High School Journals, the Missourt Writers Gold, and the Association of Past Presidents of the Mis-

The Missouri Writers Guild will held its sessions Monday, May 14. On this year's programme will be: William Mareditor of Reedy's Mirror; Louis Dodge. of the Desert'; Lois V. Haye, spiritualist writer and journalist; Mary Alicia Owrs, authority upon folklors and ladian legends; Dan Kelliker, writer of magazine stories, and probably Orrick Johns, poet, and Ernest F. Hert, special

writer for the Railroad Men's Magazine. The further programme of the week is divided thus: Tuesday, the "Writing Side of Journalism": Wednesday, the "Public Bervice Side of Journalism": Thursday, the "Business Side of Jourpalism": Priday, the "Community News-

paper." APORNOUS TO PE OTLIVERSE On the programme for Tuesday will

Oswald Garrison Villard, president and chief owner of the New York Eruning Post, on "The Profrance of Journalism."

Henry P. Bobbins, chief editorial writ-"The Writing of Editorials." Certis A. Botts, legislative corresponcent and political writer for the Bt. Louis Past-Dispatch, on "Political Re-

Mrs. Goldo, V. Hows, editor of the Hunnewell Graphic, on "Staral Journal-iess as a Field for Women," Home of those on Wednesday's pro-N. A. Huse, vice-president of the

James M. Irvite, of the Curtis Publishof Advertising." W. D. Borce, ewner of the legisma NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ, Secretary, American Association of Teachers of Journalism



WHEATH G. DIANES. introctor of the course in journalism the newly organized Association of

Hore list of newspapers, on "The Cen-Assemb Pullings, St., vice, provident of the New York World and editor of the St. Louis Post-Disputch, on 'The Mod-The annual address on "The Newspa-

per and the Low" will be delivered by Thursday's and Friday's program austurities in the United States on the

Henry M. Pindell, editor and owner an Aid to the Service of the News-Boury School, selvertising director of

stuck WeVer of Toroka Kan advor-Class in Jeurealiste Edited Telepraph

A recent muse of the Moren Daily class in Journalism of Westeyen Presale College of Macon. W. T. Anderson.

The Advent that of Detroit has recpossible, the 1918 convention of A. A. C. of W. for Detroit.

THE PARTY OF THE P PRACTICAL WORK FOR IOURNALISM STUDENTS

> Dr. Melton's Class at Empry University Will Again Assist in Editing an Edition of Atlanta Constitution Many Former Pupils New Hald Peritions of Importance.

NAVANNAM, Cla., Mar. 4. For several tion with the sensor English class at Emery University. The class has had class periods, as well as do practical Each year the students not out an

is the venture of the class of 1915. fraced to assist in getting out an edition

publisher of the American Times-lie

Student Publications Used versity of Michigan is one known as one held on Manday. The class for they Editorial poli-

Student Junitees Off to War bury on the inheat the University of Monuse has collisted for milliney service.

WAR TAKES STUDENTS AWAY FROM COLLEGE

Class in Agricultural Journalists at Ohio State University Disappears When Institution Encases Mon for Farm Service- All Forsake Class Room for

This is the story of a fournation class With the Legisning of the would agricultural journalism Clarence M. riculture of the Otdo Mate University and former student in the department

theriving the dense of the different colon condition that they devote them versity agreed to give the student fait credit for the year's week. This con-Mr. Haker has arranged to have his

in this way, Mr. Buker hopes to consold articles since the class started lished some of the efectes written by

With meanly 272,000 forms to Okto Mr. Itaker believes Onto State tiatres

Demont of Washinston and Cases of Mercans to be in Charge This Year. The University of California will of cutation will be: Elementary Writing, a general reporterial course course in editing limited to a few esperienced persons: The Art of Case position in News Writing, a study of news writing intended for advanced

news writers and for high school track ers who decide to adapt nows writed The Art of Computation to News nation at the University of Washington. on by Holph Casey, assistant professor

* TRADE LINOTYPE MARK *

....

Omaha Bee Reduces Composition Cost 90c a Page with Multiple Magazine



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Multiple Magazine Linotypes reduce magazine changes to the minimum, thus turning idle minutes into productive time which means more ems an hour at less cost a thousand. 4 We have thinteen Multiple Magazine Linotypes and claim this battery of composing machines is one of the most efficient in America. Department store advertising which formerly caused us to tremble and shiver, now means no more than ordinary run of copy. Our two Model 147s, in connection with our three Model 88 in the news battery, which we use for advertising copy disappear like a June snow after sunries. By replacing our earlier models with Multiple Magazine Linotypes we are saving approximately 90 cents a newspaper rage; 30

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...

JOFFRE ADDRESSED THE NATION THROUGH PRESS

Secretary Lansing Denies that Talk of Great Frenchman was Censored at State Department—French Mission Gave Out Deleted Copy, but Too Late to Prevent Publication of Full Text.

Washington, May 2.—The statement made by some papers that the address of General Joffre to the newspaper men on Runday, which was none other than a broadside statement to the world, by the famous general, had been censored when given to the press by the State Department, was most emphatically denied by the Secretary of State. The great value of the Washington corps of correspondents was never more strikingly illustrated than on this occasion. when practically the entire corps was called to the residence where General Joffre is stopping, and the General's statement made to them as to the part America can play in beiping the Allies win the war. Every section, and practically every hamlet of the country was represented at this gathering. It was a most memorable occasion and one of striking illustration of the tremendous importance of the large body of newspaper men gathered here, which form the Washington corps of correspondents. Secretary Lansing's statement in part as to the alleged censorship of General Joffre's remarks was:

MR. LANSING'S DENIAL

."There is absolutely no truth in the intimation appearing in the press that the remarks of Marshal Joffre were consored, expurgated, or altered by the Department of State or by anyone save the French Mission."

It was explained that the State Department merely offered its facilities as to type-writing and mimeographing to the French Mission, that there was absolutely no suggestion of censorship; that the State Department did not change Marshal Joffre's copy and did not propose to do so in the future.

War Department officials were equally explicit in denials that they had cenworld Marshal Joffre's remarks.

There were intimations that it had been brought pointedly to the attention of the French officials that the plan proposed by Marshal Joffre of sending a raw army to France to be trained tehind the trenches was dismetrically opposed to the Army General Staff plan of training the new army on American soil before considering the question of sending an expeditionary force abroad.

War Department officials said they had made no suggestion that any portion of Marshal Joffre's statement to the press be censored or toned down, and that they shared with the State Department the view that the French visitors should be given the widest latitude to express to the fullest their views as to the measure of American military participation in the war.

The whole situation which was considered as placing all parties in a fulse light, was regarded as a misunderstandins, a repetition of which will be impossible in the light of explustions today.

After publication of this address an expurgated account was given out, the copy being deleted by the French Mission. No mention was made of the urgest necessity of sending an American force to France at the earliest momont, but it was said in a general way that Marshail Joffre considered it "of the presdest importance that the American flag should be seen in France."

By the Side of the Road By Thomas Dreier

"Practically every thing is life is based upon confidence. The great international business affairs of the universe would come to a halt is a day were confidence to be similated as a factor in the commercial world. Everything from the very foundation of society up to the highest flights of idealistic aspeculation Mages upon confidence. Thus the man who cannot be trusted to speak and act truthfully is sorting more of hose than a social pariah. The world has no place for him about discovers the fact."

Graham Hood,

ាក្រុម ខេត្តការប្រជាពិធីការប្រជាពិធីការប្រជាពិធីការប្រជាពិធីការប្រជាពិធីការប្រជាពិធីការប្រជាពិធីការប្រជាពិធីកា

ONE TIME THE LATE E. H. HARRI-MAN, the son of a minister who became a railroad king, talked to Otto H. Kahn about his wish to be elected to a certain railroad board.

Mr. Kahn said, "I don't really see what use that would be to you. You would be one of fifteen men, of whom presumably fourteen would be against vot."

"I know that," answered Mr. Harriman, "but all the opportunity I ever want is to be one of afteen men around a table."

Is it any wonder that he became one of the master minds of the nation!

"All I ask," said a young man of my aquaintance, "is a chance to be an office boy in an institution. Let me get inside and I will take care of myself after that without any pull or special influence other than my own ability."

One does not have to be chairman in order to dominate a directors' meeting. The power of mind is greater than the power of position.

MY FRIEND WARD HUBBARD told me he wanted to talk to a doctor who was a regular fellow, so I took him out to Cambridge to see Dr. Carleton Potter, one of the finest.

He banged Ward around a little, felt here and there, asked a lot of queetions, and then gave him a prescription.

Was it an old-time prescription? It was not.

"All you need to do," said the doctor, "Is to exercise regularly. Go and play handball or golf twice a week. Then quit smoking in the morning. I say that with full knowledge of the fact that the best tasting smoke is right after breakfast. Smoke in the afternoon, if you must smoke. Third, drink at least eight glasses of water every day."

Dr. Potter then went on to explain that sensible folks no longer believed that they could get health by drinking something out of a bottle.

"The man who eats nourishing food, drinks plenty of pure water, exercises regularly in the open air, and who doesn't labor under the delusion that it is his business to do all the work in the world at one time will be healthy and happy."

He also told Ward to quit drinking coffee, pointing out that coffee was poison, just as smoking is a poisonous pleasure.

There is nothing mysterious about health. Nourlabing food, proper exercise, a happy mental condition—and there you have the secret of it.

You now have the advice for nothing that cost Ward two or three dollars. It will be worth nothing to you, just as it will be worth nothing to him, unless you take it and use it every day.

A RECENT NUMBER OF Newspaperdom, a weekly newspaper that goes to newspaper men. contained this short paragraph: "Tom Dreier wields a shilalah with much more grace that he does a feather duster. He belongs to the militants and will eventually gravitate there again."

The editor evidently objects to my failure-to say harsh things about people who are not acting as he would have them act.

A number of years ago I used to write copy that contained about as much cutting acid per word as the law allowed. But I discovered that the man who goes about criticism play a bigger part than constructiveness, is soon distiked so that he cannot accomplish the results he wants.

My own personal belief is that the good will always drive out the evil, and that much more is gained by setting the good things before people than by placing the bad things in positions of prominence.

THIS HAS BEEN A RICH DAY. There was snow falling when we looked out this morning. Then came the rain. We stayed in the house all day and loafed with books and magazines, a fire burning in the hearth all the while. I sometimes amused myself by writing a paragraph or two, not because I had to, but because I wanted to express myself. We did nothing that we did not want to do, and the day was a glorious one. But would it have been what it was if all week we had not been busy doing so many things other people wanted us to do!

I HAVE ALWAYS THOUGHT that it was a mistake on the part of the conservative authorities to deny the radicals the right to speak as freely as they pleased.

A short time ago, at a meeting of a radical club, I heard an I. W. W. organizer hold forth for about an hour.

"What a pity." I said to myself, "that this mun is not speaking to thousands instead of to this handful. If he spoke in public, instead of in this piace, the crowd would laugh him off the singe."

One man who heard this talk, and who had always thought that the I. W. W. people deserved sympathy, refused to contribute when the plate was afterwards passed for the relief of I. W. W. members who are in jail out in Washington

"If those fellows out there are as crary as the fellow who just spoke," this man said, "they belong in jail."

ENTERTAINMENT PLANS FOR NATIONAL EDITORS

After Convention in Minneapolis, They Will Make a Trip to Western Canada, Taking in the Sights En Route—New Rate-Card Plan to Be Submitted Flat Rate Favored.

The programme for the National Editorial Association, which meets in Minneapolis in July, has been partially arranged. Among the entertainment features will be the presentation of Longfellow's "Hlawatha," in elaborate form, with native Indians in the cast. There will be a bont ride on Lake Minnetonka and a part of a day will be spent at the State University. A day will be spent in St. Paul, where the printers' supply people and the Great Northern will provide entertainment. En route, a day will be spent at Red Wing, former home of H. B. Herbert, the first president of the Amociation. The special trains bearing the editors from the West, East, and South, it is planned, will be routed through Red Wing.

After the convention, the editors will leave over the Northern Pacific for western Canada, going through Minnesota and North Dakota. It is estimated that it will take five special trains to carry the editors who will participate in the trip. There will be a daily newspaper issued, press dispatches will be received, and it will be a real editors' party in every respect.

WILL CKLISHRATE CENTENNIAL.

The editors will celebrate the 100th anniversary of the signing of the Rush-Hagot treaty of 1817, whereby war vessels on the Great Lakes were stripped of their guns, and the era of peace between Canada and the United States was entered upon.

The editorial party will arrive in Winnipeg July 14, and after a visit there, will continue westward one thousand miles to the backbone of the continent

There will be submitted to the editors a plan for a rate-card, for both weeklies and daily newspaper members of the National Editorial Association, based on the gross such charge and ranging from 14 cents to 36 cents in the case of the weeklies and from 12 to 27 cents with the dailies. The committee having the matter in charge will recommend a flat rate.

DECLINES CITY POST

St. Louis Publisher, in Refusing Public Position, Makes 70-Acre Gift to City.

G. A. Buder, president of the German-American Press Association, publishers of the St. Louis Times and Westliche Post, has, declined appointment as director of public welfare of that city Mr. Buder, in refusing the post tendered to him, announces that he and his wife, Mrs. Lydia D. Buder. have given to the city seventy acres of ground fronting on the Meramac River, close to Valley Park, to be devoted to public use, as a bathing beach, in appreciation of the honor shown to him by the Mayor in offering him the appointment. Mr. Buder states that he believes that he can render greater public service in his present capacity as president of the Times, the responsibilities of which make it impossible for him to accept other tasks.

Missouri Editors to Gather.

The Northwest Missouri Press Association will hold its annual social meeting at Maryaville, April 27 and 28.

The New England Market For Building Materials and House Equipment



After a year in New England a collector of antiques remarked:

"I know now why the early New Englanders created and
appreciated so much beautiful furniture. The weather compelled them to spend so much time indoors that they had to
have nice formiture to live with."

There is a potent grain of truth in this grattle quip. New England weather leads to the purchase of much boare equipment that is neglected in other parts. Nearly every New England house has double doors and double windows. Twee as much wood and twice as much glass. Heating apparatus is a matter of vital concern. Many houses have auxiliary beating systems. Everything must be renewed more often.

Construction is sounder. Even the smallest houses have screens and shutters. Roofing and sheathing is more important. Plumbing must be protected more carefully.

All this leads to the purchase of more and better materials for the same amount of building.

Added to this is the higher standard of living in this community, due to its industrial prosperity and inherited wealth. In addition to dwelling houses, there is a continual building of factories and other business buildings. This is an industrial community and more than 80 per cent. of the people live in cities and towns.

Many successes have resulted from advertising building materials and house equipment in New England daily newspapers. But the biggest rewards are still to come. There is a rich field and high-grade daily newspapers will carry your message to all the people who build and own houses.

Advertise in New England Daily Newspapers

Buston America	(E)	250,201	-40	-20
Beeten Glabe	(NERC)	256,529	.00	.50
Boston Herald			**	.20
Besten Journal	(30)	*55.991	-16	.135
Sector Post	(30)	478,970 344,368	-45 -36	C48
	(8)	344,300	.38	.53
Besten Record	des (W)	93,453	19	.19
	(E)	7,860		
Sentinel	(80)	5,107	4100	.0172
Lynn Item	(E)	6,107 113,227	.004	.0381
Citizen	(MH)	10,400	.006	.033
& Mercury	(ME)	31,631	.04	.04
Pitteffeld Eagl	(R)	12,592	.0099	
Salem News			.06	092
Springfield Rep (H)	ablira	(2)		
Fpringfield New	21,70	36,755	.00	.00
Springfield Republican	(8)	18,110	.005	364
Springfield En	NED)	39,811	.00	.06
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Mass, totals,		1,921,571	5.4053	5.255
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Providence Builtetta Providence Journal Providence Tythene	(H) (N°9) (H)	91,049 98,066 88,478	.00 .07*00	.07*0
Providence Builtetta Providence Journal Providence Tythene	(H) (N°9) (H)	51,962	.00 .07*00	.07*0
Providence Builtetta Providence Journal Providence Tythene	(E) (N°5) (E)	91,049 98,066 88,478	.00 .07*00	.07*00 .08
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WORLD'S T IT PARK YOU NAME.

BULES FOR CENSORSHIP ARE IN PREPARATION

After Espienago Bill Becomes a Law Washington Newspaper Correspondeats Will Co-operate with Govern-

mest Authorities in Formulating Ressanable Regulations Wassington, May 2-Canacrabin in of perametent interest in Washington this week. Both Houses of Congress nre considering at the same time, though separate bills, espicouse mensures which contain sections dealing with researchin. The two Houses have practically the same idea in view, though expressed in different language irdly be passed by both Houses before the end of this week and will be is finally acted upon the two Heuers will have adjusted their differences Consorable regulations as contemplated by the Bureau of Public Information of which George Creel is chairman, are syt in preparation. As has been stated ing shoulder to shoulder with the newspaper men of the country. The Bureau of Public Information has in mind the development of good stories which are now alumberton in the satural departments, and which it is impossible for newspaper men to get, owing to the stringency of rules in force. Mr. Creek wants it known that the Bureau of laformation, which will have charge of conscrable, will be operated with the idea of belplog and not hindering the

newspaper men. The regulations in preparation will be first submitted to the Standing Committee of Washingor with respect to the plans, or conduct with respect to any works or measures englishs, before they are finally proundertaken for or connected with, or mulgated. The self-imposed regulati by the newspaper men are working adfence of any place, or any other inmirably. Far lugiance, no newspaper formation relating to the public deman would think of mentioning the frace calculated to be useful to the bost on which former Senator Real new head of the Russian Commission. not more than \$10,000 or by impriis to sail, or the date or hour of its somment for not more than ten years departure. Such matters every newsnamer man realling are not for publiand no other matter which shall be construed to limit or restrict. would give aid or comfort to the enemy, will be published knowingly. ed for limit or restrict, any discussion, ment, or criticism of the acts or policies of the Government or its rep resentatives, or the publication of the

The Senate provision on conscession reads as follows

"Wheever, in time of war, with intent that the same shall be commuticated the enemy, shall collect, record, publish, or communicate, or attempt to elicit any information with respect to armed forces, ships, sevenft, or war sullitary operations, or with respect to any works or measures undertaken for or connected with, or intended for the fortification or defence of any place. er any other information relating to or which might be, directly or indiearthy marful to the enemy shall be for not less than thirty years; and of reasonable regulations to be prescribed by the President, which he is hereby authorized to make and prorecilgate, shall publish any information

LITTLE TRACEDIES OF A NEWSPAPER OFFICE









description, condition, or disposition of paper men in charge of stations which reay he cetablished all over the counthis line until regulations in preparather are finished and heralded. NEW A. N. P. A. MEMBERS Additional Names Added to the Artists

and Assoriate List of Members The following newspapers have been American Newspaper Publishers As-Harrisburg (Pa.) Patrict; Telegram: Richmand Evening Journal: Bridgenoor (Conn.) Post-Telegram; Springfield (Mo.) Republican; North Adness (Mass) Tranand Grand Rapids (Mich.) Herald

the Owenshorn (Kv.) Inquirer. Bassas Press Club Favored. Barrow, New 2.- Having decided that

mersing newspaper men are members

OPPER KNOWS AVERAGE MAN

That Is Why He Portrays Common Prople So Well.

When it comes to portraying plush chair who realers the problem of



the m I t. s. harder. Some men break into the carloon world with an our, a free have the henor forced on them, and the friends of countless others leadet that it's a sife. It test comes naturally to Doner. "He con't belo it. Always, o'th his work. In this respect Opper is no execution. Look at his delitaution of "Common People" and then at itcartornist's photograph, and you'll

He ichs the story in pictures as if appence to bire, for he places himself in the coulties of Mr. Average May. This an understandable manner. While be has been in the business since 1877, he age. He gets better all the time. He was with Leafe's from 1877 to 1880 made the readers of Pack taugh from 1880 to 1899, since which time he has kent the subscribers of Mr. Heart's newspapers wondering what he will do

Press Club Flag Raising

licence. May 2,-- In the presence of Corley, Commandant Rosh of be present. Sidney G. Wall, a wel-Before the fing is raised lunchmen will be served the marsts of brace in the risk rooms. There will rince having a part in the exercises

THE HOUSE PROTECOL.

The House possision is as follows:

"Section 4.-Doring any national

which the United States is a party. or from threat of such a war, the Pres

ident may, by proclamation, declare the existence of such emergracy, and he

acter that it is or might be useful to

Wheever violates any such

the enemy.

EVENING POST REPLIES TO GERARD'S CRITICISMS

Ex-Ambassador's Charges of Pro-Germanism, Made at Banquet of A. N. P. A., Draw Seathing Rejoinder from Publisher Emil M. Scholz Patriotism of Newspaper Above Question.

Assertions by James W. Gerard at the annual dinner of the American Association Publishers Newspaper Thursday night of last week, that the New York Evening Post was German in sympathy and ownership, brought a vigorous reply from that newspaper, which editorially denounced the statements of the former Amhassador as "slander, libel, and falsebood," It pointed to its record of 116 years as proof that it is not only not pro-German. but "heartily and loyally pro-Ally," and said that its proprietors without exception "were born American citizens, and they are loyal American citizens,"

The clash grew out of a discussion of the then pending conscription bill which Mr. Gerard favored and which the Evening Post opposed.

Only his respect for the proprietics, said Emil M. Scholz, publisher of the Evening Post, in a reply made on the floor of the convention the next day had restrained him from making an instant answer to Gerard's assertions.

Interviewed by THE EDITOR AND PUB-LISHER as to his statement to the convention. Mr. Schois said: "I made a statement regarding the unjust attack of Mr. Gerard on the Evening Post. The attitude I took is best explained in Friday's editorial in the Evening Post in which Gerard is plainly called a liar. The Evening Post is not German-owned or German-managed, and more than that the stockholders are The affair was dis-American born. cussed and it seems to be the general opinion that Mr. Gerard had very bad taste in selecting that place for his remarks and in what he said."

The editorial referred to by Mr. Schols, breathing righteous indignation in every line and marked by traditional dignity, poise, and restraint stated that the term "volunteer" had been used in the German sense (Freiwillige), defined in Meyer's "Konversations-Lexikon" as "those military individuals who, in contrast to the drafted men. enter the army or navy of their own free will. The volunteers are for one, two, three, and four years," "The Freiwillige," said the Evening Post, "are volunteers in the sense that they young men of higher education who, instead of waiting for the usual call to the colors in the twentieth year, offer themselves for the service at the completion of their seventeenth year and pay their own way through the period of service. He cannot deny that there were a million German vol. unteers-untrained men-at the outbreak of the war."

MR. CERAID WANTED TO MAKE A POINT.

To a World reporter Friday night, Mr. Gerard said: "I said last night all that I cared to say. The people of this country have little realization of what war means. I wanted to make a point and did so."

"Which is, of course, quite a sufficient reason," comments the Evenius, Post, "why a gentleman and an Ambassador should resort to slander, libel, and falsehood."

In an editorial entitled, "No Teutonism in the Evening Post," the Broaklyn Eagle of Sunday declared that Mr. Gerard had been misinformed and should

Speaking Tuesday night at the dinner

of the Economics Club at the Astor Hotel, Mr. Gerard said that he had occasion to oppose those who were opposing the conscription bill, but he wished to make plain that he believes that those who were opposing it were, of course, acting sincerely.

There have been no further developments in the episode which was precipitated by an uncalled for attack on a newspaper which for 116 years has been honorably identified with the highest traditions of American life and journalism.

PUTNAM CO., FLA., ADVERTISING

J. R. Murphy, Chairman Emergency Committee Planning Ad Campaign.

Florida is getting a lesson in the value of advertising through the campaign for greater food production that James R. Murphy is conducting for the Board of Commissioners of Putnam County.

Mr. Murphy, who was for many years associated with Jos. P. Day, New York's realty expert, in various positions from office boy to advertising manager and general manager, is taking a leading part in carrying President Wilson's appeal for more food stuffs to the farmers of Florida. Mr. Murphy attended the Cut-over Land Conference of the South in New Orleans in April, as president of the Associated Land Development and Colonization Interests of Florida.

At a special meeting of the Board of County Commissioners of Putnam County held at Pulatka. Fla., he made a very strong and patriotic appeal to them to appropriate money for an advertising campaign to argo the farmers to extend their operations and to organize the interests of the country to sid them in harvesting and marketing their crops. He offered his own services without cost and placed the facilities of his office at the disposal of the Commissioners.

A substantial sum was appropriated and Mr. Murphy was made chairman of the emergency committee in charge of the campaign. The result is that Putnam County has set the example for the State of Florida in its efforts to meet the demands of the country for more food supplies.

Mr. Murphy's experience as advertising manager for Mr. Day is proving valuable for the county. the assistance of his advertising manager, M. P. Walsh, formerly real estate editor of the New York Herald. Besides running half page copy in all of the county papers he is circularising the farmers through the mails. One of his namphlets is headed "Shortage of Food Crops Not a War Scare, But An Alarming Pact." Another, directed especially to the women, is entitled "An Appeal to the Women of Putnam County, Your Patriotic Duty to Eliminate Waste and to Conserve all Food Supplies."

NOT GUILTY PLEA STANDS

Demurrer Not Filed by Paper-Makers, and Date of Trial Is to Be Set.

The news print manufacturers who pleaded not guilty to an indecement by a federal grand jury, charging them with having entered into a conspiracy in restraint of trade and commerce, did not file a demurrer last Monday. They were given until that time to answer or change their plea. Not having done so, the plea of not guilty will stand, and the next procedure will probably be the setting of a date for trial

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EDITORIAL

NORTHCLIFFE STRIKES AGAIN FOR THE FREE. DOM OF THE PRESS

THE news print situation is rapidly clarifying. Events tending to assure a restoration of a competitive market, with a reasonable supply assured to publishers, follow each other in quick succession.

The sentiment in favor of strengthening the powers of the Federal Trade Commission, as a war measure, grows. It is generally recognised that the present muddle, in which newspapers find themselves on uncertain ground in regard to both prices and supplies, would have been avoided if the formulation had been clothed with power to enforce its rulings.

A rift in the cloud of uncertainty comes with the announcement that the output of the North-liffe mills in Newfoundland is to come to the smaller publishers of the United States. This additional source of supply will end, in large measure, the artificial shortage, and will serve to reëtablish something like normal market conditions in this country

Lord Northeliffe, in thus coming to the rescue of sorely harassed American publishers, has once more demonstrated that he is one of the world's greatest citizens. He has shown a giant's strength, a sage's wisdom, and a Spartan' courage in fighting for and assuring to Great Britain, under the stress of a war for the existence of democratic institutions, a free press. With therpress of America menaced by the disorganized paper market, the world's greatest publisher steps into the arona and strikes a blow for the freedom of the press which will rank, when the records are written, as one of the decisive events of these momentous times.

We have been accustomed to using the phrase, "hands across the seas." Northeliffe has given to the phrase concrete value and splendid significance. Fortunately able to do much, he has generously done all that he could do. He has earned the plaudits and gratitude of all Americans—for he has served all Americans.

ABANDONING THE LOSING PRICE

In the early days of the disturbances in the news print market The Editor and Publisher did not hestate to predict that the end of the penny newspaper was in sight—for, under mounting costs of publishing, it had ceased to be an economic possibility.

The publishers of the country were slow to realize the necessity for abandoning the losing price. The logic of the situation has been made clear to them by the progress of events, but local rivaries and other considerations have induced them to delay the inevitable; hence, we still have penny newspapers in a majority of the larger cities.

It is highly significant that when General Agnus introduced his resolution last Thursday, at the A. N. P. A. convention, fixing two cents as the standard price for American newspapers, the resolution was quickly adopted.

Newspapers cannot sell for a sub-standard price if they are to maintain a full-standard quality.

There have been no material losses of circulation in cities where the two-cent price has been adopted and circulation revenues have been greatly increased. Publishers in such cities as Philadelphia, Pittsburgh, and Buffalo deserve great credit for having demonstrated to all publishers the feasibility of the advance in price.

To adhere to the penny price is to ride straight to disaster. To permit one publisher in any city to impose upon his fellows a runous policy is folly. If, in any city, all publishers cannot act together, the headstrong course of the minority should not govern.

APPRECIATION OF COMMISSION'S WORK

THE members of the A. N. P. A. did well to express, by resolutions, their appreciation of the efforts of the Federal Trade Cummission to relieve the intolerable conditions of the news print market. To those who have kept informed as to the activities of the Commission, through reading the record, work by week, in the columns of This limited and Publishins, the conviction must have one long ore this, that the members of this board

THE arms are fair when the intent of bearing them is just.—Shakespeare.

were intent upon performing a great public service. That the full fruit of this service should not have been garnered is due to the fact that the Commission has had no legal authority to enforce its rulings. The fact remains that the commissioners have worked faithfully, tactfully, and in a spirit of absolute fairness to all interests concerned, and that with augmented powers, which the Congress should be urged to grant, they will be able hereafter to render to the public, service of incalculable value, not merely in the matter of protecting the newspapers from oppressive prices for paper, but in protecting the people at all times from unfair and unjustified charges for commodities in general.

HERE may have been a few publishers among There who journeyed to New York last week who were in doubt as to the value of the work accomplished by the Paper Committee of the A. N. P. A. It is safe to say that not one of these carried such doubts home with him. A majority of these pultishers had not before had an opportunity to get acquainted with A. G. McIntyre, the special representative of the committee, nor to secure a close-up view of the lines on which the committee has been working. They found in Mr. McIntyre a man whose personality and whose ideas carry equal conviction a man with complete technical information about every phase of paper making and marketing, and who has made this information count for service to all publishers. They were deeply impressed with the report of the Paper Committee, and with the fact that its activities are not for a passing period, but for the restoration of a permanent competitive market. The committee should have, from now on. the financial support of all publishers who believe in sharing the burden of a work which is for the common good.

THE thought of the advertising men of the nation turns now to the big A. A. C. W. convention in St. Louis in June. It is needless to point out that many men believe that the topic which is scheduled to dominate all of the meetings—that of the way in which advertising reduces the costs of commodities—has not been happily chosen at a time when all commodity costs are increasing. That price-increases are not due to the cost of advertising, but are modified through the service which advertising performs in all selling tasks, should be made luminously plain in the proposed discussions.

It is quite possible that the patriotism of the penple will solve the Government's bond-selling problem up to a certain point. But the offering is the largest ever made, and its complete success must come through the support of all the people. The investment must be made attractive, and must be so advertised that it will draw the hourdings of the over-cautious from their hiding places, and divert from less safe investments the savings of the prudent. The bond sale is a business task, and the experience of our Allies shows us the proper way.

A LL men in the know—all men who are in a position to interpret the trend of events—agree that the war period should afford a stimulus to all legitimate business, and that it should bring about greatly increased use of advertising space. The newspapers face increased costs of publishing, of course; but the prospect is bright that these costs may be more than met by increased revenues. Advertising in the newspapers is to solve national problems, as well as private husiness problems.

The excellent photograph of the Hon Joseph H. Choate, printed in last week's bone of The Enrow and Presidents, is copyrighted by Underwood & Underwood and of Judge Peter 8 Gressenp was used through the courtesy of the New York World.

A NEWSPAPER FOR THE MAKERS OF NEWS-PAPERS

THE EDITOR AND PURLISHER of last week consisted of seventy-two pages—a trade newspaper, of the physical character of a periodical, but edited and published under pressure such as prevails in the issuing of daily newspaper "extras."

There were, unavoidably, some minor lapses. But the important fact stands unassailable—that, in this great base alone was to be found a complete news record of the two big conventions.

Time was when a trade newspaper, in this field, was hardly expected to accomplish more than to give a few side-lights on such events as these, with scattering reports of addresses and of proceedings. To have covered the news of last week in last week's issue, and to have overcome the obvious obstacles, producing a pictorial and textual review of the two conventions which will stand as the record of a momentous week in the history of American newspapers, is to have rendered the brand of service to which this journal is committed.

It is a big task to make a trade newspaper worth; of the field in which this journal labors. Our friends helieve that This Editor and Principles has shown a proper appreciation of that task, and that we may be justified in offering in evidence the issue of April 28.

THE FIRST BATTLE WITH AUTOCRACY

A UTOCITACY always carries the fight into the very citadel of democracy. When the United States entered the lists in this world war, pledsing the national resources to the task of making the world safe for democracy, autocracy at once adopted its ancient expedient of urging its services upon its adversary.

We were assured that the principles of democracy must be set aside, and those of autocracy adopted, if we were to wage a successful war. We must forget, for the period of the war, that the freedom of the press is guaranteed by the constitution—and we must place upon the press exactly those restrictions, which, in either peace of war, rob the newspapers of either power, influence, or usefulness in countries under autocratic rule.

The perils to a democracy are not all outside its own house. Many people, living under a free government, retain an inheritance of the old order—a preditection toward tyranny. Give them a pretence upon which to found their action and they proceed to set aside the principles of free institutions and to replace them with the discarded dogman and policies of systems in which might makes right and the will of the ruler is the law of the people.

Certain of our officials and law-makers have contended that, in the present crisis, democracy should be policed and safeguarded by autocracy; that a free priss must be curbed and agged by restrictions which would destroy its power of service to the nation under the pretence of merely checking the irresponsible or unpatriotic.

The crusade of reactionaries in our Congress for the illegal limitation of press freedom has failed. The President himself, while approving of censorship provisions to which all newspaper men may subscribe, disavows any purpose to have such legislation afford a shield from criticism. Patriotic Senators, such as Lodge and Borah, have fought the reactionaries at every step of the way, and have brought the people of the country to a sharp realiration of the peril confronting press freedom. The publishers of America have spoken, in terms according fully with the public sentiment, as voiced in this newspaper and in hundreds of other newspapara, warning the Congress that the press needs no autocratic curb and will submit to no violation of its constitutional guarantee.

The newspapers of the United States will help to win the war. They will afford neither comfort not information to the enemy. Nor will they need or submit to coercion, dictated by purely selfah oflicial motives and masquerading as public necessity. Democracy does not thrive under autocratic regulation

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N EW YORK.—Arthur Brisbane, editor of the New York Evening Journal, has been visiting in Atlanta, combining business with some golf and grand opera.

George Wheat, for six years a member of the staff of the New York Herald and one of the best-known newspaper men in New York, has resigned to accept a position in the Naval Censorship Bureau in Washington with the commission of second lieutenant.

Donald Clark has resigned as a reporter with the New York World and has accepted a position on the rewrite deak with the New York American.

Sidney Richardson, well known as a writer on Mexican subjects for the New York Herald, has been commissioned a captain in the Army Reserve Corps and will enter the training camp at Plattsburgh. He accompanied Pershing's expedition into Mexico for the Herald and was present for that newspaper at the occupation of Vera Cruz.

James H. Hare, war photographer for Lealie's, is now at El Puso taking photographs of the army there and will remain on the border until the situation develops to give him a more active war assignment.

Douglas Z. Doty, editor of the Century Magazine, addressed the class in magazine making of the New York University School of Commerce last week, on the subject of "Editing and Making a Literary Monthly."

Alfred W. McCann, of the Globe, spoke on "Feeding a Nation at War" before the Washington Heights Forum on April 23.

Eric H. Palmer, president of the Brooklyn Press Club, has declined the offer of the nominating committee to run for a third term.

Carl Byoir, circulating manager of the Cosmopolitan Magazine, has resigned and will leave the Cosmopolitan about May 15 to engage in business for himself.

Richard H. Waldo, secretary of the New York Tribune Association, has been elected a member of the committee in charge of the Bureau of Advertising of the A. N. P. A., to fill the varancy on the committee caused by the resignation of Jason Rogers.

Kenneth T. Kendall has been appointed Eastern representative of the Photographic News Syndicate, with headquarters in New York city, representing the Graphic Newspapers. Mr. Kendall was with the Knapp Company for several years, selling printing and advertising specialties, and during part of this time he was their New York sales manager.

Herbert L. Bridgman, business manager of the Brooklyn Standard Union, was elected a regent of the University of the State of New York, at a joint nession of the Legislature on Wednesday, succeeding the late William Berri

OTHER CITIES—Licutenant J. B. (lardiner, military expert for the New York Times, was the speaker at last week's meeting of the Buffalo Rotary Club. Licut. (lardiner went to Buffalo from Montreal, having recently returned from Europe. He urged the mending of United States troops to France.

Governor Harris, of Georgia, has reappointed Clark Howell, editor and publisher of the Atlanta Constitution, on the heard of directors of the Dixie Highway Association for a term of two years.

J. H. Perry, of the Newspaper Enterprise Association, will divide his time in the future between the Cleveland, O. office of that concern and its New York city office.

The Press and the Pen

By Lithurn Harwood Townsend,

When the presses in the midnight roar, In a voice like the billows on the shore. When they tell of love and wanton war, And the hapless houres undone by Thor When the papers fall from the whirling rolls, With the news that stirs a billion souloult is then we know the power that lies in the pen on which the ink ne'er dries!

When the presses in the twilight sing, And the canyons of the cities ring. With the clarion shouts of lusty boys, As they soar above the traffic's noise. When the headlines tell of a victory won By the French or the English from the Hun-It is then we know the power that lies. In the pen on which the ink ne'er dries!

When the presses throb with the news of earth, Of the sea and sky, and of freedom's birth; When they print the news of our country's call And of golden deeds, and an empire's fall; When they tell of woe and of burning tears, And a nation's trembling hopes and fearalt is then we know the power that lies. In the pen on which the ink ne'er dries!

Frank W. Purkett has been appointed editor and manager of the automobile section of the Fresno (Cal.) Heraid

Oliver Burton, who has been associated with the Petaluma (Cal.) Argus in the past, has gone to Sonoma, Cal., to accept a position on the Index-Tribune.

Fred 8 Myrtle, who was prominently identified with the San Francisco Examiner for several years, and left the Hearst service to take charge of the Pacific Service Magazine, has been spending several days in Oroville.

Arthur A. Taylor, editor of the Santa Cruz (Cal.) Surf, and for some years past a State Park Commissioner, is in the race for the position of Mayor of Santa Cruz.

E. J. Helmer, special representative of the San Francisco Examiner, recently visited Taft, Cal., for the purpose of arranging for the lettering of the service of his paper to subscribers in the oil fields. Helmer was with the Chicago Examiner, as special circulation man, at a time when A. M. Keene, now of the Daily Midway Driller, was special representative for the Hearst Chicago papers in Ohio and Indiana.

Allen C Madden on Monday assumed the duties of managing editor of the Middletown (N. Y.) Times-Press. Mr Madden began his newspaper career in the office of the Middletown Times about twenty-five years ago.

Robert Lee Ringer, former sporting editor of the Portland (Ore) Evening Telegram, will enter the service of the United States Department of Agriculture's Bureau of Markets, which is designed to bring producer and consumer together. Before going to Portland Mr Ringer worked on the measurements

of Walla Walla, Wash Several years ago he left the newspaper game to become a contractor, and constructed a number of bridges on the Columbia River highway, notably the beautiful structure at Mulinomah Falls.

John Gilbert Rankin, the veterun newspaper man who founded the Brenham (Texas) Banner Press, and one of the oldest journalists in Texas, celebrated his swenty-sixth birthday a few days

BOSTON.—James C. White, political editor of the Herald and president of the Beaton Press Club, will soon go to Washinston for his paper.

Rouben Greene of the Traveler staff has been in Washington where he has been writing some refreshing unconventional stuff about the recent stirring session of Congress. Mr. Greene did not allow the weight and importance of the session to interfere with his sense of humor.

Herbert L. Haldwin of the city staff of the Post has been covering the news of the day at Marhichead, in so far as it concerns the Coast Patrol Defense Station of the Naval Reserve. Mr. Baldwin has been covering his assignment mostly by motor boat.

William Putnam, court house man for the Herald, is entertaining his mother, who is a native of Searsport, Maine Mr. Putnam says that he is the lustest man in Hoston in the combination capacity of guide and reporter.

William P. Dyer, court house man for the Post, has been given the title of "Commodore" by his associates, as he is very busily engaged studying navigation. He hopes to get an officer's commission in the Naval Patrol.

H. Lyman Armes and Jack Harding of the Post have moved into a luxurious apartment in the Back Bay.

Many words of praise are being heard for the work of Artist Dennis of the Traveter, whose cartoons of current plays have attracted much attention Mr. Dennis, like Haydon Jones and Wallace Goldsmith, has a happy faculty of being able to catch a facial expression quickly.

Carroll J. Swan, a second licutenant in the First Corps Cadels organization, has been busily engaged of late in stirring up interest in recruiting in the First Cosps Regiment of Engineers, which is being organized. Licutenant Swan, knowing the value of advertising is using the columns of the various Boston and suburban papers for his propagands.

PITTSHURGH—Miss Marion Bowlan entertained the Misses Elsa and Inger Blum, of Copenhagon. Denmark, at a luncheon at the Duquesne Club.



The Haskin Letter is Twenty - three Years Old This Month.



Pittsburgh. When covering the Ford frace trip for the Chicago Daily Journal, Miss Bowlan and many other Amertean journalists met the Misses Illum. Mrs. E. J. Thompson, literary editor of the Pittsburgh Sun and Grayce Deutit Latus were among the guests.

George S. Oliver, of the Chronicie-Telegraph and Gazette-Times, has returned from a pleasure trip to Atlantic City.

G. A. Barry, a news writer of the Pacific Coast, was a visitor to Pittsburgh this week.

A. E. Braun, of the Pittsburgh Post and Sun; A. P. Moore, of the Pittsburgh Leader; Col. C. A. Rook and Charles Sutphen, of the Pittsburgh Dispatch, and Harry C. Milholland, of the Pittsburgh Press, attended the Associated Press meetings in New York.

Robert Ginter, managing editor of the Pittsburgh (Inzette-Times, was in New York on a business trip last week.

C. J. Jaegle, publisher of the Pittsburgh Observer, was made a Knight of St. Gregory, at Impressive church ceromonies. Pope Benedict XV bestowed the honor.

Miss Margaret Kuhns is the first woman to meet the demands of war-time in a newspaper office by taking the place of her brother, J. Floyd Kuhns, who has enlisted. Miss Kuhns assumed charge of the local circulation of the Greensburg (Pa.) Tribune-Press Publishing Company.

DETROIT—Harry Lear, dean of Detroit's police reporters, has joined the staff of the Detroit Free Press. He was formerly with the News.

E. A. Seymour, of the News, has enlisted in the Michigan Infantry, Thirtyfirst Regiment. He is doing afternoon police work for his paper pending a call to active duty.

E. G. Porter, of Boston, but late of the Detroit Times, has resigned to take a copy deak position on the Detroit Journal.

Miss Stella Champney, of the Journal, has returned from Canada, where she has been spending several weeks studying war-time conditions in the Dominion. The accounts of her travels are now appearing in the Journal.

Vern Hardy, of Boston, has joined the copy desk of the Free Press.

Harry Gray, formerly with the Chicago Examiner and San Francisco papers, is now on the copy desk of the Free Press.

Don Hayden has resigned as court reporter of the News to go on the copy deak of the Free Press.

Fred Gaertner, night editor of the Free Press, has been off for the last week suffering from an attack of tonsi-

CHICAGO Robert Blake and Ray Sisley, of the Chicago Tribune art staff, have enlisted in Battery C, of the Illinois National Guard. They are now training at Fort Sheridan.

The Chiengo Daily News announced that Edmund Vance Cooke, the poet, who gave a series of lectures in the schools under the auspices of the News, will give a second series. The lectures have been very popular with the school children.

Junius Wood, war correspondent for the Chicago Delly News, has gone to Racine, Wis., to report on a programme advanced by officials of that city for the mobilization of the country's resources.

George W. Hinman, jr., of the Chi- ed second Tribune staff, who returned re- Ridge.

cently from the West Indies, where he investigated military and industrial conditions for the Tribune, has been visiting hts parents in Marletta, O. Mr. Hinman's father was formerly publisher of the old Inter-Ocean.

Raymond E. Swing, for five years Berlin correspondent for the Chicago Pally news, has returned to Chicago, and is writing a series of articles on Germany for the News.

Paul Elmer More, author of the Shelburne Essays, and former literary editor of the New York Evening Post, lectured last week at the University of Chicago on "Stardards of Taste."

John Hammond, son of Percy Hammond, dramatic critic of the Chicago Tribune, who served his apprenticeship in the newspaper game on the Chicago City News Bureau, was one of the four news editors elected to the Harvard Crimson editorial staff. He is a sophomore.

Robert Hill Bolling, son of George W. Bolling, editor of the Chicago Daily Calumet, has enlisted in the American ambulance corps for service in France. Young Bolling is the eighth of his name to serve in the military forces of the United States.

Members of the Chicago Tribune editorial staff who have made application to enlist in various branches of the army service are: J. Loy Muloney, Federal Building reporter; Harry Parker, copy reader, and Leon Stoiz, copy reader, who is a son of Rabid Joseph Stoiz.

R. J Jacobsen, of the Chicago Drovers' Journal, won low gross prize in the initial tournament of the Chicago Press Goff Club, April 25, at the Harlem Goff Club, O. G Lundberg and Perley Boone, of the Chicago Tribune, tied Paul 8. Warden of the Herald for second and third prizes. Others who qualified to play for the American flag were: D. J. Lavin, Tribune; Paul Hammett, Drovers Journal; M. E. Taylor, Associated Press, and J. G. Davis, Chicago Tribune.

CANADIAN—John Ross Robertson.

Discription of the Toronto Telegram, spent a few weeks at the Royal Palm Hotel, Miami, Fla., where he has been accustomed to go every spring for the past fourteen years.

John R. Bone, managing editor of the Toronto Star, contributed an article to the Chicago Daily News on the subject of conscription in Canada.

W. J. Herder, proprietor of the St. John's (N. F.) Evening Telegram, who has been touring Canada and the United States the past month, has returned

Lieut-Col. Alfred Markham, formerly managing director of the St. John (N. B.) Sun and now of British Columbin, arrived in St. John recently for a visit. His meeting with his son was a pleasant surprise to both.

ST. PAUL.—Charles A. Thorne has resigned from the Hastings (Minn.) Daily Gazette, with which he had been connected editorially thirty years or more. During that time he was local correspondent of all the Twin City dailies.

Miss Louise Goss, editor of the Parmer's Wife, St. Paul, has been called to Washington by Secretary Houston to take part in a conference on food conservation.

William E. Maiden, poet and former newspaper man, who for several years was editor of the American Press Association in St. Paul, is in a hospital in Houlogne, France, having been wounded seriously in the battle of Vimy Ridge. John Stone Purdee, of Duluth, who formerly was connected editorially with New York and St. Paul papers, and who edited Clover Leaf dailies at Duluth, Omnha, and St. Joseph, Mo., and has been for several years secretary of the Duluth Commercial Club, has been appointed secretary of the Minnesota Public Safety Commission.

S AN FRANCISCO.— Morris DeH. Trabody Standard, of Eureka, is now connected with the San Francisco Bureau of the United Prem, under J. H. Furny, news manager for the Pacific Cosst. Fred W. McKechnie is now manager of the Northwest Bureau, in Portland, Ore,

Chester Smith, formerly on the staff of the Call-Post, is now on the staff of the Associated Press in San Francisco, Gilbert Parker, one of the editors of the Associated Press, will return next week from Sacramento, where he has been handling the news of the Legislature.

P. F. Gould, a young man who has been connected with the circulation department of the Call for some time, was one of the first recruits to enlist in Company G, Fifth Infantry, of Alameda, when the militia was called out.

W ANHINGTON—Josephus Daniels, jr., of the Raleigh News and Observer, and son of the Secretary of the Navy, has resigned from assisting in the management of his father's newspaper to become a private in the Marine Corps.

Windsor McKay, the famous cartoonist, witnessed for the first time, at the National Press Club, this week, his wonderful production of the sinking of the Lusitania, involving 25,000 hand drawings, which were made into a moving picture—a task which took two years to complete.

John Temple Graves, of the New York American, is to be toastmaster at a get-together dinner to be held at the New Willard in May by the Chamber of Commerce in connection with the "Forward Washington" campaign.

Arthur Brisbane, editor of the New York Evening Journal, is here in the interest of modifying the press censorship sections of the Espionage bills, pending in Congress.

Robert B. Bermann, of the Washington Times, is in Christiansburg, Va., reporting the Vawter trial.

Lincoln Eyre, the Paris correspondent of the New York World, is here with the French War Commissioners.

Raymond Swing, of the Chicago Daily News, lectured before the National Press Club this week on Interesting war features from a German standpoint.

Steve Early, of the Associated press, has resigned to join the United States Cavalry.

Edward B. Clark, of the Chicago Evening Post, lectures Saturday on "The French Front from Verdun to Moselle."

Nelson Sheppard, who represented the Central News in the Senate Press Gallery, has gone to Philadelphia, where he will join the Marine Corps as a privale.

Stanley Washburn, formerly a London Times correspondent, in lectures here, advocates an advertising cumpaign for the education of the new Russia. He says, "We have voted seven billion to kill the Germans, but none to inform the comparatively low intelligence of the Russians of the fact that the economic and military support of the United States is lining up behind them."

PUBLISHER PREDICTS A BOOM IN ADVERTISING

R. A. Crothers, of the San Francisco Bulletin, Says that Manufacturers of Nationally Distributed Articles Realize Now, More than Ever Before, the Pulling Power of the Daily Newspaper.

"There has been a large increase in national advertising carried by newspapers of the United States, and 1 look for it to continue," said R. A. Crothers, publisher of the San Francisco Bulletin, to a representative of THE Entru and Published. "The accounts that enters into this gratifying condition are those of automobiles, food preducts, and tobaccos. The people believe in prepared foods, and, realizing this, manufacturers endeavor to reach consumers in the quickest possible manner. No medium of advertising compares with the daily newspaper, for it goes into the hands of the people every day. The advertisement in the newspaper is carried to the man who reads, and that he does read and does buy, is evidenced by the constant increase in this class of advertising that is finding its way into the dailies of the United States. The newspapers afford manufacturers the most effective method of attracting attention. All other mediums have been tried. The steady growth in the volume of antional advertising appearing in the newspapers may be accepted as a demonstration of the pulling power of America's dailies.

"The Bureau of Advertising report shows that this increase during the past year amounts to something like \$20,000,000, and I look for a steady growth in this class of business. In our case, the increase during the past year has been 40 per cent. This is only one illustration of the conviction on the part of national advertisers that the newspapers afford them the quickest means of reaching consumers."

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Humorists To Meet In New York

The American Press Humorists' Association will meet in New York, June 25 to 30. During the convention the members will plant a chestnut tree in City Hall Park, K. C. Beaton is chairman of the New York committee, which is arranging the entertainment for the fun makers. Other members of the committee are Don Marquis and Ellis Parker Butler.

High Lights on the Foreign Situation

The kind of reading that appeals to all classes with the United States now in the world war. Feature articles from leading soldiers, statesmen and authors of Europe.

We handle more important articles of this description than any other agency in America.

The International News Bureau, Inc.

J. J. Bosdan, Editor

15 School St., Boston, Mass.

OUTING OF N. Y. CIRCULATORS

Members of Association to Enjoy a Day in Catskill Mountains,

Tuesday, May 22, at 5:30 P. M., the members of the New York Circulation Managers' Association, under the guidance of J. M. McKernan, chairman of the Association, will leave on a Catakill Evening Line boat for their annual outing in the Catskill Mountains. These trips have always been of interest to the members and their friends, and are considered the big event of the year for the Association, not only socially but because of the opportunity of direct intercourse and personal talks on matters pertaining to the every-day efforts in the field of circulation.

The labor of a strenuous year has well earned the coming vacation, and it In assured that most every one will be found at the dock when the boat leaves.

According to schedule arranged, the party will leave on the Catskill boat on Tuesday, arriving in Catskill Wednesday, spending the day and night in the mountains, and returning by the Day Line, leaving Catskill in the morning and reaching New York city Thursday evening.

GOODMAN TO AMEND BILL

Will Lessen Restrictions It Places on New York Newsboys.

Assemblyman Goodman has agreed to amend, at the suggestion of the New York Evening World, the bill he introduced in the New York State Assembly at Albany to prohibit male children under the age of fourteen and female children under the age of sixteen from selling newspapers on the streets.

The act also provides that children under the ages named may not sell names, magazines, or periodicals in any public place or distribute papers Nor may they work as on routes. bootblacks or in any other capacity In the streets or in public places. The act raises the age-limit now in force by two years.

Children who do work in the streets must have hadges, and the office issuing the badge must keep a regisprivileged ter of their names. The workers cannot go to work before 6 o'clock in the morning and they must go in by \$ o'clock in the evening. During school hours they may not ply their trades. Persons who employ children in violation of this law are liable to a fine of not less than \$20 for the first offence and not less than \$50 for the second. Mr. Goodman changed his mind after reading the Evening World's comment on his bill to prevent the little fellows under fourteen from starting in business. bill was handed to me for introduction," he said, "and I supposed it was an educational measure with proper cenearship. I am going to amend the till so as to take out the provision restricting the newsboy."

This legislation will deeply touch a very considerable army of poor little workers in New York city. Had it been in force years ago, the late John A. McCall, formerly president of one of the greatest insurance companies in the world, would have had his early business career cut short. "Big Tim" Sullivan would never have made his start from the curb, scores of other men who have reached wealth and prominence would have been shut out of the school of street experience that constituted their primary education.

LOYAL FORMER NEWSIES

Indianapolis News Band Alumni Make Dinner Recruiting Event.

The fifth annual dinner of the Alumni Association of the Indianapolis News Newsboys' Band was a memorable and patriotic gathering. A resolution was passed indorsing the nation's declaration of a state of war against Germany, seventeen men attached their names to the roster of a new regimental band, and speeches were made urging the young men of the alumni association to go to the defence of the

It was announced that Oscar Dickinson had joined the First Indiana infantry and Herbert Wright had gone to the engineers. Raymond Brydon, another former member of the band, has joined the United States army, and William Rufil has enlisted in the aviation corns and now is in training in a Government camp.

Mr. Vandaworker, who, for seventeen years has directed the Indianapolis News Newsboys' Band, made a stirring appeal to his former players to join the colors. He told them that he believed the sooner a great American army was mobilized the sooner Germany would see the futility of the German cause. Mr. Vandaworker's speech drew prolonged applause and had the effect of bringing several declarations for immediate enlistment.

The Alumni Association was elected the following officers for the coming year: George Joslin, president; Arthur Close, vice-president; Leonard V. Bedell, secretary-treasurer; Carl Rush, H. Jones, G. L. Kempf, Ralph Hankins, and Charles Pierson, executive committee.

Buffalo Times's Marathon

The annual Marathon race of the Buffalo Times was held last Saturday. One hundred and thirty youthful athwho trained for weeks and months for this classic event, made the Thousands of men, women, and children lined the streets to see the efforts of the contestants. Manager T. M. Clark arranged to have the Mayor of the city as honorary referre, and Police Chief Martin was the starter. The inspectors were: William J. Kelly, sporting editor of the Courier;

FLAGS THAT ARE WANTED

"Our Flag." of cotton bunting in fast colors, sewed stripes, 3x5 feet, price 88 cents (retail value, \$2.50). Same, printed stripes, 75 cents in quantity orders. Six-foot-pale and rope, 25 cents additional

Just received new line of Silk Flags, 117-x66 inches, mounted on brown finished stick with gold spear head, 30 cents (retail value, 75 cents). Same, 6x8 inches, 15 cents (retail value, 50 cents), in quantities.

FLAG PICTURE Beautifully colored, with National Anthem, 11x15 inches, 7 cents in quantities (retail value, 25 cents).

Fing transprecipies 44ya7 toches for automobile headlights, \$25,20 per 1,000 All Prices for Immediate Bellvery. Bun't delay. Write tochay for other matienal

S. BLAKE WILLSDEN. 1606 Heyworth Building, Chicago

W. Hornce Lerch, sporting editor of the Express: James B. Parke, ir., of the News sport department: Edward Tranter, of the Enquirer, and Charles J. Murray, of the Commercial. Edward W. Mills, sport editor of the Times, in his articles helped to work up interest in

"Flag News" a Winning Feature

The Charleston (W. Va.) Mail's method of arousing the dormant patriotism of the people of its city is interesting and novel. The newspaper merely began the publication, daily, in a lower corner of its first page, under a small black caption, of "Flag News." The space used was never more than two or three inches, and contained the names of persons who had begun to display the flag regularly. Soon many hundreds of citizens joined the movement, and the merchants' stocks of flags for sale were depleted. One merchant sold more than 2,000 flags. The Mail has not published any editorial or "preachment" whatever on the subject of patriotism or the flag during the campaign.

Newsies Guests of Circulator

Carriers of the Port Arthur (Tex.) Evening News, and members of the staff of carriers of the other newspapers in Port Arthur, were entertained a few nights ago by City Circulator G.

A. Arnold, of the Evening News, at his home. Rev. G. S. Cockrill was present to give the boys a little food for thought. He told the boys that they should insist on being called merchants. The boys organized a mutual sick benefit association, and weekly dues will be paid into the treasury. This fund will he used in paying any member who may become sick or disabled his regular weekly allowance during his period of disability.

Loyal Spokesmon-Review Carriers

The S. R. Scout is a little publication put out by the Spokesman-Review, of Spokane, Wash., intended to be helpful to the carriers of that paper. Among other news items of the April Issue, there is a list of the names of the carriers who have joined the United States army and navy, twenty in all.

Not all the fish are in the sea. Some of them are bipeds.

Greatest Base Ball Player Board Ever Invented (Fully Covered by Patent)

No lights, strings or rada Write for Terms, Sale Outright or Lean STANDARD BALL PLAYER CORP.

GEO. H. RETNOLDR, Treas., New Bedford. Mans. Circulation Munager, The Stundard, Member 1.C.M.A. and Tice President N. E. Asso-ciation of C. M.

New York "Morning Quality and Quantity"

Another Smashing Gain

in April

59,117 Lines

of Advertising over April, 1916

An increase over March, 1917, of

45,017 Lines

Just another evidence of The Sun's Increased Power. (The circulation has more than doubled in the past year).

And the most tangible evidence of the Increased Appreciation of the value of this new Power by the advertising world.

Member Audit Bureau of Circulations.

POMEROY BURTON'S CENSORSHIP IDEAS

Manager of Lord Northcliffe's Newspapers Believes that the People Should Be Kept Informed on All Phases of the War, Thus Avoiding the Mistakes England Made at the Outset.

Pomeroy Burton, general manager of Lord Northeliffe's papers, in an interview with the New York Evening Post, points out the mistakes in censorship made in Great Britain at the beginning of the war. The censorship originally was purely military, he states. The people were permitted to know very little, with the result that it took England a long time to wake up to the actual conditions, and created a depressed condition in the public mind. It acted as a deterrent, so far as effectiveness was concerned, he declares. In view of the English experience, he thinks the way is open for a more intelligent handling of war news in this country. The French, at the outset, had an admirable distribution of intelligence, at stated hours every day, which the people grew to expect, and kept the country well informed of the preceding twenty-four hours' events on the various battle-fronts.

PUBLIC SHOULD BE INFORMER.

"My idea of censorship here is that the public is entitled to all the information which is not of definite use to the enemy," he says. "I believe that the national censorship should be in the hands of trained newspaper men, supported by military and naval experts whose functions would be simply to advise as to what might constitute millitary and naval information likely to be useful to the enemy.

There is definite and imperative need for systematic publicity throughout this country bearing upon all kinds of war problems. By that I mean that the people must be made to understand the war before there can be a better kind of backing for war legislation on a large scale. I believe this country will be called upon to bear great restonsibitty, and to take a large, active part in the actual warfare of the next two years. It is possible that pressure of hunger and finance will cause the enemy's collapse. But I am not one of those who believe it is a safe book's on which to plan for the future.

PERSONAL MUST UNDERSTAND.

"It seems to me that the only safe policy for this country to pursue is to propare on a large scale for two years or more of latter warfare. In order to do this, the people of the 1 mited States must be made to have a much more clear understanding of the war problems and their own part in them than they have at present. Therefore, the wider the consorship and the more systematic and thorough the campaign of publicity bearing upon all phases of the war, the more quickly will the people come into active and full crops ration with the law-making forces and make the country as a whole a really effective factor in the conduct of the war."

F. J. WARBURTON HONORED

His Seventy-fifth Biethday Was Fittingly Observed by Friends.

On the evening of April 23, the sayents fifth anniversary of the hirthday of Frederick J. Warburton, treasurer of the Mergenthaler Lanotype Company view-president of the Columbia Compliophone Company, a cotera of his advisor,

friends celebrated the occasion by a dinner in his honor at the Engineers' Club, New York city. The menu brochures contained a fine portrait of Mr Warburton, the cover design being the coat of arms of the Warburtons. The tribute was a surprise to Mr. Warburton.

Representatives of the Mergenthaler Linotype Company and the Columbia Graphophone Company were invited guests, numbering in all about sixty persons, joined in felicitating the guest of honor, and congratulatory telegrams and cablegrams from home and abroad were received and read. Engrossed resolutions suitably bound were presented to Mr. Warburton as a souvenirmemorial of the day.

To Insure Second-Class Rates

WASHINGTON, May 3-The Hardwick bill placing zone rates upon second-class mail matter is attracting attention from publishers. This bill, which has heen referred to in these columns, reads in part As follows: "Upon all newspapers, magazines, and other publications regularly admitted as matter of the second class, when mailed by the publisher and no other, 1 cent per pound: Provided, That parcel-post rates shall be charged upon all that portion of such newspapers, magazines, or other publications which is devoted to paid advertising matter, when addressed to ans post office in the fourth, fifth, sixth, seventh, or eighth zones: Provided further. That free-in-county circulation provided by laws shall continue as at present: And provided further, That the Postmaster-General may bereafter require publishers to separate or "make up" to zones, or in such manner as may be directed, all matter of the second class when offered for mailing."

Chicago Evening Post's Anniversary

The Chicago Evening Post was twenty-seven years old last Sunday, April 29. As the Post does not publish on Sunday. it was decided not to issue an anniversary edition. The Post was founded April 29, 1890, by the late James W. Scott, who announced it as "a complete newspaper." H. H. Kohlsont was the second owner of the Post, obtaining control in April, 1895, upon the death of its The present owner, John C. foumler. Shaffer, purchased the Post on April 1, 1901. Several men who helped to get out the first edition of the Post are still in its employ.

Adams Talked in Frisco

Samuel Hopkins Adams addressed the San Francisco Advertising Club, last Wednesday, at the Palace Hotel on Taking the Con out of Confidence." Adams, who is on a tour of the United States on a national investigation of advertising conditions for the New York Tribune, has just completed a survey of the Sun Francisco press and of local advertisers, together with their methods and practices.

Leader Men Enlisting

The Pittsburgh Leader's editorial staff are enlisting for war service at an astomshing rate. Samuel E. McCarty, politteni writer and Michael J. Costan, telegraph editor, have left for service. W. Wallace Forster, assistant city editor. has enlisted in the Naval Coast Defence. Eddie Midov, the assistant sporting edttor, C. K. Gemme (son and Jack Simon, reporters, have applied for enlistment.

Make an effort to be known in your connounity as a sincere and competent

PILGRIMS GIVE \$3,000 FOR NATIONAL DEFENCE

Election of Officers of the Pilgrim Publicity Association, of Boston, During Which Honors Are Bestowed on Members for Conspicuous Service Render-

The report of the committee in charge of the National Defence dinner of the Pligrim Publicity Association, of Boston, showed a profit of \$3,000, which is to be presented to the National Guard. of Massachusetts, J. Wesley Barbet, chairman of the committee, was presented with a silk American flag, with an engraved plate on the staff. George Brewster Gallup, ex-president of the Association, received the certificate awarded yearly to one person in recognition of public-spirited effort to advance the public welfare by means of publicity.

The following officers were elected for the ensuing year:

NEW OFFICIERS BURCERS

President, Frank A. Black: advertising manager, William Filene's Sons Co., retailers.

Vice-president, Edward F. vice-president of Johnson Educator Food Company, manufacturers of crack-

Treasurer, George D. Moulton, Northeast manager Bamacea Company, Inc., specialty manufacturers.

Secretary, Carroll Westfall, Taylor-Critchfield-Clague Company, advertising

Aclerman. Directors-Adolph H. Ackerman Drug Company, of Lynn, Mass.; John K. Allen, Wood, Putnam & Wood, advertising agents: Henry C Grover, the Grover Studios; Frank T. Hull, superintendent University Press. Cambridge: Henry Kuhnet alvertising manager, M. & C. Skirt Company, manufacturers; Thomas J. Feeney, Pub. Mgr. Northeast Telephone & Telegraph Company, and James A. Stafford, Northeast manager American Multigraph Company.

The directors who held over are: Joseph Lynch, of Atlantic Monthly; J J. M. Phillips of Seamane & Cobb Co., manufacturers shoe specialties; W. J. Hynes of Boston Globe; Herbert G. Porter, Smith & Porter, printers, and George B. Gallup, publisher, Women's Journal, ex-presidents

The President's Proclamation

The Publicity Department of Mergenthaler Linotype Company has bouled a very hundsomely printed and illustrated

copy of the Proclamation of the President, the front page of which contains a reproduction of the American flag in colors, with the line "Support Our President," and the back page of which contains a reproduction of a photograph of the Capitol taken at 11:30 P. M., April 5, 1917, during consideration of the war resolution. The Proclamation was composed on the linotype and printed direct from slues by William Edwin Rudge, of New York city, and is to appear in the Linotype Bulletin.

New Home for Taft (Cal.) Driller

The Taft (Cal.) Daily Midway Driller, the "only daily paper in the world's greatest oil fields," recently purchased some desirable lots, and plans to erect a new home at the corner of North and Fourth Streets. The investment represents about \$10,000.

To Reward Patriotic Service

The Wadena (Minn.) Pioneer Journal offers a free copy during the war to every man in Wadena County who enlists

Letters to Successful **Publishers**

THE JOURNAL Detroit, Mich.

Gentlemen:

Yours is one of the big city newspapers to find our illustrated news service a valuable auxiliary.

While your own engraving plant is always ready to turn out cuts, and does supply many daily, it pleases us to note that you get full value out of our service. And our cuts look as well as any news pictures printed in any paper in Detroit, too.

Big papers find our service good and timely, and also a money-saver, too, in these days of high prices for engravers' materials.

Very truly yours, The Central Press Ass'n. New York and Cleveland.

INTERTYPE

All Models Standardized

and

Interchangeable

Model A.m. - \$2250

Sing: Magazine Machine with Side Magazine Unit

Model B \$2600

\$2750 \$3000 Model C Three Magna be Machine

Model C-s.m. \$3150 Three Magazine Machine with Side Magazine Unit

INTERTYPE CORPORATION

BROOKLYN, N. Y. Terminal Bidg.

-177 VA

COVERING THE COURTS IS A MANY-SIDED TASK

Louis White Fehr Tells Journalism Students of the Process by Which Routine News is Secured Knowledge of Human Nature and Eternal Vigilance Required in Successful Reporter.

Lastin White Febr managing selling of the Fordham Law Review and secretary of the Park Board of New York, addressed the students of the Pulitzer School of Journalism last night on the subject of 'The Civil Courts as Sources of News." Mr. Fohr has had a widexperience in covering the civil courts of New York for the New York city dailles, and his address touched upon every phase of the work.

"First class civil court reporters are rare," said Mr. Fehr, "They get good salaries and keep their positions for long periods, since it is hard to find capable successors. Newspaper men in general regard the chil courts as a puzzling field in which to work. It used to take me about three months to break in a new assistant when I was the leader of a group of three mea reporting the civil courts of the First Judicial Department for the New York Times. Consequently in the hour at my disposal I shall attempt nothing more than a sketch of the work.

MATERIAL OUTSIDE THE CULTUT BOOM.

"The material of the courts is human controversy. In the great majority of cases, however, the interesting matter does not appear on the surface, as it does in the raw material of the police stations, the criminal courts, and pol-It takes a special skill and insight to develop it into dramatic stories of general human interest. In this kind of work, the experienced court reporter is so valuable, that when there is an important trial requiring the presence of one man continuously in court, the newspapers generally send extra men to watch the proceedings in the court room and leave the regular man free to do his more valuable work in the various bureaus and offices of the courts.

"Each day in a busy county hundreds of papers pile into the offices of the Supreme Court, the City Court, and the Surrogates' Court Each of these papera representa a stage in some legal proceeding, often the starting of an action. Now, every lawsuit is a battle for rights. In many, if not most of them, some reputation as well is at Each is entwined with hopes and fears. Any complaint filed in the county clerk's office contains the possibility of revealing some story of human action and motive, which if trace l to its source might reveal a theme for a Dickens or a De Maupweant. It is the court reporter's duty to read these granger Pie.

"The papers fall into three classes The first comprises those which he puts aside as containing no possibilities. In his hurried handling he doubtless makes many mistakes, These plague him later, if a luckier or shrewder rival follows them up and develops a story which is worth printing in an opposition newspaper.

Leaving the discarded plendings aside, the others fall into the two remaining classes. The first are those which either taken by themselves, or inconnection with others already on file and readily accessible, furnish complete or nearly complete material for writing an account for publication. In many raises the reporter may secure additional necessary information by telephoning to the lawyers in the case.

"The second class are those which give hints of interesting stories, but which do not furnish sufficient material to enable the reporter to write a compicte account. Sometimes these matturn are so important that the reporter immediate's telephones to his office and asks that a smedal man be assigned to follow up the clue.

SPECIAL DANGERS OF OUT HT REPORTING.

"A great many libel suits are brought on stories of court matters. This is true because parties to litigation being already in court do not mind bringing another has suit, if they think thereby they can get money from a rich newspaper. Then, too, attorneys are keen to resent and punish what they regard as unfair accounts of pending litigation.

Another danger to which the court reporter is subjected in the danger of being beaten on matters which are inthe courts, but which have not yet become matters of record. These arise from ex parte proceedings in the special terms. The department is so large that the civil courts remorter is particularly dependent upon the friendship. good will, and netive assistance of those among whom he works, the lawyers judges, and attachés of the courts to which he is assigned. He must become a member of the company, of the fraternity of the priests of justice. To be accepted as such, he must himself be accepted as a just and humane man. Those who are about courts every day of their lives are keen judges of human nature. They readily detect the fraud and the snot. They appreciate genuine good-fellowship, while they despise insincerity. The best reporter is not only the one whose industry and accuracy entitle him to the respect of judges and attorneys, but whose geniality and democracy win him the friendship of court clerks and attendants.

PROPER ATTITUDE OF THE COLET REPORTER.

"A reporter who goes into the civil courts with the Idea that back of the mass of papers filed each day in the County Clerk's office, back of the mass of motions in special term, back of the wills and appraisals, back of the decusions of the Appellate Division, there is the rich pulsating matter of life itself. and who searches it out steadily and who lumilles it, not as a sensationalist, not for the passing 'heat' of the hour, but respectfully, carefully, reverently, and with regard for the rights of the parties and the sacredness of human rights and justice, with a keen love for the play of the motives of men and women and their operation in a complex society, soon gains a great flood of assis-Lawyers stop to talk to him in the Court House lobby. Judges invite him over to chambers and have him sit on the bench with them. The clerks and attendants of the courts are caser to call his attention to interesting cases to see what his skill will do to elucidate them. The elevator men call out to him as he posses to communicate bits of cossip. The messenger boys hurry up to tell him that a great firm has just rushed up papers in important cases. The telephone girls greet him on arrival with self-enthered bulleting of the latest developments in literation overheard above their switchboards. The keeping of conidences; the interchange of frank opinion, lead often to more intimate relations and we find the leading civil courts reporters as the comrades and compantons of leaders of the bar and the judges and leading officers of the courts. Such friendships have their professional value, but the civil courts reporters prize them for their own sakes and value their callmg the more for bringing them the opportunity of knowing these men."

ALBERT FRANK CO. WINS SUIT, BUT PAYS FOR ADS

Makes Full Settlement with Daily Astractions, After Court Decides that as an Agency It Is Not Responsible for Indebtedness Incurred by the Advertions.

The Albert Frank Company, of New York city, which recently detended and won a suit brought by Daily Attractions for advertising on behalf of the Mason-Seamon Transportation Company, has neithed the claim in full, to visidigate the company's position that, in forty-five years of advertising experience, it has never failed to meet an obligation. In a letter to Lincoln B. Palmer, manager of the American Newstoner Publishers Association, James Frank Bascover, president of the advertising company. states "neither rightfully nor wrongfully do we wish any one to have an opportunity to say that we have avoided any debt, however unjust, upon technical grounds,"

The Albert Frank Company, as agents contracted with Daily Attractions for advertising on behalf of the transportation company. Upon the foilure of the Mason-Seaman Countries, the nublication declined to accept the notice of cancellation, and refused to accept the abortante payment and close the matter, and refused to re-let the space Suit was entered against the Frank Company, the letter states, which "we defended . . . as a matter of princhple, with the result that we were ancessful, and the complaint of Daily At tractions was dismissed, with costs."

The decision was to the effect that the Albert Frank Company, acting as agents, could not be held responsible for the indebtedness of the advertiser.

Price No Object

They Need It and Read It

Here's the Proof:

The Topeka Daily State Journal

January 15, 1917 advanced its subscription rates from 10 cents per week by carrier to 12½ cents and from \$3.60 per year to \$4.80. Circulation April 21st, 1917 still as great; exceeding See A. B. C. re-24,000. ports and detailed statements.

Minimum advertising rates 4 cents per agate linc.

NEW YORK BOSTON CHICAGO BETROIT

Advertising columns, files the state, "Bone Dry," Efficient and Constructive, not Wasteful or Destructive.

Way on Top

The Post-Standard SYRACUSE

Serves

Gentral New York

11000 More

Than

One. Evening

Paper

Over . Fifty-Three Thousand

14000 More

Than Other Paper

Put the Post-Standard on your selling staff and it will carry your Evening sales message into the bomes with the greatest buying power.

PAUL BLOCK, Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

SCHENECTADY EDITOR ANSWERS FINAL SUMMON

James Henry Callanan, for Twenty Years Editor and Publisher of the Union-Star, and Prominent in Civic Life of His Community, Dice at the Age of Flifty-two.

James H. Calianan, for twenty years editor and publisher of the Schenectady (N. Y.) Union-Star, died at 2:30 last Sunday afternoon at the Jackson Health Resort, Dansville, Livingston County, N. Y., following a stroke which rendered him unconscious eight days previous. Mr. Calianan's family and several of his relatives were with him at the end.

Mr. Calianan went to Dansville on Thursday, April 12, accompanied by William G. Schermerborn, president of the Citizens' Trust Company, of Scherectady. He had been there but a few days when he began to complain of a peculiar feeling in his head, but it was not until the 19th that he took to his bed and allowed Mr. Schermerhorn to wire Mrs. Calianan.

Dr. Frank M. Clement, brother-in-law of Mr. Callanan, and a leading physician of Chicago, was summoned and took charge of the case. Several specialists were called into consultation, and it was not until the last few hours that hope was abandoned.

James Henry Callanan was born in South Bethlehum, Albany County, August 18, 1865. He was educated in the public schools, at the Union Chasleal Institute in Schenectady, and at Pennington Beminary, New Jersey. He first took up the profession of teaching and was Principal of Schools in Coeymans, N. Y., and New Orleans, La.

In February, 1892, Mr. Callanan accepted a position on the reportorial staff of the Albany Evening Journal, and subsequently filled every editorial post on that newspaper, including that of managing editor, and it was there that he laid the foundation of his successful journalistic career.

in July, 1197, he and his brother, Olin S. Callanan, purchased the Schonectady Union. The partnership continued until May 28, 1288, when Olin S. Callanan retired from business. The office was at that time located in the Central Arcade, Schenoctady.

MEHCKO TWO DAILINE.

In 1904, Mr. Callanan bought land at 205 Clinton Street, and the following May the Union Building was occupied—the present home of the paper. About the same time the Schenectusty Publishing Company was formed, with James H. Callanan as president. In August, 1911, the Evening Star property was purchased, and since that time the consolidation has been known as the Union-Star. Under Mr. Callanan's able direction the paper has grown in importance and power, the business having increased over ten-fold since it was first acquired in 1597.

In addition to his business interests in Schenectady, Mr. Callanan was one of the principal owners of the Durango fron property in Durango, Mcxico, one of the richest ore properties in the world.

Air. Call man was Postmaster of Schenectady from January 1, 1904, until August 1, 1913. He was a member of the Empire of Pythias, of the B. P. O. E., and the Cornelius Van Dyke Chapter of the Empire State Society of the Sons of the American Revolution. He had served as president of the Postmasters' Association, and for a long time was president of the Associated Dailies of the State of New York.

On July 1, 1892, Mr. Callanan married Carrie Van Zandt Hauenstein, of Hurlington, Vt., who survives him, with three children, Marion, Carolyn, and James. He is also survived by a brother, Otin S. Callanan, of Albany, N. Y., and by a sister, Mrs. Clement, of Chicago.

Under the terms of Mr. Callanan's will, filed for probate on Wednesday, Mrs. Callanan inherits the Union-Star. It is understood that she has directed that the present management continue under the direction of F. R. Champion.

DEATH OF E. JESSE CONWAY

Well-Known Newspaper Man Suddenly Stricken While on Duty.

Washington, May 2.—E. Jesse Conway, of the Washington Bureau of the New York American, and well known in newspaper circles in Washington, died suddenly yesterday afternoon following an attack of acute indigestion. He was stricken while at work in his office.

Mr. Conway had just returned to his office from luncheon when he was stricken. It was only a short time afterward that he died.

Mr. Conway, who was thirty-six years old, was a native of Indianapolis. He received his early newspaper training in his native city. About seven years ago he was connected with the Cleveland Leader, and after working there for several months he went to New York and worked on the New York World. He then came here to work for the Associated Press, where he remained for about a year and a half. He later went back to New York and was connected with the New York Evening Mail and the New York Herald. While there he also directed the publicity campaign for the Belgian Relief Committee. Mr. Conway is survived by his wife and two children.

Through a remarkable coincidence Mr. Conway's brother Walter, who lived in Indianapolis, died in that city at practically the same hour of the death of Mr. Conway here.

OBITUARY NOTES.

Major J. W. Downs, aged seventynine years, founder of the Waco (Tex.) Examiner in 1867, and for thirty years proprietor and manager of that newspaper, retiring from newspaper work in 1903, was burned to death in his home at Waco, on April 23. Major Downs was one of the best known of the early day journalists in Texas. Major Downs was trapped in his burning home and was unable to escape when fire consumed the building. He is survived by his wife and three children.

DAVID E. MOFFITT, of Pilot Point, Texas, veteran newspaper publisher and editor, died at his home in Pilot Peint on April 26. Mr. Moffit established the Pilot Point Post in 1873 and was actively in charge of the paper until 1913 when he retired. He was an active member of the Texas Press Association.

The True News —FIRST—

Always-Accurately

International News Service

WILLIAM H. Brainard, aged sixty-two, a veteran legislative correspondent at the New York Capitol, died in Albany on April 27, of pneumonia. Mr. Brainard was born in Macon, Ga., but went to Albany in his youth. He was connected with the Albany Journal for many years and at one time was managing editor of the Albany Argus.

FELX HALES, who was editor of the Tilden (Nob.) Citizen since he purchased it 21 years ago, died April 24.

HENRY STIVES, one time publisher of the Des Moines Register, died in Osceola, Iowa, April 25.

CAPT. CHARLES F. O'BRIEN, formerly city editor of the old Kansas City Times, died in Los Angeles, Cal., April 25.

Cot. J. T. Galbrattii, editor of the Carbondale (III) Free Press, died at his home April 26. Prank McMetham, aged mixty-one,

FRANK McMicham, aged mixty-one, who established both the Du Bois (Pa.) Express and the Clearfield (Pa.) Public Spirit, is dead.

JAMES McKEE SPEAR, for thirty-two years an employee of the Titusville (Pa.) Herald, is dead, aged sixty-three.

James Poeron, formerly a well known newspaper man, died May 1 in Liberty, N. Y. He was born in Brooklyn, September 21, 1870 and was the son of the late James Pouton, first president of the New York Press Club. After heleft the newspaper profession he was advance agent of John Drew and others.

GLEN H. GUERNSET, editor of the Editor's Press, of New York, died in this city April 25, aged thirty-five years.

J. A. Hoven, aged ninety, died April 27, in Brooklyn, at the residence of his son, 200 Greene Avonue. He was active until a few days before his death. He was the founder and editor of the Lee (Mass.) Gleaner, a weekly newspaper which he established fifty-seven years ago.

J. W. HARTPENCE, aged seventy-three, editor and owner of the Harrison (O.) News, died in his chair at a neighbor's home recently.

EDWARD CUNNINGHAM, forty-two years old, and former owner of the Oraville (Cal.) Mercury, and for twenty years connected with the Marysville Appeal, is dead. He is survived by a wife and four children.

QUALITY CIRCULATION BUILDER

National Editorial Service, Inc., 225 Fifth Ave., New York.



WEDDING BELLS

Announcement is made of the marriage of Mias Myrile Scienc Powles, daughter of Mr. and Mra. John B. Powles, of Lindsey, Ontario, to Arthur E. Carwardine, son of the Rev. and Mra. W. H. Carwardine, of Pullman, suburb of Chicago. The groom is associated with the Lord & Thomas Advertising

American Exporter Subscribes for Bonda

The American Exporter announces to the periodical press, through the Editorial Conference of the New York Business Publishers Association, Inc., that it will subscribe \$5,000 to the first issue of the Government \$½ per cent. war loan. In addition, it has offered to advance funds to members of its staff destring to subscribe to the loan more heavily than they otherwise could. All such advances to be repaid by weekly deductions from salary payments along the lines of the policy pursued by many British firms.

Newspaper Men's War Greeting

The Association of Newspaper men in New York and Paris and the New York Press Club exchanged greetings by cable Sunday, April 29, over the fact that the United States has joined the Allies in the war against the Central Powers.

Flag Is Always Flying

Not only by day, but by night, also, does the flag fly over the building of the St. Louis Globe-Democrat. By the aid of large are lights, it is illuminated all night long as it waves from the flagstaff of the building.



is the best known and most popular newspaper post of the day,

YOU can get his poems for your pape only with NEA service.

THE NEWSPAPER ENTERPRISE ASSOCIATION 1279 West Third Street Cleveland, Ohio

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bidg., New York

Canadian Press Clippings

The problem of covering the Candita Field is answered by obtaining the service

The Dominion Press Clipping Agency

which gives the clippings on all matters of internet to you, printed in over 90 per cent. of the memopanes and publications of IANADA. We cover every foot of Canada and Nonfoundhish at our head office.

To To Church ST., TORDITO, CAN.
Price of service, regular press clipbing rates—special rates and discounts to Trade and Newspapers.

NEWSPAPER ADS CUT THE COST OF LIVING

Publishers of Daily Papers, Who Are Members of Newspaper Departmental of the A. A. C. W., Will Discuss the Part They Play in Helping the People Economize.

There will be two sessions of the newspaper departmental at the annual convention of the Associated Advertising Clubs of the World at St. Louis, in June. One hundred newspapers constitute this departmental, the meetings of which promise to be among the most interesting of the many that will be held. It is expected that the largest attendance of newspaper men in the history of the organization will be held. At a meeting held in New York recently, at which there were present Lafayette Young, jr., of the Des Moines Capital, president of the departmental; J. B. Woodward, advertising manager of the Chicago Daily News; Itowe Stewart, advertising manager of the Philadelphia Record and president of the Poor Richard Club; G. Edward Buxton, treasurer of the Providence Journal and Bulletin: T. B. Spencer, advertising manager of the New York Tribaine, and J. D. Barnum, publisher of the Syracuse Post Standard, it was decided that the subject of "How Newspaper Advertising Lowers the Cost. of Living" will be the subject for discussion at the St. Louis meeting.

The members of the Newspaper Departmental are being canvassed for further auggestions to make the participation of the newspapers in the St. Louis, gathering worth while,

NEWSPAPER MEMBERS OF DEPARTMENTAL. The following newspapers are mem-

bers of the Departmental: Albany (N. Y.) Knickerbocker Press, Allentown (Pn.) Morning Call, Aurora (Ill.) Heacon-News, Bultimore (Md.) News, Baltimore (Md.) Sun, Binghamton (N. Y.) Press, Boston (Mass.) American, Boston (Mass.) Transcript, Cheyenne (Wyo.) Tribune, Chicago (III.) Dully Jewish Courier, Chicago (Ill.) Herald, Chicago (Ill.) News, Chicago (Ill.) Tribune, Cincinnatt (O.) Times-Star, ('rawfordsville (Ind.) Journal, Cumberland (Md.) Evening Times, Des Moines (Town) Capital, Detroit (Mich.) Times. Dubuque (fa.) Telegraph-Hernid, Dubuque (la.) Times-Journal, Duluth (Minn.) News-Tribune, Edmonton (Can.) Journal, Eric (Pa.) Times, Elizabeth (N. J.) Journal, El Paso (Tex.) Herald, Evansyille (Ind.) Courier, Fort Worth (Tex.) Star-Telegram, Geneva (N. Y.) Daily Times, Grand Forks (N. D.) Times-Herald, Harrisburg (Pa.) Telegraph, Hartford (Conn.) Times, Harrisburg (Pa.) Patriot, Indianapolis (Ind.) News, Indianapolis (Ind.) Times, Johnston (Pa.) Tribune, Joplin (Mo.) Globe, Kansas City (Mo.) Star; Lafayette (Ind.) Courier, Lexington (Ky.) Heraid, Lexington (Ky.) Leader, Los Angeles (Cal.) Examiner, Milwaukee (Wis.) Journal, Milwaukee (Wis.) Free Press. Minneapolis (Minn.) Journal, Minneapolis (Minn.) Tribune, Montreal (Can.) La Presse, Montreal (Can.) Mail, New York City, L. H. Crall Company; New Orleans (La.) Item, New Orleans (La.) Times-Picayune, New York American, New York Emeron and Publisher, New York Evening Post, New York Globe, New York Times, New York Tribune, New York Sun, Oil City (Pa.) Derrick, Omaha-(Neb.) World-Herald, Peoria (III.) Journal, Pittsburgh (Pa.) Sun and Post,

Pittsburgh (Pa) Dispatch, Philadelphia

(Pa.) Public Ledger, Philadelphia (Pa.)

North American, Philadelphia (Pa.)

Record, Phonix (Artz.) Republican,

Providence (R. 1.) Journal, Providence (R. L) Tribune, St. Joseph (Mo.) News-Press, St. Louis (Mo.) Globe-Democrat, St. Louis (Mo.) Republic, St. Louis (Mo.) Post-Dispatch, Sacramento (Cal.) Hee. San Antonio (Tex.) Express. San Jone (Cal.) Mercury-Herald, Shreveport (La.) Times, Syrseuse (N. Y.) Herald, Syracuse (N. Y.) Post-Standard, Toneka (Kan.) Capital, Troy (N. Y.) Record, Tulsa (Okla.) Democrat, Vancouver (B. (1) The Province, Washington (D. C.) The Evening Star, and Waterbury (Conn.) Republican.

BIG MEN FOR ST. LOUIS IN JUNE

A. A. C. W. Programme Provides for Informative Talks by Industry Captains.

According to the National Pre-s Bureau of the Associated Advertising Clubs of the World, some of the biggest business men in America will appear on the programme of the 13th annual convention at St. Louis, June 3 to 7.

Among those who have accepted places on the programme are: John H. Patterson, President of the National Cash Register Co., Hugh Chalmers, President of the Chalmers Motor Co., Louis K. Liggett, President of the United Drug Co., Thomas E. Wilson, President of Wilson & Co., Louis W. Hill, President of the Great Northern Italiway, Festus J. Wade, President of the Mercantile Trust Co., (St. Louis,) L. Saunders, President of the Ingeraoll-Rand Co. and Vice-Chairman of the U. S. Naval Consulting Hoard, Charles M. Schwab, President of the Bethlehem Steel Co., and John N. Willys, President of the Willys-Overland These men will tell what advertising has done for them by way of lowering their selling costs.

TWO MILLION SIGNED PETITION

Mr. Hearst's Newspapers Acquaint Congress With Popular Opinion.

Congress received the largest petition in its history last week as a result of the intensive campaign for universal military service conducted in the Hearst newspapers. More than 2,000,-000 names were signed to the petition. The voluminous bundles filled a five-ton truck to loading capacity.

Under the direction of William S. GHI, the campaign was conducted by telegraph from the office of the New York American and the cooperation of fifty other leading newspapers in leading population centres was entisted.

Less than two weeks clapsed from the time the campaign was started till the presentation of the huge petition to Congress, just five minutes before a vote was taken on the bill. While the campaign was in progress 70,000 of the blank petitions were dropped on Manhattan and outlying points by a squadron of fourteen aeroplanes and the response to this alone brought in more than 200,000 signatures,

The Evening Star with one edition daily. has a greater circulation in Washington. D. C., than that of all the other Washington papers combined.

JERSEY EDITORS TALK ABOUT PAPER ADVANCES

Problems Publishers Face on Account of the Increasing Costs of Materials Considered by Publishers at Their Meeting in Trenton - Papers Read Before the Meeting.

News print was the important topic of discussion on the part of the members of the New Jersey Press Association at its meeting in Trenton May 1. J. Lyle Kinmonth, of the Asbury Park Press, read a paper on "What are you Doing to Meet the High Cost of Produc-He detailed the manner in which he handled the situation by the elimination of the free list, curtailing exchanges, dropping plate matter, and in other ways reducing costs.

Dinner was served to the editors at the Trenton House, following the business session in the Assembly Chamber of the State House, over which President Charles H. Folwell, of the Mt. Holly Mirror presided.

Angust S. Crane, of the Elizabeth Journal, spoke, his subject being "A Review of the Meeting of the American Newspaper Publishers Association."

Acting Governor Gaunt delivered an address at the morning session. He urged publishers to use their influence to get their readers to raise more crops, and not to plant too many perishnile ones, but to produce corn, potatoes, beans and others that will keep,

NEWS PRINT DISCUSSION.

Walter M. Dear, of the Jersey Journal lead the discussion on the subject of news print. He thought the prosecution of the paper makers might nullify the agreement made with the Federal Trade Commission to reduce prices and spoke of the efforts of the American Newspaper Publishers Association to develop additional tonnage. There may not have been a conspiracy, he said, but after that meeting in Canada, prices of news print went "sky rocketing over night." In spite of indictments it is doubtful, he said, whether anyone will go to jail.

D. P. Olmstead discussed "Free Advertising." William H. Fischer of the Toms River Courier spoke on "How to Write a News Story," J W. Naylor, of the Allentown Messenger, spoke on "How to Solicit and Hold Advertising." Charles L. Stryker, of the Washington Star told "How to Obtain and Keep

The Evening Mail

Last year GAINED 178,965 lines

Dry Goods Advertising Only one other N, Y, evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

We can increase your business—you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURREI

60-62 Warren St., New York City Established a Quarter of a Century

Country Correspondence." F. A. Bristor, of the Passaic Herald, gave his views on "The Constructive Policy for a Country newspaper." W. B. Bryan, of the Paterson Press-Guardian, spoke on "Would it be Advisable for the New Jersey Dailies to Adopt Uniform Column Width of Twelve and One-Half Ems?" Fred W. Clift, of the Summit Herald and R. W. Cook, of New York spoke on "Foreign Advertising-Should Every Newspaper Have a Representa-

FLAG ON EVERY PLOUGH

Georgia Editor Starts Intensive Campaign for Form Production.

Editor Isodore Gelders, of the Fitzgerald (Ga.) Leader-Enterprise, has launched a campaign for intensified food production with the slogan, "Natl a flag to your plough and work for your country as you would fight for it." The idea was endorsed at a mass mosting of citizens of Ocilla, and has been taken up by newspapers all over the State. A number of patriotic publications have been running cartoons. Committees of safety in a number of counties have announced that they will furnish every plough with a flag, hoping thus to stimulate the patriotism of the farmer. A whiriwind campaign covering every section of the State will be made by leading citizens, headed by Editor Gelders, and every plough equipped with a flag.

for BETTER BUSINESS in Baltimore

Concentrate in THE

BALTIMORE NEWS

Net Daily Circulation, March. 93.013

Gain over March, 1916, Over 18,000

Special Representatives DAN A. CARROLL Tribane Building, BEW YORK J. E. LUTE First Notional Bank Building, CHICAGO

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street SAN FRANCISCO

N. Y. DAILIES USE LESS PAPER, PRINT MORE ADS

News Print Consumption for Month of April, Just Past, Lower Than for the Corresponding Thirty Days in 1916-April Comparisons for the Past Three Years.

The sixteen daily newspapers of New York city printed 129,228 more lines of advertising during the month of April, 1917, than for the corresponding period in 1916, not counting the amount printed by the Press one year ago, that paper having been consolidated with the Sun. The lineage for the past month was 10,-188,706, compared with 10,049,338 one year ago. Losses were shown by eight newspapers, running from 4,266 to 51,897 lines. The figures are taken from those furnished by the New York Evening Post's statistical department.

Eliminating the Press figures, the sixteen papers printed 11,006 pages in April, 1916, and 10,232 for April, 1917, a saving of 774 pages. In other words, they printed about 54 more pages of advertising during April, 1917, though they printed a total of 774 pages less, showing a large saving of news print, which is indicative of the manner in which they have reduced consumption.

THREE TRAN'S COMPARISONS.

The number of lines of advertising printed by all of the papers for the month of April for the years 1917, 1916, and 1915, including the Press, follow:

	1917.	1916.	1915.
American	888,435	930,024	728,000
Speeklyn Bagio.	. 854,568	891,340	778,101
Evening Journal	. 060,094	962.688	712, 990

More a tag

PARTITION.

Brooklyn

Total 1,346

Total Papes Printed

1.490

144 loss

1917

5,634

3 25 2

10,232

Total Paper Printed

Gain or

1916. 1915. 411,999 417,492 253 271 Evening Matt **\$19,977** 829,272 327,688 Evening Post ... Evenius fine 306,723 287.296 467, 433 Evesing Telegram 671,000 677,446 Evening World. 476 (1032 461,343 (Flohe 481 542 533 915 469 020 Heraid 737,420 743,252 Press 183,206 170,663 850 040 Manta-Zeitung. . . 401,937 800,508 354, 953 Standard Linton. 499,249 \$24,437 407 971 345 654 285 013 Sun 1,112,219 Tribune 450,539 800.517 255,724 . 1,275,186 1,214,091 881,5 LH Tetals 10.188,706 10.204,666 9 142,174

FOUR MONTHS' ADVERTISING RECORD.

The figures for January, February, March, and April, 1917, one-third of the year, show a gain of 1,968,977 lines in advertising matter, with losses shown by only four papers, the range being from 19.924 to 118,132 lines. The other twelve papers exhibited gains of from 18,720 to 613,393 lines, with the flaures for the Press excluded from the totals. The lineage of advertising carried for the first four months for 1917, compared with 1916, follow:

	1917.	1916.
Americas	3,180,930	8,201,636
Brooklyn Eagle	3.047,548	8,065,772
Evening Journal	2,414,498	2,338 728
Bvening Mail	1.635.890	1,493,594
Evening Post	1.329 001	1,220,087
Evening Sun	1,A97,716	1,812,721
Evening Telegram	2,394,942	2,129,318
Evening World	1,746,563	1,001.390
Globe	3,500,547	1,982,360
Sterald	2,642,619	2.510,084
Press		\$13.288
Stants-Zeltung,	1,356,398	1,504,531
Standard Union	1,872,116	1,553,396
Sun	1,503,511	1,300,5%7
Times	6,033,981	3,703,961
Tribune	1,754,068	1,354,490
World	4,6%,018	4,071,625
Totals	37,641,026	85,472,049

TECH. ASSN. DINNER MAY 10

Lecture by Mr. Easton upon Dealer Helps from Manufacturers' Standpoint.

The Technical Publicity Association will listen to an illustrated address on the occasion of the next monthly dinner at the Advertising Club of New York, Thursday evening, May 10th, at 6:30, by W. H. Easton of the Publicity Division of the Westinghouse Electric and Manufacturing Company.

Mr. Easton's theme is "Dealer Helps as Furnished by Manufacturers from the Manufacturers' Standpoint." Mr. Easton's address will be followed by 1,000 feet of motion picture film entitled "The Education of Mrs. Drudge."

Z. M. Hyer, of the United States Electric Shops, will talk on the subject "Dealer Helps as Furnished by Manufacturers from the Dealers' Standpoint," and Carl H. Dunning, of the Display Company of New York city, will discuss "Conventions and Convention Exhibits."

Union to Buy War Bonds

Newspaper Webb Pressmen's Union No. 3, of Boston, has voted to purchase \$2,000 worth of United States Government war honds as soon as they are offered for sale. A communication was read in the meeting from the international body of the union calling on all locals to care for members who enlist in the army, navy, or marine corps. All who enlist will be carried on the books of the international union from the time notice of enlistment is filed.

Total Reading

Reading

127 loss

4.010%

1,949%

6,56334

901 14

Total Pages Reading 1917. 1916

8,401

1,758%

5,933 %

774 %

News Print Economy or Waste of the New York Newspapers April, 1917, Compared with 1916. (In Pages)

Compiled by Jason Rogers, publisher of the New York Clobe, from Figures furnished by Statistical Dpartment of New York Evening Post.

		den.
- M	orning	Papers.
42.0	mr scarsh	P Blance

Total Vol. of Advertising Advertising

Total Value Adres

774%

1916.

2,071%

1.452%

SHALL

4.1423

17

1917

2.233

1,497%

3713

Later La

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	1917	1916.	LORR.	1917.	1916	time o		1917.	1916.	Gain or	
American		1.042	120 loss	375 14	392	16%		346%	€50	108 %	
*terald		1.066	130 luse	212	211%	1011%	gnin	623	854 1/s	231 1/4] Come
Sun,	. 644	710	66 loss	17214	1474	25	gain	471%	562%	91	lom
Theres	. 986	1,000	34 loss	49 G	469%	2654	pravion	470	530%	60%	lam
Tribune	. 648	702	54 Topics	190%	168%	21 14	gain	457%	58314	75 1/4	loan
World	. 968	938	20 loss	538 %	512%	25 %	guin	429 %	475%	45%	1-Ouns
Stants-Zeitung	, 550	576	26 loss	147%	169%	20	lonn	402 %	40654	4	loss
Total	5.634	6,084	450 loss	2,238	2,071%	161%	guin	3,401	4,012%	611 4	lone
				Evening	Papers.						
2	otal Pe	upea Printed	Gain or	Total Vol	of Adverts	s'o Adn	ertising	Total .	Reading	Read	ing
	1917.	1916.	Loss.	1917.	1916	Gaine	r Loss.	1917.	1916.	Gain or .	LAIRS.
Journal	. 550	578	28 loss	278%	279%	1	Leiges	271 %	2984	2.1	loss
Mail	. 376	358	12 town	177%	174	3%	grain	198%	214	1636	1000
Post	. 518	668	40 1000	128 1/2	1384	Light .	gnin	379 14	419 %	40%	10m
8un	. 410	458	45 loss	214	211-2	26 Th.	loss	1915	235 %	39 14	lude
Telegram	586	564	20 gain	283 1/2	246%	37 Vá	guin	802%	319%	17%	lone
World	. 482	434	2 Justen	201	195	4	prasim	281	239	X.	low
Globe	. 380	430	70 loss	200%	226%	25 14	loss	179 %	223%	44%	loss
Total	3,252	3,432	180 loss	1,493%	1,452%		gain	1.758%	1,949%	191 1/2	lode
				Brooklyn	Papers.						
		ions Printed	(lain or		of Advert				ltending	Readi	
	1917.	1914	LONA.	1917.	1916	47min m		1917.	1916.	Gain or .	
Flogile	. 971	1,058	SO Toxon	361	3764	15%	14162hr	617	681 %	-	lone
Standard-I'nion	365	432	64 loss	210%	21212	1%	loss	157%	219 %	623	\$4354BE

5714

1916.

6,084

3,432

1,490

11.000

Summary.

SHEEP.

ADS LOWER FOOD COST

By Causing Quick Distribution, Says Frank M. Gregg.

The D'Arcy Advertising Company, of St. Louis, recently was host at a banquet to a number of manufacturers interested in the advertising and distribution of food products on modern lines. Among other statements made at the meeting was that of Frank M. Gregg, president of the Cleveland Macaroni Company, who claimed that the broadminded manufacturer and advertiser today must give service to those who handle his commodity and to those who consume it.

The manufacturer, retailer, and consumer, he said, must all be instructed by means of educative advertising. The goal of a national advertiser of a food product is to give a maximum of quality, and also quantity, at a minimum price. It was claimed that the most eronomical method of food-product distribution was by national and local advertising. Statistics were given which proved that advertising lowers the cost of distribution, and causes quickest "turn-overs" of the retailer's stock.

Senator Johnson's Secretary Succ

A suit for damages in the sum of \$100,000 has been filed, in Los Angeles, against the Times-Mirror Company and H. G. Otis by Paul Herriott, private secretary to Senator Hiram Johnson. The suit is based upon an editorial in the Los Angeles Times.

New Orleans States

orn Not Puid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarante the largest white hence dollvered evening circulation in the trade tearitory of New Orleans, To reach a large majority of the prospects in the local tearitory the Distonic the largest and economic medium.

Circulation data soul on request.

The S. C. BECKWITH SPECIAL AGENCY

le Porvign Representatives k. Chirago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.: Advtg. Bldg., Chic.; Gumbel Bldg., Kan-saa City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

Digitized by Google

AD FIELD PERSONALS

VINCENT ST. JOHN NEVILLE, who has been engaged in special edition work, has succeeded H. Roscoe Bailey as advertising manager of the Meriden (Mbss.) Disporteh.

Pinn H DRAKE, formerly connected with the Cooper Advirtising Agency, of San Francisco, has joined the Blum Advertising Agency, of that city, as mannger of the service department.

H. A. Cnow, general agent of the passenger department in St. Louis for the Chicago & Alton Railroad, has resigned to accept the position of special transportation representative of the New York Street Radways Advertising Co. He will have charge of all of the railroad and steamship advertising of the compans.

W. C. D'Arcy, of St. Louis, addressed the members of the Ad Sell league, South Bend, Ind., last week.

Gionox R Cigans, formerly with the advertising department of the Hudson Motor Co., of Pittshurgh, has joined the advertising staff of the Chalmers Co., becoming associated again with his old chief, W. L. Agnew, director of advertising.

JOHN P. DUNCAN, assistant advertising director of Gimbel Brothers, N Y. after more than a year's service, has resigned, to take effect May 1. Mr. Duncan has devoted more than a decade to department-store advertising in association with Gimbel Brothers, Simpson, Crawford Co., Greenhut Co., and other large stores. His immediate plans have not been definitely decided.

V. S. HIRMAND has joined the Ross Automobile Company, of Detroit, as manager of sales and advertising. Mr. Hibbard was formerly advertising manager of the R-C-H Company and lately assistant sales manager of the Regal Motor Car Company.

DICK FARRINGTON, former Indianapolis newspaper man, has been made adver-tising manager of the Parker Rust-Proof Company, Detroit.

EDWARD FRANKE CARSON, assistant advertising manager of the Pyrene Manufacturing Company, has just returned to his desk, after a tornado tour of the country, in the interest of the Pyrene spring automobile advertising campaign. Mr. Carson visited every State cast of the Mississippi and nine States west of that river in twenty-one days.

J. C. Phuan, president of the Dallas (Tex.) Advertising League, in an adto the Dallas Association of Credit Men, contended that through advertising credit conditions can be built up for any business.

V. R. CHURCHILL, secretary of the Honig-Cooper Advertising Company, of San Francisco, Cal., is at Orland, Cal., to attend the spring convention of the California Press Association, which will be attended by a large number of editors and publishers.

C. A. DUBLEY, of Boston, has joined the staff of M. D. Hunton, Eastern representative of the Chicago Examiner, at the latter's office, 1834 Broadway.

The Joursmown (Pa.) Lander has engaged William Wolfe, late of Readros. Pa., as advertising manager

P. E. LYMAN has been appointed advertising manager for the Gladen Varnish Co., Cleveland, O.

H. J. Winston has been appointed sales and advertising manager of the Schuylkill Silk Milis, Reading, Pa-Winston was formerly with the Nagara Silk Mills.

H. M. ADLIZISTICH, for a number of years connected with the Federal Advertising Agency in its contract de- that arises to block every sale, partment and more recently advertising other is of little consequence.

manager of Samstag & Hilder Bros. has resigned from the latter concern. has not announced his plans for the fu-

AD WOMEN WILL HELP.

Join Men in Offering Their Services to the Government. The offer to the Government of the

services of the advertising men of the country, made by Herbert S. Houston. president of the Associated Advertising Clubs of the World, was supplemented by the following letter from the League of Advertising Women of New York city:

"NEW YORK CITY, March 27, 1917. "My Dear Mr. Houston:

"Please do not forget that the advertising women are as loyal citizens and as ready patriots as the advertising I have no idea just what we could do but when the necessity or opportunity arises, we shall not be found want-Therefore, please do not fail to call on us if there is anything we advertising women can do in the plans which you advertising men have on hand and when I say this for the Lengue of Advertising Women of New York city, I believe I can reiterate it for the advertising women throughout the United States.

"Yours for Americanism, loyalty, and service.

"J. J. MARTIN, President."

Col. Massengale Optimistic

ATLANTA, May 3.- There is no reason to get uneasy over the financial outlook-the war will bring good times and great prosperity instead of adversity, according to St. Elmo Massengale. well known Atlanta advertising man, who has made a close study of the situation and who is far from gloomy. He points out that Canadian savines bank deposits have nearly doubled since the beginning of the war, notwithstanding the fact that four hundred thousand Canadians out of a total population of only eight million are actually in the trenches. Expenditures by the United States Government for the raising, training and equipping of an army, for the enlargement and improving of the navy and for the building of thousands of merchant vessels, according to Mr. Massengale, will stimulate every line of business.

To Consolidate Newspapers

The business men of Bowman, N. D., have by subscription raised \$9,500 of the \$10,000 needed to buy the two local newspapers. They will be consolidated and run as a community newspaper, taking no political, religious, or partisan stand, but giving free access to all county publicity and everything tending to promote the community welfare.

Florida Falls in Line

The Senate bill, which excludes liquor advertisements from newspapers in the State of Florida, has passed the House and all that remains to make the bill a law is the signature of Gov. Sidney J Catts, erstwhile Baptist minister. is almost certain that Governor Catts will sign the bill, which is a drastic one

Here and There

Jue. M. Cooney, director of the des partment of journalism at the University of Notre Dame, will teach at the New York University during the coming summer school.

Apathy is one of the dual-barriers

The Following Newspapers are Members of THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA

ALADAMA	montanin
NEWS	MINER Butter Assence dully 13,781, Namely 22,348, for 6 months ending April 1, 1917,
CALIFORNIA	NEW JERSEY
HEAMINER Los Angeles A. B. C. Andit reports show largest Morning and Sunday circulation. Greatest Home Deliv- ery.	JOURNAL BRANDER PHREE-CHHONICLE Paterson
MERCUBY HERALD	COURIER NEWS
GEORGIA	NEW YORK
A gilt edge subscription not a more effecta- tion chaim.	COURIER & SNQUERER
JOURNAL (Cir. 57,531)Atlanta	IL PROGRESSO ITALO-AMERICAN New York
CHRONIGLEAugusta	The National Jewish Daily that he general advertises should everlosk.
ILLINOIS	
HERALD-NEWS (Circulation 18,190) Joliot	оню
IOWA	VINDICATOR
THE REGISTER AND THIBUNEDos Moines Circulation, 85,000 Cally, 70,000 Sanday.	PENNSYLVANIA
SUCCEMBFUL FARMING Des séctore More than 700,000 circulation guaranteed esse proven or no psy. Monshor Audit Burens of Circulations.	TIMES BRIGGEAT Johnstown
KENTUCKY	TIMES-LEADER
Marcoll Hours Journal Louisville, Ky. (Semi Metaly, 32 to 64 bages.) Gearanteed largest circulation of any Masonic publication is the wurld. In access of 90,000 coales monthly.	TENNESSÉE
LOUISIANA	BANNERNashvika
TIMES-PICATUNE	TEXAS
MICHIGAN	
PATRIOT (No Monday Issue)	Chiatonica
contracts, 35 cents inch; position 20% extra.	UTAH
MINNESOTA	HEREALD-NEETUBLICAN Halt Lake City
TRIBUND, Morning and Svening Minneapelle	
MISSOURI	VIRGINIA
PRINT-DIRPATCH St. Louis Daily Evening and Sunday Morning.	DAILY NEWS RECORD Harrisonburg

ROLL OF HONOR

The following publishers guarantee circulation and withingly grant any advertiser the privilege of a careful and exhaustive investigation.

Daily Evening and Sunday Morning.

Is the only newspaper in its territory with the mutiful Rotegravure Picture Section.

The PONT-DINPATCH sells more papers in Louis overy day in the year than there are men in the city.

Circulation entire year, 1916:

ILLINOIS

SKANDINAVEN Chicago HOELLETTING DELLA SERA New York

NEBRASKA

in the famous Valley of Va. only paper in the richest Agricultural County in United States.

WASHINGTON

PRRIE PRESSE (Clr. 128,354) Lincoln

NEW YORK

LIVE TOPICS DISCUSSED BY OUR READERS

Under this caption we shall print, each week, letters from our readers on uniterts of inserest connected with arrangager publishing and stirt with a stage of the stage of the

Damon on Economies

THE BALBY EVENING NEWS

MAY 2, 1017

THE EDITOR AND PURCHERS.

Attendance at the messions of the A. N. P. A. last week consisted me that my letter of April 23 curered the ground so far as the write paper elimation is concerned. I listened with intent car to the thousands of words that Seated through the air, yet with two exceptions the speakers were not directly interested in actual saving of white paper. Some piffing things, like using second hand matrix paper and conserving old twine, received grave consideration, but the great question was not discussed. To be sure, the question was not discussed. To be sure, the renerable Gen. Augus, of the Beltimore American, tried to arouse the laterest of his fellow publishers, but his words did not cause a ripple. and even when Jason Rogers, of the New York Globe, offered his expert services free of all cost, there were no takers,

The apparent attitude of the pewspaper testlinhers of this country is that they understand exactly how to run their particular publications, and if they are not doing the job right they do not want the advice of an outsider l'icone understand that my criticism applies only to the manufacturing and of the papers.

I am busing that the publishers will event-

and begins that the positioners are executed to account to the second boye of change, for with simple opportunity to inquire into the subject of actually saving paper the numbers of the Amsociation dad not consider the matter worth while, but they were much interested to the telk about using old matrices and second-hand twine. Thousands of tons of good white paper appeared to be of no value to the hundreds of publishers who attended the convention.

Selfung gas benters in Sheet would be a cinch compared to the task of bringing newscoper publisters to reside that they had beams or motes in their own eyes.

Bontar Damoir.

"Circulation" Not Considered THE TORONTO DAILY STAR.

MAT 1, 1917.

INS RUITOR AND PUBLISHER:

In the interview with me printed in your issue of April 28, which reached me to-day, describing the Star's system of handling casualties in the Canadian forces at the front, occur the state-ments that the soldiers have wide circles of relatives and friends who are keen to talk about them, and like to see stories about them in the paper, and that "It all helps to boost circula-Will you purmit me to say that I made no such statements to your representative who interviewed me or so any one, and the quotation puts an absolutely false interpretation on our purposes in devoting so much space to casualties. The motives under which we are actuated are Imply a desire to do our duty by the community to which we circulate, and to pay some tribute, however amult, to the soif-sacrifice and devotion of the sons of our city, who have gone to but-the for the defence of all of us. For those who fall no tribute could be adequate. It is but s poor contribution we can make, but what we can do we do giadly and an efficiently as twe-able. The question of "beseting circulation" thereby has not been discussed or considered in any way. Will you please make this correction. Jonn R. Bonn.

Managing Editor.

How Newspapers Can Help

130 RART 220 STREET

NEW YORK, APRIL 23, 1917. Tein Ereren and Pantangen:

Both letters from readers and a limited num ber of editorials suggest difficulties in the way of possible revealts knowing woure to if such difficulties actually exist there must be of uncertainty as to where possible recruits knowing where to report even greater chance of uncertainty as to where the average citizen should offer his services, his

money, and his time. ald it not belp in both directions if every newspaper would keep in type a directory of chi-listment offices ennement, or registration of-fices, and assested information nformation sources—local, Then if this cost be con here, and selected information ware, or national? Numdays and once or twice during the week there would be little excuse for "sinckers" of any

Even in the case of city gardening there may be notice banks for the criticistus because infortuetlon as to the various "mobilising," organcitize and information appeales may be harfed to man of war news appearing every day.

May it not be worth while trying to remove all possibility of doubt or delay?

E. G. ROUTEARN.

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies.

NEW INCORPORATIONS

New York. - American Education Press, Inc., editing, printing, and publishing newspapers, books; \$650,000; P. G. Smith P. Davis, F. W. Beattle, 15 Doy Street.

New York. Ardent Publishing Corporation, general publishing and bookselling business; \$5,000; Arthur B, La Far, Dominick Melillo, and Joseph W. Conrow.

Del.—Corinthian Publishing DOVER. Co.; capital, \$10,000; L. B. Phillips, J. B. Bailey, local incorporators.

NEW SEE, N. J .- Federal Co-operative Association, gather and distribute news and carrying on a printing and publishing businesse; \$50,000; S. Cohen, H. D. Cohen, New York; L. Handler, Newark.

NEW ENTERPRISES

JUNIATA, Pa -- H. E. Roberts has started a weekly newspaper here, the first in the history of the town

Preven S. D .- Howard Balley has purchased the pilot from John Wilkins. who in turn has bought the White Rock (S. D.) Journal from Squires & Hanson. The latter will establish a new paper at Harlowton, Mont.

HEALDTON, Okla,-C. H. Regan, of Claremore, and formerly with the Claremore Daily Progress, has been here looking over the town with a view of establishing a new newspaper.

LEACHVILLE, Ark.-The first number of the Leachville Star, a weekly paper, with B. P. Appleby, as editor, appeared here April 21.

RINGLING, Okla.-The Southern Oklahoma Oil News is a new publication here. It is published as a department of the Ringling News, a weekly newspaper edited by William F. Kerr.

PROTECTION, KARS,-R. M. Moser. manager of a local job printing shop. after May 1 will begin publication of a new weekly newspaper.

KANSAS CITY, Mo.-The Kansas City Stock Exchange Daily Bulletin made its first appearance on April 24. It is the organ of the Kansas City Stock Exchange, of which U. S. Epperson is provident.

Castistan, N. M.-William H. Mullane, editor of the Carlshad Current, has started issuing that paper as an evening daily, instead of the weekly edition.

Meskeage, Okla - The Christian Printing and Publishing Company, of Muskogee, has been organized and charter filed in the office of Secretary

A Gain of 73%

Press los energed a gain of 75% china allow . Character and solid ty esmistuthis increase. Advertisting MUST and In a meeting which eat a forth such a remendous resource from the public

The Detroit Free Press

"Michigen's Greatest Messagesper," VERREE & / Foreign CONKLIN | Representative |

of State Lyon, at Oklahoma City. The company is capitalized at \$1,200, and the incorporators are: Lem Vernon, G. E. Fuss, and P. B. Bostic.

CHANGES IN INTEREST

FORT WORTH, Tex.-Changes in the management of the Reporter Publishing Company, of Fort Worth, Tex. have been announced as follows: Hugh Jamieson, former Police and Fire Commissioner of Fort Worth, becomes bustness manager, and will have supervision of the Livestock Reporter and the North Fort Worth Sunday News; Ray McKinley becomes vice-president and general manager, and J. Newton becomes advertising manager. The changes became effective on April 30,

GRANDINY, Tex .- The Graphic-Democrat has been succeeded by the Hood County Herald in the consolidation of the two papers. D. C. Ashmore is oditor and publisher of the new paper.

SANTA CLARA, Cal.-Howard R Stuart, who has been associated with the Santa Clara News Publishing Company, has severed his connections with the firm. His interests have been taken over by Henry R. Roth, who is now sole owner and editor of the News.

Signastoron, Cul.-Harry M. Lutgens, the retiring editor of the Sonoma Valby Forum, is to take up the management of the Sebastopol Times. The Sonoma Valley Forum has been purchased by O. L. Hose and Henry Watters, and will be printed at the office of the Expositor, in Sonoma, Cal.

Guing, Tex.-Editor W. E. Anderson has sold the Goree Advocate to Prof. E. L. Covey.

ELEHART, Kan.-The publishers of the Tri-State News, a local paper, have purchased the Morton County Times. formerly published at Rolla as the Morton County Pioncer, and for the last few months published at Wilburton as the Times. The plant has been moved to Elkhart and will be used in the Tri-State News office.

HANFFORD, Tex.-J. H. Buchanan, edifor of the Hansford Headlight for seven years, has sold that paper to a stock company headed by J. R. Colland, who contemplates putting in a ten thousand dollar plant.

CHESCHET, Okla.-E. L. Hubbard, formerly connected with the Lyons (Kan.)

April Gain

In April The New York Times published 1,175,021 lines of advertisements a gain of 62,802 lines over April, 1916, and, deducting help and situation wanted advertisements. a greater volume than any other New York newspaper.

Average circulation, daily and Sunday, exceeds 340,000 copies.

The Pittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK, Real Estate Trust Building, Philadelphia News, has purchased the Logan County News, the local weekly, and has taken charge of the same.

Form, Kans.-E. E. Manney, formerly of the Bucklin Banner, has taken charge of the Ford Promoter.

GRANBURY, Tex .- The Granbury Graphic-Democrat has been succeeded by the Hood County Herald. D. C. Ashmore is the new editor-publisher.

MANHATTAN, Kans. Ralph H. Heppe has resigned his position as city editor of the Manhattan Daily Mercury, and has left to assume his new duties as relief editor for the Associated Press in the Kansas City office. Mr. Boyer succeeds Heppe as city editor of the Mercury.

Soun LAKE, Tex .- J. F. Vondersmith and son, Eugene, have purchased the Sour Lake Record, a local weekly.

Kansas Baro Cigarette Ads

The new Kansas Anti-Cigarette laws prohibits the sale of newspapers and magazines at newsstands or on trains. in that State, if they carry eighrette advertising, according to an opinion given by Attorney-General Brewster. Outside newspapers may go direct to subscribers and are not affected by the law, it With mild

Dead stocks represent money lost. Any price paid for them is salvage on what would otherwise be waste.

Colorado Springs and

THE TELEGRAPH An A. B. C. Paper J. P. McKINNEY & SON

New York Detroit Chicago

Topeka Daily Capital

Average net paid cir-culation for the six months ending Sept. 1916, as sworn to in Government report.

,238

And as confirmed by report of The Audit Bureau of Circulations report of

lappe, Publishes TOPEKA. KANS.

NE reason The Indianapolis Star has a greater Rural Route circulation than any other Indianapolis newspaper is due to the fact it publishes more Farm and Poultry advertising than any other Daily newspaper in the United States.

The Shaffer Group:

CHICAGO EVENING PORT INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR ROCKY MOUNTAIN NEWS DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street

Chicago

NEWSPAPER ADS BRING THE OUICKEST RESULTS

Thomas H. Moore, Associate Director of the Bureau of Advertising of the A. N. P. A., Advocates the Newspaper Against All Other Methods of Promoting General Store Publicity.

The use of newspaper advertising in preference to outdoor signs, street-car cards, bill posting, and other methods for a new store about to open, and with a \$20,000 advertising fund, was advocated by Thomas H. Moore, associate director of the Bureau of Advertising of the A. N. P. A. Monday, April 30, hefore the Retail Merchants' Association of Newark, N. J.

In order to bring out the views of all on the question of the advertising policy of 8 new sture, about to onen the warious interests were asked to discuss the subject. In order to be specific, it was assumed that the new store is to be located in the city of Newark Moore spoke for all the papers of that city.

He started with the proposition that there are 700,000 people in the Newark radius, and \$15,000 are purchasers of Newark newspapers, and then proceeded, in part, as follows:

NEWSPAPERS SELL A MARKET.

"Your Newark papers don't come offering to sell space—they come offering to sell a definite market.

The newspaper goes into the home. It is part of the home, part of the family. Newspaper advertisements are read under the most favorable chroumstances. They are read because people want to read them, and not merely because they are thrust upon them. Peas ple who read them paid money for the privilege of doing so

"It is the force of the newspaper behind the advertisement that gives it its big punch. If there were no advertisements the newspaper would still exist. because it fills a great human want. Advertising that exists merely because it is advertising can only be given a supplemental value. The advertising is part of the newspaper because people expect it. It is there because it is news and service to the reader. Newspaper advertisements come to the people by their direct commission, and at their request.

NEWSPAPER ADVERTORING LEADS

"The local merchants of this country spend more than \$300,000,000 a year in newspaper advertising. This is a little less than one-half the total amount spent in all sorts and kinds of advertising, including the millions spent in postage and direct mail work.

PREFPE MEWAPAPKIN

"What of successful businesses that have been launched? I turn for reference to the opening of Wanamaker's and Stern's and Climbel's, in New York, of Filene's in Boston, of Kauffman-Baer's in Pittsburgh, of Pield's new store in Chicago, and I find newspaper advertising was and is the backbone of their appeal. I find in many cases newspaper advertising was the only thing used.

"I find five successful stores using newspaper advertising alone, to one using a combination of mediums

"To secure some even more spicific reference, I have made inquiries among the stores in Newark.

"One department-store manager tells me he is about to withdraw all what he terms 'supplementary neens' of ad-Vertising, because he tooks be can get better and more direct results from newspapers. Another man, the adver- and the many courtesies extended the tising manager of one of your leading Mores, has written this lefter:

It has been our consistent experience that wapaper advertising is vastly more productive of immediate results than any other medium ordinarily used by a retail catergelse. That ex-plains why 50 per cent, of our year's advertising appropriation invariably goes for newspaper

"Even stronger evidence in favor of newstaners can be had from the records of some great businessen to-day that started from small beginnings. If we inquire into the history of these businesses we usually find that they began to grow with the first little advertisement that was put into the daily newspapers. You will find in every city, stores whose newspaper advertising has increased from year to year as their business has grown proportionately.

Fifty-six years ago two men opened a clothing store in an adjoining city with a capital of \$4,000, and now the turnover is \$50,000,000 yearly.

"In June, last, the founder of this business was asked his opinion of advertising values, and turning back to his first experience as his starting point. he said:

WEANAMAKER THEFT THE

Our little allowance of advertising money out the newspapers then as it goes nearly altogether today, because, if I ever have a neonment for discovering anything, it will be for finding out that the only advertising of direst and instant benedit to both merchant and customer, is in the daily newspaper of known elreulation. All others are vanity and vexation To have learned this fact has greatly belied my enterprises, though often there has hern serious discomfort in saying so publicly.

"The hand that wrote this tribute to newspaper advertising was the hand of the world's greatest merchant John Wanamaker,"

LOUISIANA PRESS MEETING

Usually Well-Attended Meeting Discusses Newspaper Problems at Alexandria.

Woman ruled the day at the thirtyeighth annual session of the Louisana Press Association in Alexandria, La., April 23-25. Mrs. J. Vol Brock, editor of the Franklinton Era-Leader, the first woman president, was in the chair and delivered a masterly address. Three ladies were on the programme for рареги.

Foreign advertisance as a means of revenue for the country paper was champloned by Professor Blain, of the department of journalism of the Louisiana State University, who made an exhaustive report, with recommendations.

Other upstters of interest were the report of the legislative committee, to the effect that the next Logislature should he assigned to one man, who could watch all legislation pertaining to the newspaper business; the address of the president, who sounded the keynote in her call to the editors of Louisiana to do their duty by their communities and their State in this crisis; a resolution assuring President Wilson of the loyally and patriotism of the Louis'ana on sa;

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Bufalo newspaper that con-sers its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-MEMBER A. B. C.

Persign Advertising Representatives RELLY-SMITH COMPANY Lytton Building CHICAGO Association by the people of Alexandria.

The principal features of the programme were: "Relations of the Press of Louisiana to the Louisiana Press Association," by Mrs. Conrad J. Lecoq. of the Pointe Coupee Banner; "The House that Jack Builds," by Mrs. C. L. Breareale, of the Natchitoches Enterprise; "The Mission of the Country Press," by Miss Hattye Buckner, of the Amite Times; "Power of the Country Press," by Hon, E. M. Stafford, of New Orleans; "The Progress of Journalism," by F. A. Leaming, of the Mansfield Enterprise; "Neglected Sources of News," by W. E. Krebs, of the New Orleans Bee; "The Editorial Page," by W. H. Bennett, of the Clinton Southern Watchman; "Importance of Knowledge of American Institutions," by H. G. Goodwyn, of the Colfax Chronicle: "Print Paper Prices." by W. M. Knight, of New Orleans,

More Newspaper Men Enlist

The staff of the Savannah (Ga.) Press is suffering from the ravages of war. William Garard, Jr., city editor of that paper, recently resigned to go into advertising and publicity work, and now the new city editor, recruited from the ranks of the morning contemporary. the Savannah News, and two reporters. A. P. Hill and Robert Golden, have enlisted for service in the army and navy in the war with Germany.

Mr. Hearst Wins Injunction Suit.

The Appellate Pivision of the New York Supreme Court on April 27 affirm. ed the decision of Supreme Court Judge Benton in granting an injunction of William R. Hearst enjoining the Assarciated Press from stopping its service to the San Francisco Examiner. It is believed that the case will go to the Court of Appeals. The action binged on the Examiner's Oakland edition, which was so headed that it looked like the thickand Examiner, the words "edition of the" being printed in small type The Oakland Tribune had protested that

You MUST Use the LOS ANGELES EXAMINER cover the GREAT SOUTHWEST

Sunday Circulation 150,000

Food Medium of New Jersey Trenton Times

A. B. C. -12c Per Week

KELLY-SMITH COMPANY

220 Pifth Avenue NEW YORK

CHICAGO

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kaneae City, Chicago

this made it a separate paper, and infringed on the franchise from the Assoristed Press to the effect that no paper was to receive the Association's report in another territory without the consent of publishers in that territory.

Eagle's Current Events Bee

The Brooklyn Eagle has conducted Current Events Bees for the past two years, which took root in an old-fashioned spelling bee conducted by that newspaper four years ago. Since then the event has been one of the Eagle's yearly contributions to the educational and social activities of that city. This year the event was won by Victor Cooperstein, of the Boys' High School. The contest was in the form of a large number of questions to be answered. The how who replied to them correctly had to be mighty well posted. That's the reason young Cooperstein won

Progressive Newspaper Woman

The Morganton (N. C.) News-Herald has moved into its new home. The entire plant is located on the ground floor. with glass front and back. The career of the newspaper has attracted considerable attention because of the fact that when Editor T. G. Cobb died, his daughter Miss Restrice Cubb became man. ager and editor. She replaced the equipment in every department doubled the rize of the paper and improved it generally. Then she purchased the entire stock of the company and is now sole owner. A few weeks ago she purchased the Mortimer Building, into which she

The Times-Dispatch

Richmond, Virginia

A five-inch single column adver tisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday-a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley Special Representatives

200 Fifth Ave. New York People's Gas Building Chicago Mutual Life Building Phila.

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(Ortober Post Office Statement)

Sunday 68,942 Daily 55,365

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

ATTENDANCE ROSTER OF A. N. P. A. CONVENTION

Register Contains 360 Names, Breaking All Records of Past Meetings -Enrolment Includes Representatives from Every Part of the United States and Canada.

The attendance at this year's convention of the A. N. P. A. was the largest in the history of the organization. Oh Thursday afternoon at the close of the business session, every member of the Association, with the exception of three was reported to have enrolled, the roll book showing 260 names. The following is the list of those registered, with the exceptions of only four that were entirely undecipherable:

E. P. Adler, Davenport (In.) Dally Times. H. C. Adler, Chattanoogn Times.

Pelia Aguna, Pittinore American, H. J. Allen, Wichita (Kan.) Rese

J. H. Alisson Nashalile (Tenn.) American. W. T. Anderson, Macon (tlm.) Telegraph

C. N. Andrews, Sussia (in.) Free Press. Roland F. Andrews, Hartford Times. Ham H Anson, Columbus (6.) Menter, Echamia H. Anthony, New Benford (Mass.)

standard. Arnold Alberty (N. Y.) Kutckerbocker

Clias. D. Atkinson, Atlanta (Ga.) Journal. George A. Aller, New York American H. J. Auth. Newark Star-Eagle.

W. H. Bagler, Part Worth Record Prentice Palley, Utica (N. Y.) Observer, Frank S. Baker, Tacuma (Wash), Teibano, Elbert H. Baker, Cleveland Plain Bealer, H. K. Barney, Ruthad (Vt.) Herald J. D. Barnous Bystomer Post-Standard, E. W. Parredt, Birmingham (Ala), Age-Herald, W. C. Barredt, Birmingham (Ala), Age-Herald, W. C. Barredt, Binghambon (N. T.) Press, P. G. 1948 Savannah Morning News, C. P. Rockholl, Fort Wayne, News, Williard K. Binford, Pawtocket (R. I.) Thises, Camiles O. Black, Fast tecket (R. I.) Thises, W 11 Bagier, Fact Worth Becaul

Cantles O Binck, Pastucket (B. I.) Times C. K. Blandin St. Paul Dispatch. I seph Blethen, Scattle Times.

C R. Boardman, Outhorn (Wis) Dally North

E. W. Benth, Grand Rupida Press Charge F. Bestit, Westerster (Mass.) Gazette. Balth H. Broth Grant Raphie Press. Bowman, Toronto Telegran

Barie, Oal City (fig.) Berrick, Hendbey, Scenaton (fig.) Times

Bridgman, Brooklyn Standard Union. Brown Rabint (N. C.) News-Observer. Brown Indianapoles News

H. U. Briems, Indianapoles, News, W. O. Briems, Vonngetown (O.) Vindicator, Lonia H. Brush, East Liveriool (O.) Review, John S. Bryan, Richmond (Va.) News-Leeder, W. B. Bryant, Paterson (N. J.) Press Guardian, M. Rumell, Duitth China, I. News-Tribine

F. M. Buche, Indianapollo Daily Times

P E Button, Jupila (Mol Nouve-Bernid, 11 D Burtin, Syracuse (N. Y.) Journal, B T Butterworth, New York Times.

Edward P Call, New York Journal of Com-

Edward T Carrington New Haven Journal. Chestler. P P Carroll, Expresitie Courier.

E. Carpenter, Lincoln (III) Courter-Hermld.

Carter, Fort Worth Star Telegram. Zoorg's Cashman, Wa'l B4 Journal, 43 rels W. Cate, Posten C S Monitor Harry Chamilter, Les Angeles Times W. G. Chamilter, Classifierd 101, a Press. W. G. Chardler, Claveland (c), Crive Clayton P. Chamberlain, Bartford Times, 4. B. Chister, New York Citale. Theories M. Clark, Buffalo Times Wim. H. Clark, Novaleb (N. T.) Sun H. Cay Zanna Se (c), Times Recorder Citan o Cobb Pose (En.) Statement. Dermid L. Colm, Memphis (Ferm.) Memphia (Tenn | Newsof the thr.

Ners R. Cook, Bensueds (Pin) Journal, Thomas E. Coukin, Raithman American, He et H. Confand, Hartford Courant, He et II Confund Hartreet Courant, Garaner Coulon, Des M. Bors Rey ster Tribune August S. Crane, Educateth (S. 3) Journa' B. A. Corties, Sun Francisco Bulletin W. J. Curt's, Bis bester (S. Y.) Union Africa

11

Junephun Daniela, Jr., Raleigh (N. C.) News- W. S. Jones, Minneapolia Journal, Chapter. W. L. Jones, Utles (M. Y.) Press

R. R Davesquet, Elmira (N. Y.) Star-Gwette. Wm. H Day, Chelmant Fest. W. A. Besley, Dallas News J. J Besley Cheksburg (W. Va.) Telegram. Walter W. Bear, Jersey City Journal, Lessand G. Dichl, Burre (Ment.) Miner, Charles F. Bridd, Newark (N. J.) News,

P. Dodge, Cincinnall Peat. W. Dodaworth, N. Y. Journal of Commerce. W. Dolawselli, N. Y. Journal of Commerce.
 H. P. Isovain, Speciaghest till 1, State Journal,
 J. S. Iboughas, Toronto Mail and Empire.
 Win. H. Isow, Fortland (Me) Express.
 J. H. Ibrasien, Butte (Mont.) Prost.
 Fred H. Drinkwnter, Portland (Me) Express.

Watter F. Dumser, Rending (Pa.) Telegram. T. F. Duyer, Providence Tribune,

lobs M. Enstman, Hamilton (Ont.) Times. R. T. Rari, Los Augules Express.
C. S. Patatrank, Syracose (N. Y.) Post Standard.
Robert Ewing, New Orleans State. F

J. J. Fahey, New Haven Union. C. H. Fenterss, Cleveland Frens. Wm. H. Field, Chicago Triffase. Win. H. Field, Calongo Tritians.

Edgar M. Panter, Nashalile (Teen.) Banner,

M. E. Fister, Houston (Tex.) Chronicle.

Geo. B. France, Canton (O.) Repository

L. Priverg, New York Formand

John C. Fullmen, Ution (N. Y.) Herald Dispatch G

 S. Gatrin, Lime (O.) News,
 Frunk E. Gamett, Einira (N. T.) Star Gazette,
 R. W. Garsten, Cumberland (Md) T mer. J. E. Glost, Topoka (Kan') Daily Capital, J. W. Gill. York (Pa) Gazette J. W. Gill. 1918 Visi 1 vanceer.
Frunk P. Glass. Hirmingham News R. C. Gorden, Wayneshoto (Pa ! Record. Wim 4. Gracey Genera N. V.) Hally Tisses, Groupe B. Graff, Williamsport (Pa.) Sun. H. J. Grant, Milwauhee Journal, A. W. Grue Kamas City Rist

s W Granison Prenklyn Rag's Herry P Cuthrie, Muscle (1ad.) Star. Herbert F. Gunnison, Brooklyn Eagle 2.0

Herry R. Halses, Paterson (N. J.) News, Prederick P. Hall, Jamestewn (N. Y.) Journal, Price Halbeman, Louisville, Confer Journal Chas, W. Haisted, Lassing (Mich) State Jour-

wat.

10. R. Hanne, Jr., Cleveland News.
Lools Hannel, Newsch Surday Call
M. F. Hansen, Dalladelibla Reservi.
Victor II Hansen, Ermingham (Ala S. News.
J. A. Hardman, North Adams (Mass.) Tran-

R J. Harry, Oslikosli (Wis) Delly Northwest-

R. Harrigan, Banger (Me.) Commercial, W. C. P. Harris, Toronto Star C. E. Hashrook, Richmond (Va.), Times Dis-

I. Havings, Lynn (Mass.) Item. Havien, Waterbury (Cons.) Democrat. Nor D. Hessey Alleiny Kulchkelbucker Press. N. Heishel, Little Rock Garette A. Hendrick, New Haren Times Leader

P E tijsken, Igna (Mass.) News, J. H. Higgins Boston Berald James H. Hollviay, Albana Constitutes W. W. Holland, Spacianbook, S. C.). Herald Richard Holler, Springfield (Mass.). Republican George A. Hough New Bedford (Mass.) Stan-

W. B. Howe, Ruclington (Vt.) Free Press. P. S. Huller, Norfolk (Va.) Ledger. P. d. Hintress, Jr., 8an Anton e Express, Gene Huse, Norfolk (Neb.) News.

John M. Imrie, Toronto, Canadan Press Ass n

P. E. Johnson, Tranton (Mass) Gravite t' H Johnson, Chur' ato the t's Observer, Curtes II, Johnst II, knowsible Scurized Jefferson Jones, Mannespolis Jonesal, J. J. Jones, East I veryond 141,5 Rossiew.

> The Best Known Slogan in St. Louis



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Charles D. Lamade, Williamsport (Pa.) Grit-Howard J. Lamade, Williamsport (Pa.) Grit. Frank Laugher, Parce (Vi) Issily Times, John D. Larkins, New Haven Register, Rubert Latham, Charleston (R. C.) News

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The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

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PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Reconsentatives on multing. THARRY IL LANGERS
Tribone Building

C. D. Morrin, St. Joseph (Mo.) Canette (* 11 Mors. Chrimmati (O.) Times-Stat. 1 II Mota, Christian (U.) Himselia,
J. A. Muching, Manchester (N. H.) Leader,
George Mutrum, Breeklyn Ragle,
M. M. Muchuck, Wicklin (Kan.) Eagle,
M. M. Muchuck, Wicklin (Kan.) Eagle,
J. T. Murray, New Hedford (Mass.) Standard,
J. T. Murray, New Hedford (Mass.) Standard.

Floring Newbold, Washington Star.

0 D P Omstead, Peril Ambor (N. J.) News. E J. Ottaway, Bert Haron (Mich.) Times

F R. Oyster, Harrisburg (Pa) Telegraph.

t' M. Palmer, St. Joseph (Mo.) News-Prem. G. J. Paimer, Houston (Tex.) Post. Wm. J. Pago, Waterbury (Cons.) R Gustny A. Parsons, Waterbury (Conn.) Rejub-

ilean.

J. Paskail, Eric (Pu.) Disputch.
Grove Patterson, Toledo (O.) Blade.
Finil Patterson, Baltimore Sun.
J. Pattison, Sermion (Pa.) Republican.
Wm. J. Pack, Pittston (Pu.) Daily Gasette.
Henry M. Pindell, Peorla (Ht.) Journal. D. Plummer, Springfield (Mass.) Union. John Pupamilieh, Jr., Milwankes Scattlel.
A. E. Poermin. Springfield (III.) State Register
James F. Powell, Ottumen (In.) Daily Courier. , Perkins, Tacoma Neus-Ledger, B. Phillips, Louisville Times D. B. Plum, Troy (N. Y.) Resort. E. Ponting, Detroit (Mich.) News. Harry M. Powell, Peorin (III.) Star.

thiver A Quayle, Albany (N. Y.) Journal. R

E. Landing Ray, St. Leuts Globs-Democrat. John R. Ratforn, Providence Journal. John ti Brack, Rending (Ca.) Engle John G. Hanch, Repling (Pa.) Engle
Win, H. Reed, Taunten Gnautie.
Thomas Ress, Springfeld (FD.) State Register,
C. H. Rembold, Clockmati Times-Star,
F. St, Jahn Richards, St. Lowis Globe-Democrat
Victor F. Rishler New York Staris-Zeltong
John V. Rifey, Rockford Star,
Riney Riberts, St. Lowis Star.

(Continued on page 20)

Boston Evening Record

Covernment statement six mos. ending March 31.. 41,961

Average net paid month of March over 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

I. A. Klein Metropolitan Tower



ALONG THE ROW

ANOTHER VICTIM.

First Goat-"You are looking thin?" Second Goat-"Yes -this high cost of living is making my stats protrude. The great advance in the price of news print has caused people to save old paper. and consequently I haven't had a equare meal in a month."

IN PETROORAD.

Alexandrovitch-"Who is that man who just passed us with such a haughty air, and his chest extended half a foot?

Ivan-"That is Knockemoff, the editor of the Gazette. He has just got out an extra telling of how the Czar lost his Job."

Alexandrovitch-"It must be a great day for Knockemoff?"

Ivan-"It is. Besides being able to print the news, he licked three excensors last week in the Neva Café."

HEARD IN THE CTTT BOOM.

Smith-"Mulligan is a rattling good city editor, but he lacks discretion once in a while."

Smythe-"How so?"

Smith-"Why he's just assigned Brown to cover the dinner of the Friendly Sons of St. Patrick, and Brown In suffering from dyspepsia."

FROM ART TO BLEFHANTS.

Met our old friend Harry Staton the other day, and he is looking fine and fat. For years Harry was on the staff of the Brooklyn Standard Union. and until it suspended, was art editor of the defunct New York Press. Harry is now looking after the publicity end of the Barnum and Bailey Show, and when we asked him how he liked his new job, he said "Fine."

"You see," he added, "all I have to do now is to go around with a grip full of electrotypes of elephants, tigers, leopards, wild cats, and other savage, shaggy, surly, snarling, suspicious specimens of beasts, throw them at Sunday editors, and let the art makeup man worry as to how he is to dovetail them in with Mary Pickford, Maud Adams, Henry Miller, and Johnny Get Your Gun, on the theatrical page. It's a great relief."

HER "SCHEME."

"I was reading in my paper this morning," said the sweet young bride to her husband, "that on account of the high cost of paper, that all the great New York dailies lose money on every copy they print."

"Yes, dear," he answered.

"Well then I have an idea. I want you to buy a hundred papers every morning, and at your lunch hour go and sell them back to the publishers, and then next season we can buy a bunga-

NEVER HAPPENED HERE.

Learn that a publisher out West has just cashed a check that he had forgotten for twenty-eight years. Such a thing could not happen on the Row. If any newspaper man in this neighborhood got a check it would be cashed in less than twenty-eight seconds at Crowlev's or Perry's.

DEAR OLD PRIENDS.

The price of onions and of spuds Don't worry us-oh, no. They are not on the bill-of-fare

In lunch rooms on the Row. Year in, year out, aye for all time The menu is the same. Old heef and beans and sinkers hot

Still dominate and reign.

TOM W. JACKBON.

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

AT THE A. N. P. A. BUREAU OF ADVERTISING LUNCHEON on April 25, a hitherto unbreakable rule was broken, and a lady was a guest-the first and only.

The lady in question was Miss Jean Dean Barnes, who, he it known, is one of the two women in this broad land of ours who run regular, honest-to-goodness advertising agencies agencies recognized by the A. N. P. A.

Not only is this little lady a regular advertising agent, but it was Miss Barnes who, as agent, persuaded the B. Priestly Company to get off the bill-boards and into the newspapers with their advertising, a change that has been profitable, not only to Miss Barnes and the Priestly Company, but to the newspapers and the world at large as well.

It goes without saying that Miss Barnes is a hustler, and has ability, but her work demonstrates the fact that there is room for women to do big things in the advertising business, if the women themselves have the ability, the grit, and the determination to make a success.

LAST WEEK WAS A BIG WEEK, leastwise journalistically speaking and referring to New York City.

The annual meeting of the Associated Press and the American Newspaper Publishers Association brings to the Waldorf the doggondest conglomeration of brains, beauty, and business ability possible to assemble under the roof of any village tayers in this broad land of ours.

Some of this talent lives in New York, but lots and lots of it comes from more or less remote points, and you can bet your sweet life that this old land of ours runs an awful chance of running on the rocks while the heavyweights are all in one spot, instead of being distributed across the country, as is generally the

It's a big time for big men, just the same, and one of the nice things about it is to notice that these men are so big, so important, and so wise that they can put more work and more play into twenty-four hours than the general run of ordinary humans could crowd into a week.

IT IS PLEASING, INDEED, to be able, occasionally, to record one man's appreciation of another man's work. However, when one man is sufficiently wholehearted and broad-minded to flatter others right and left, it is an indication that he has risen above the plane along which most of us weak mortals travel toward the great adventure.

In the advertising business most of the men who create are busy trying to do something out of the ordinary-something distinctive and different- and when one is found who can and does take all the good ideas out of all the contemporaneous copy and co-ordinate it into a great, big, dandy, composite whole, his work stands out, away and apart from the ordinary, one-idea copy, distinctive and noticeable, as is the heavily bandaged sore thumb when worn with a full-dress

Such copy is now being produced at Macy's. Frank Irving Fletcher was one of the first to realize that from a literary standpoint he started jouncing with a forman worthy of his fountain pen, or typewriter, or lead pencil, or whatever he used to write copy with, when he started his campaign for Franklin Simon & Co.'s hand-tailored clothes. It didn't get by unchallenged, unanswered, but furnished a fitting theme for several Macy ads.

Then Jos. H. Appel, the guiding genius of the Wanamaker advertising (and incidentally the pace-maker for lots of other advertising) started a campaign of one-column copy for men's clothing in the morning papers, or some of them.

This idea evidently looked good to somebody at Macy's, for Macy's Men's Clothing is now being placed before the gentle public in single-column copy in

One night not so long ago, Bloomingdale's advertising came out with narrowstrip pictures heavily underscored. The illustrations were distinctive-differentand now Macy's copy contains many such illustrations.

It must be that these incidents are indications of whole-souled appreciation, for it is said that imitation is the sincerest flattery, and when it comes to high, wide, and hand-ome imitation, Macy's copy is certainly there, with lard in its hair and its care pinned back, as they used to say up in Michigan.

So few advertising men are really big enough to render this public acknowledgement of others' constructive ability, that when such people are found they should be appreciated, especially by these who have been flattered, but, after all is said and done, most advertising men are but humans, and being humans are cursed with human traits and probably fail to see the implied compliment,

Buffalo Press Club Frolic

The annual frolic of the Buffalo Press Club, held last Sunday evening (April 29), in the Majestic Theatre, was an unqualified success, according to President William G. Hippier. A varied programme was presented. One of the star acts was the singing of songs written by Jack Yellen, who is in New York devoting all his time to the preparation

of lyrics. Jack is a former Buffalo newspaper man.

PRINTERS TO STUDY ECONOMY

Personal Experience Meetings on Better Methods in the Print Shop.

Practical methods of economy and officiency in newspaper publishing and in job printing, as actually tried by printers and publishers are to be the feature of the third State Conference on Printing and Newspaper Publishing, to be held at Madison, Wis., May 17, 18, and

'That's my experience. What's yours?" is the slogan for those personal experience talks, which are to be given by some 100 Wisconsin printers and newspaper publishers.

Jason Rogers, publisher of the New York Globe; N. A. Huse, of the American Press Association; Joseph A. Borden, secretary of the United Typothetre. and J. L. Frazier, of the Inland Printer, are to be the speakers from out of the

Mr. Rogers's theme is: "How I Met the High Cost of Paper by Efficiency Methods."

Three More Papers for David

The Geo. B. David Co., Inc., publishers' representatives, New York and Chicago, has been appointed representative in the national advertising field for the Miami (Fla.) Herald, the Cadillac (Mich.) News, and Le Devoir, of Montreal

"America's Largest and Best Newspaper Industrial Advertising Agency."

JOHN B. GALLAGHER CO.

11 South La Salle Street Chicago

The McClure Method

Our features are said on individual merit.
Any service may be ordered singly.
TELIS MEANS:
The greatest possible variety from which
choose.

to choose.

The submitting of each feature to your own editorial judgment.

own aditorial judgment. The apportunity to order a budget consisting only of what you want, A material reduction from ladividual prices on budgets.

l briggris.
Write us for semples of our Sunday Colored comics, doily coulde, women's fea-tures, bedtime startes, Settem, etc.

The McClure Newspaper Syndicate 120 West 32nd Street. New York City

There is always room for the best

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

INVESTIGATE THE STARR (COST SYSTEMS. Some Quotations from Publishers-Names on Request

"Tells Cont at a Glame." "Its Simplicity Commends It." "Investment Paying Handsome Dividends." "Buployees Interested in the System."

PIERRE C. STARR, 548-9 Transportation Bldg., Chicago

WILL START BIG \$50,000 ADVERTISING CAMPAIGN

Rowe Sanitary Manufacturing Co., of Detroit, Mich., Will Send Out Copy in July or August-Newspapers Will Be Used-Tips for the Advertising Manager.

THE STALKER AGENCY, Nasby Building, Detroit, Mich., will start an advertising campaign during July or August, for the Rowe Sanitary Manufacturing Co., of Detroit, Mich., which calls for the expenditure of \$50,000. W. E. Stricky is the advertising manager of the Rowe Company.

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, will handle the veilings and chiffon advertising campaign for E. & Z. Van Raalte, 53 Fifth Avenue, New York.

THE MORSE INTERNATIONAL AGENCY, 449 Pourth Avenue, New York city, handles the shoe advertising of the Beck Shoe Co., 226 Lafayette Street, New York city.

THE PRANK PRESERT Co., 456 Fourth Avenue, New York city, handles the advertising of "Katy Suspenders," of the Ohlo Suspender Co., Manufield, O.

THE JOHN O. POWERS AGENCY, 461 Fourth Avenue, New York city, handles the advertising of Robinson & Peckham, 255 Fourth Avenue, New York. Rodney W. Jones is the company's advertising manager.

THE THOS. E. BASHAM CO., Louisville, Ky., will handle an extensive advertising campaign for "Dyer's Pork and Beans" manufactured by H. M. Dyer & Co., Egansville, Ind.

H. H. Encoks, of the Madison Motors Corporation, Anderson, Ind., will have charge of the automobile advertising of the company, which will be placed direct.

LORD & THOMAS, Maller's Building. Chicago, will handle the olive oil account of Marden, Orth & Hastings Co., 130 North Pifth Avenue, Chicago.

THE McCLOTS ADVERTISING AGENCY, 642 Liberty Avenue, Pittsburgh, Pa., handles the account of the American Window Glass Co., of Pittsburgh, Pa.

THE JEAN DEAN BARNES ADVERTISING America, 354 Fourth Avenue, New York city, handles the advertising of Priestley's cravenette suits for men, the first copy going to Southern and Southwestern newspapers this month.

THE WADE ADVERTISING AGENCY, of Chicago, handles the account of the Rowe Manufacturing Co., Galesburg. Ill., makers of gates; the wire wheels account of the Phelps Manufacturing Co., Columbus, O., and the clothes-washers account of the Wendell Vacuum Washer Co., Leipsic, O.

THE FIELD ADVERTISING SERVICE, Chicago, handles the silo account of Lewis McNutt, Brazil, Ind.; the municipal bonds and securities account of the R. L. Dollings Co., Indianapolis, Ind.; the clay products account of the Guernary Clay Co., Indianapolis, Ind.; the flour necount of the Indiana Millers' Association. Indianapolis, Ind., and the farm lands and mortgage account of Straus Brothers, Noblesville, Ind.

STREET & FINNEY, 171 Madison Avenue. New York city, handle the Rexall specialties account of the United Leon Street, Boston, Drug Co., 63 Mass.; the chicken in glass account of the Elmwood Poultry Farms, North Leominster, Mass.; the phonograph account of the Pathé Frères Phonograph Co., 20 Grand Street, Brooklyn, N. Y.; the portable motors accounts of the

Street, New York.

THE DUNLAP-WARD ADVERTISING Co., Cleveland, O., handles the electric apparatus and toys account of the Electric Set Co., 1874 East Sixth Street. Cleveland, O.

THE TAYLOR-CRITCHFIELD-CLAGUE CO., of Chicago, handles the F-W-D trucks account of the Four-Wheel Drive Auto Co., Clintonville, Wis.

THE R. A. MATHEWS ADVERTISING COR-PORATION, Chicago, handles the metal shoes account of the American Metal Shoes Co., Racine, Wis.

THE NICHOLS-FINN ADVERTISING CO., Chicago, handles the tire account of the Racine Rubber Co., Racine, Wis.

Laz-Jones, IKC., Chicago, handle the motor account of the Detroiter Motors Co., Detroit, Mich.

THE MOSS-CHASE Co., of Buffalo, N. Y., handle the auto truck account of the Eastern Truckford Co., Buffalo.

THE MORSE INTERNATIONAL AGENCY, handles the household dyes account of the Sunset Dye Co., New Rochelle, N. Y.

PEARSALL AGENCY is now conducting a campaign for Weeber & Don, Seeds, 114 Chambers St., New York city, double column advertisements in newspapers.

New Advertising Company

The H. E. Retsman Company is the new name of the Sales Service Company. of Chicago. H. E. Reisman is the head of the organization, having worked through every department of a newspaper into the advertising agency busi-Fred H. Gillespie, vice-president, has charge of mediums, finances, and the office; Hugh J. Gray will bundle railroad, resort and steamship accounts; John A. Simpson will have charge of solicitation, investigation, and general business; E. F. Swan is increhandising counsel, and in charge of sales organization; Sherman C. Amedon investigation, plans, and copy; George E. Anderson is space-buyer, and Herbert Deming solicitation, advisory, and railroads.

Ad Men Help Red Cross

The Western Advertising Agency Association and the Chicago Public Library have joined in a campaign to assist in raising 150,000 members for the Red Cross. After Walter D. Moody, campaign director for the Red Cross, had uddressed the advertising men, they appointed a publicity and advertising committee, of which James O'Shaughnessy is the chairman. The Association told Mr. Moody that it would obtain twentytwo full-page advertisements in the daily newspapers urging Chicagoans to wake up and enroll."

The Ad Film

Members of the Dallas (Texas) Advertising League were guests of the Jefferson Theatre just Tuesday night to witness a showing of "The Link," the famous motion picture showing the value of advertising in business. film was produced by some of the biggest business houses in America and is intended to show how advertising is the link between the business house and Its trade. Dallas business men were invited to witness the picture along with the ad men and many took advantage of the invitation.

"Newspaper Week" Called Off Prof. L. N. Flint, of the department of sournalism of the University of Kansas, has called off the annual "Newspaper Week", held by the department at Lawrence

Arrow Motor & Machine Co., 30 Church ATTENDANCE ROSTER OF A. N. P. A. CONVENTION

(Continued from page 22)

J. Ross Robertson, Toronto Telegram. Wm. S. Roeiker, Providence Journal. P. L. Rogers, Johnstown (N. Y.) Londer, Hopewell L. Rogers, Chicago Dully News, Janon Rogers, New York Globe. Wm. F. Rogers, Boston Transcript, Victor Rosswater, Omaha (Neb.) Bes. P. F. Rowe, Kalamesso (Mich.) Gazette.

F. E. Sands, Meriden (Conn.) Journal, Emil M. Scholz, New York Evening Post, Wm. Scott, Buitimore Star, Goorge E. Scroggie, Toronto Mail and Empire.

J. C. Searrest, Iducelu (Neb.) Journal News.

Don G. Seltn, New York World. Carroll Shaffer, Chicago Post, R. O Siegtried, Charleston (S. C.) News-Courier S. L. Slover, Norfolk (Va.) Ledger, Ernest G. Smith, Wilkes-Barre Times-Lender, Fred E. Smith, Lyun (Mass.) News. James J. Smith, Birmingham (Ala.) Lodger. E. E. Smith, Muriden (Conn.) Morning Record. Wayne C. Smith, Meriden (Conn.) Morning Becard.

G. A. Somerindyelt, Serunton (Pn.) Republican. A. M. Snook, Aurora (11). Beams News Wm. G. Spence, Lowell (Muss.) Courter-Citizen. R. B Stafford, Oklahuma City Oklahomen. E B. Stahlman, Nashville Sanner. Eimer E. Stamon, Elizabeth (N. J.) Journal. Garrett H. Starr, Paterson Morning Call. John L. Stewart, Washington (Pa.) Observer. Rowe Stewart, Philadelphia Record. Edward L. Stone, Ronnoke (Va.) W. W. Stouffer, Louisville (Ep.) Post. Alien C. Street, York Simette J. L. Stortevant, Waman (Wis.) Record-Herald

John Sundine, Moline (El.) Duity Disputch. Chas. H. Taylor, Jr., Boston Globe

Chas. H. Taylor, Jr., Boston Globe Wallace D. Taylor, Philadelphia, W. L. Taylor, York (Pa.) Dispatch, H. S. Thalbeliner, Toledo Blade, W. E. Thomas, Ronnoke (Va.) Times, W. B. Indians, Request (va.) First.
James M. Thomson, New Orleans Item.
Frederick I. Thomson, Moddle (Aln.) Register,
W. W. Tancaton, Civedand Frees,
Frank D. Thisson, Darschpost Damicrat.
H. C. Thee, Brattlebore (Vt.) Reformer. P. T. Tevarines, Milwachee Journal Alexander Troup, New Haven Union, C. H. Tepon, Meriden (Conn.) Journal, Arthur F. Turner, Baltimore News,

Q. H. Underhill, Corning (N. Y.) Evening Leader, L. Underhill, Jr., Corning (N. Y.) Evening

Geo. B. Utter, Westerly (R. I.) Sun.

C. C. Vernam. Newark Star Hagle

F. Ernest Wallsor, Elizabeth (N. J.) Journal, K. Walbridge, Saratoga Springs Sara-

14. Warren, St. Joseph (Mo.) News-Press.

A Kansas Editor says:-

"I think THE AD-ROUTE is one of the biggest things for business building that has come this way in a long time."

The International Syndicate

Features and Newspapers

Established 1889

Baltimore, Md.

Bobert N. Waters, Albany (N. Y.) Journal.

R. G. Watson, Houston (Tax.) Post. F. D. Webb, Baltimore Name. H E. Weber, Cumberland (Md.) Times.

Wechsler, New York Forward. B. A. Westfall, Boston American.

A. C. Weiss, Dulath Herald. R. H. M. Wherion, Harrisburg (Fa.) Patriot and Nous Whipple, Lewell (Mass.) Courier-Citises.

 G. Whitner, Salt Lake City News.
 Milo Whittaker, Jackson (Mich.) Patriot.
 Louis Wiley, New York Times. R. J. Withelm, Huntington (Ind.) Press. Clarence G Willard, New Haven Union. Carrence G Williams, Geneva (N. Y.) Tianen.

Byerett C, Willson, Hartfued Times.
F. C, Withers, Golumbia (S. C.) State.

Urey Woodson, Owenshow (Eg.) Messenger.
F. W. Woodward, Dubuque (is.) Telegraph-Herald.

Waodward, Chicago Daily News Robert T. Wright, Haverhalt (Mass.) Gazette.

Harvey R. Young, Columbus (O.) Disputch. Lafayette Young, jr., Des Moines Capital. A. H. Yunber, Springfield (Mass.) Republican.

C. J. Zalner, Milwankee Free Press.

Backed by Twenty-five Cities

Colorado Springs, Denver, Col., and Springsteld, Ill., have added their endorsements to the list of cities backing San Francisco for the 1918 A. A. C. W. convention. This makes twentyfive cities behind Ban Francisco.

The Ada (Okla.) Daily News, of which Byron Norrell is Editor, has just moved into a new home.

You can capture

Slim Jim

and put him to work in your paper. He's a full page COMIC FEATURE that gets away with a bunch of fun each week

Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.

Send for proofs.

World Color Printing Company R. S. GRABLE, Mgr.

Exhibitashed 1980 ST. LOUIS, MO

DOMINATES

lin field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER

Write for Details. SINGER TOWER, NEW YORK

NEWSPAPER prosperity is based on circulation.

FEATURE lements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you somples of our col-ored comics, daily and Sunder pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager sore with st., NEW YORK

MEDILL McCORMICK SAYS NEWSPAPERS WILL FIGHT

Warns Congressmen that Great Dailies Will Not Submit to Law Violating Constitutional Guarantee—Will Print the News in the Public Interest, as Northcliffe Did in England.

In the course of the delates on the Espionage bill in the House of Representatives at Washington on Wednesday our reactionary lawmakers were informed, in no uncertain phraseology, that the great newspapers of the country would resent and refuse to abide by any enactment which violates the plain constitutional guarantee of press freedom.

Congressman-at-Large Medili McCormick, of Illinois, part owner of the Chicago Tribune, emphasizing the obvious illegality of the proposed provisions limiting the publication of legitimate news and indirectly suppressing criticism of public policies and officials of the Goverament, said:

"This bill is even more drastic than the Senate bill. We have already put many burdens on the President, and when we say he shall use his judgment in his proclamation we merely put the power in the hands of the men who first drafted the drastic law originally proposed, and we give them the power to write the regulations for the President.

WOULD PROTECT GRAFTKICK

"Supplies, ammunition, and foodstuffs for our army may be defective, but the publication of such facts would be forbidden by this bill. I am sure fearful the Administration of the War and Navy Departments may break down than that there will be publication of information useful to the enemy.

"This bill will be law 3,000 miles and presumably thirty days from the enemy's country, while Great Britain is within forty-eight to sixty hours of the enemy. The censor will control the cables and wireless stations, and material published in this country would not be transmitted directly to the enemy except by leave of the censor.

"But newspapers will not be affected by an air-tight censorship law. They will violate the law when they think they are right and will hire big staffs of attorneys to defend their action. It is the individual and the small newspapers that will be affected. They cannot afford to fight. Lord Northeliffe violated the law, such as proposed here, when he found that unsuitable munitions had coursed horrible loss of tife of English soldiers. He made public the facts and contributed to future victories. This law would forbid publication of such things as the embalmed beef scandal, and such a law will be challenged."

DINES C. C. GREEN

Merchandizing Manager of W. R. Warner & Co. Honored by Poor Richard Club.

Members of the Poor Richard Club and other friends and associates of Charles C. Green, merchandising manager of William It. Warner & Company, made him the guest of honor at a dinner Wednesday night at the Bellevue-Stratford Hotel, Philadelphia.

It was a typical Poor Richard affair, an entertainment with the mingling of fun and regret, for the dinner was given on the eve of Mr. Green's departure for New York city, where his firm has located.

More than one hundred persons were present, and they gathered in a room flooded with green lights, the menu was green, many of the dishes were green.

the decorations were green, even to the flowers.

Richard A. Foley, who acted as toastmaster, was ably assisted by Howard Story, the well known special representative.

Several gifts were presented to Mr. Green, which he acknowledged in a short talk.

ADVERTISING STAFF PATRIOTIC

Major Walker's Departure from Times Necessitates Changes in Staff.

The New York Times advertising staff gave a little luncheon, in the Times restaurant, Times Annex, on Thursday, in henor of members of the advertising staff who will leave within a week for military service. The guests of honor were Major Harris H. Walker, U. E. R.; Captain R. J. Sprague, Lieutenant J. O. Adler, First Sergeant W. R. Joyce, Sergeant H. Humphrey, F. X. Pavesich, H. M. Buggelyn, C. J. Jenks, and A. W. Kargoll. Benjamin T. Butterworth, advertising manager of the Times, presided.

The speakers were Mr. Louis Wiley, business manager of the Times, and Messra. Walker, Adler, and Sprague.

Mr. Walker's departure has made necessary several important changes in the advertising personnel. H. M. Wilkins has been appointed assistant advertising manager, succeeding Major Walker. H. L. Goldman has been placed in charge of real estate, resort, and transportation advertising, and W. S. Johnson is now in charge of the credit and collection department.

NAVAL CENSORS AT WORK

All Messages for Points Beyond the Sens to Be Vised in New York District.

Naval censorship is already in force, Commander Arthur Hainbridge Hoff, naval censor, having taken over supervision of cable communications. It is understood that assistant censors and enlisted key operators will be stationed in the main offices of the cable corporations, in order that messages filed for transmission may be immediately passed upon, entailing as little delay as possible. A force of 100 persons under Commander Hoff will occupy offices in the fourth floor of the Mexican Telegraph Co.

Construe your visions as symbols of possible achievement

Grasp with positive confidence. You will go forth with new freedom, success, and power.

REPORTERS DESK MEN

If you are seeking advancement, now is the time to not. We are in builth with excellent oppositionistic, each south and west. Write in at order giving and, education, newspaper facilities you have held and time in each position, also salary expected.

Advertising solicitors and copy writers can find good posttons by reglatering with us. There is no advance fee. We can make nothing. If we fail to place yea.

FERNALD'S EXCHANGE, Inc.
"Tiled National Book Hodg., Springfield, Mass.

EXPERT IN NEWSPAPER

Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else"—George French, Editor Advertising News.

CHAS. S. PATTESON

Prince George Hotel, New York City

NEWSPAPER BUILDER

The manager who can fairly claim to have developed in two years a 4 250 rireulation, motor looking daily to 15,000 circulation, and a yearly profit of \$15,000 circulation, and a yearly profit of \$15,000 in some builder. His socrives are cheap at \$3 000 a year. Now on his prime at \$8, with saperfence as frequer, and publisher, he is ready for a bg. 60. This havengaby understands story randfer, and publisher, he is ready for a bg. 60. This havengaby understands of the profit of the total he was unable to fulfill. It your paper treats a wise director, let us introduced by No. NT.2.

Aftertising service manager, No. 248, described in this space last week, has been placed with a sending New England saily.

FERNALD'S EXCHANGE, Inc.

SITUATIONS WANTED

Advertisements under this elseaffinethin, fem civil pri tir each smerth in toward afficient to the total that the for their terms anomaloued, and to accord 10 arensa, the four-time alto fit.

WANAGING EDITOR in city of 20,000 waste piece at manager-efficer or efficiently in larger city. Materopolitan experience and concernition with every plane of medica journalism. Southwest preferance Address P, 2270, our Bellow and Politicals.

are Riter and Publisher.

A MODERN BUSINESS WUILDER—Newspaper man of while experience, who has had ance-small career for upbuilding projections of larger Bridger graning enjayerly, weeks newestatively agree possibility forcer in a below rendy to need he larger possibility forcer in a below rendy to need to larger possibility forcer in a below rendy to need below the property and would invest measure thousand dollars if desired. Pail idealing may be und by principal only upon writing to 1° 2222, care Editor and Publisher.

SOMEWHELK there's an agreecy—a mercantile establishment, a large weekly or daily newspaper, or may be a magnaine, who need the nertines of a min 27 years young who has had 9 years' advertising agency experience in effice management, succe beying, printing, capraving, copy, civ., and one year's experience as advertising manager of a large expart and importing house. The description his me, I believe—suppost con investigate Address Box R, 2274, care Editor and Publisher.

EDITORIAL WOMAN, Young woman, 24, with six years real experience on Metropolitan newspapers. In looking for a position on staff of this cit daily. Energetic originative, and bard worker. Can intellige all beets. Festure writer. Wants change in regular city, and a cognier paper. Address S., 3275, care Editor and Publisher.

CHICULATION MANAGER with excellent references upte-date bless, 17 years' experience, whiche position as each with live paper, country preferred. Address Now P. 2267, Care Editor and Cubilshee.

FOR SALE

Advertisements under this classification, fifteen costs per line, each insertion. Count six words to the line.

LINDTYPE-Model No. 3, Serial No. 10109, magazine, associment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

Lincouy PE-Model No. 1, Serial No. 8010 and Model No. 1, Serial No. 8011, with 1 mags tine, tinem, ejector blades, fost of matrices (for each martine). Tribune Printing Co. Charleston, W. Va.

LINOTTPE-Model No. 4. Serial No. 11640, magnetice, matrices, spacehands, linera, and blades. Winston Printing Co., Winston-Salem, N. C.

LINOTTPE. Three Model I machines with complete equipment of models, magazines and matrices New Haven Union On., New Haven, Conn.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON
Newspaper and Magasine Properties
Times Building, New York

On "Easy Street"

Only paper in rich Central West city of 18,000, amply equipped and showing profit \$25,393.53 last fiscal year to owners for time and investment. Three-fifths interest offered for \$75,000 cash. Minority owner perfers to stay, but will sell on demand. Ask for Proposition No. 326x and kindly give financial references.

H. F. HENRICHS

Newspaper Properties LITCHFIELD, 111.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient even of tail correspondents at the following important trade centrer. Seaton, String-delphia, Betrett, Clevelued, Pittsburgh, Cincianati, St. Louis, Chicago, Atlanta, Nuroriseasa, Dalins, Indianapolia, Wascington, Baiti more, and San Prassicion. Other cerespondent will be edited from time to time. Advertisers and sewapaper men will find a ready market control of all control of advertising archievaments, news tests, etc., by addressing the main other, 1117 World Building, New York City.

Branch office San Francisco, 242 Marnet St. S. J. Ridwell, manager, "phone Kearney 2121. The Editor and Publisher page containe 573 agnet lines, 363 on four Columns are 13 picas wide and twelve inches deep.

Advertising Bate is 25c, an agety Mmc, \$100 a pure \$75 a helf page and \$42 a quarter page. Position extrn. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper chassifies tion will be charged as follows: Far Raje and Riep Wanted, firen cents a line; Business Opportualty and Miscellaneous, fitness cents a line, and Situation Wanted, ten cepts a line, count als words to the line. For these unempiated a fifty word or eight-line advertisement will be published two times FREE.

Readers are unged to have the super matted to the home address. This will incure prompt delivery.

The Editor and Publisher soils regularly at 10s a copy. \$3.00 per year in the United States and Colorial Possessions. \$3.50 in Canada and \$4.00 (review. and is an sails and weak at the following news stands:

at the following news stands;

New York—World Building, Tribune Building,

Park Row Building, 140 Nassau Sireet, Man

Ing's dopposite the World Buildingt, 13 Park

Row: The Woodworth Ruilding, Times Building,

Portywecound Sireet and Brundway, at blasmer

Portyance to Subway: Bendano's Book Niore,

Twotty sixth Sireet and Fifth Arenge and

Man't's, Macy's corner, at Thirty-fourth Bt. on
trance.

Baitimere—B. K. Edwards, American Bulliting. Philadelphia—L. G. Bau, 7th and Chestnet Silvesta; Wm. Subel, Bulletin Bullding Nove Stand.

Standard Parker Some News Stand.
Pitinburgh Duvin Sock Shop, 416 Wood

Pitisburgh—Davis Hook Shop, 616 Wood Street. Washington, D. C.—Bert E. Tranis, 514 Four-Louith Street, N. W., Riggs Bidg., News Stand.

Chicago.-Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chan Lay Girc, Co., 27 N. Fifth Avense. Chevland.-Belicroder's News Store, Superior Street, opposite Peet Office; Solomon News Co., 1111 Walnut Street.

Detroit-Solomon News Co., 60 Larned St., W. San Francisco-E. J. Bidwell Co., 765 Market.

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For Sale by
WALTER SCOTT & COMPANY, Plainfield, New Jersey

Digitized by Google

THE NEW YORK GLOBE

Offers the National Advertiser the Most Direct and Effective Approach to

America's Greatest Market Place

the City of New York and Its Immediate Surroundings —8,000,000 People of the Greatest Purchasing Power.

The Globe's circulation automatically eliminates the worthless in the community. Counting five readers of the right kind per copy, the Globe's 200,000 circulation makes one-eighth of all these people—the eighth you want to reach.

Over ninety-five per cent. of the Globe's circulation is within ten miles of the New York City Hall.

Concentrated and Intensified Circulation of the Sort That Sells Goods.

CHICAGO Tribune Bldg. O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK Brunswick Bldg.

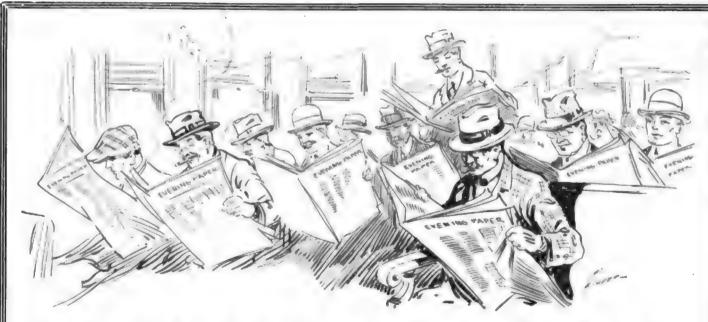
THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America

\$3 a Year (Coppright, 1917, by The Editor and Publisher Co.)

NEW YORK, SATURDAY, MAY 12, 1917

10 Cents a Copy



DO MEN READ EVENING PAPERS?

Once in a while someone asks "do men read evening newspapers?"

They certainly do.

The live, progressive man—the man who has the money and the inclination to buy advertised goods—does not wait until the next morning to read the stock quotations or to find out who won the ball game. He buys an evening paper and he reads it thoroughly from the latest War news (most of the War news appears first in the evening paper) on the front page to the "Comics" on the back page.

Chicago men have the reputation of being live and progressive, and Chicago also has the reputation of having three of the largest and most progressive men's clothing stores in the country.* These clothing stores know how to reach the live, progressive men of Chicago. They have long since discovered that the most efficient way to sell goods to Chicago men is

to advertise in The Daily News. So these stores have for years bought more space in The Daily News six days a week than in any other Chicago newspaper in seven days.

The national advertiser who wants to reach the live, progressive men of Chicago will do well to follow the example of these big successful clothing stores.

THE CHICAGO DAILY NEWS

Over 425,000 Daily

"It covers Chicago."

- * The Hub (Henry C. Lytton & Sons).
- * Maurice L. Rothschild.
- . Marshall Field & Co.'s Store for Men.

Why the South is the Best Field in America Today for Advertising

THE output of Southern farms last year was a record breaker. It amounted to \$4,650,000,000. It wasn't all cotton, either! The Southern farmer has learned to diversify production. The cotton crop was only \$1,351,338,000; corn was \$919,593,000; wheat, \$212,346,000;

oats, \$111,243,000; hay, \$178,387,000; tobacco, \$127,426,000; potatoes, \$134,681,000; livestock products, over \$1,000,000,000; fruits and vegetables, \$568,306,000; rice and other grains, \$40,187,000.

But this year—this war year—the South is going to outdo even this phenomenal record. As Carl Vrooman, Assistant Secretary of Agriculture, said the other day, after an extended tour in April thru the South:

"The South is fully alive to the tremendous importance of the duty of supplying itself with its own food and feed. Moreover, the South has begun the work of organizing and mobilizing an army of food producers and food conservers which bids fair to contribute vitally to the part which the United States must play in furnishing food to its allies. And if the South continues as she has begun, she will do her 'bit' in the furrows as energetically as in the trenches. I take off my hat to the South!"

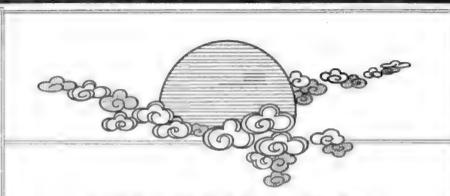
The truth is, the South as an agricultural section, feels the responsibility resting upon her to speed up food production to the limit. Instead of one crop, two and three from the same ground will be the rule this year. Farmers and bankers have held meetings together in the various states and planned mammoth food producing campaigns. Community canneries to preserve fruits and vegetables and prevent waste have been installed everywhere. The legion of Southern farmers is being supplemented in their activity by the vast army of boys' corn clubs and girls' canning clubs and truck patch raisers.

If Nature smiles on his efforts as usual, the harvest in Dixieland this year will put hundreds of millions more ready each into the pockets of the Southerner than he ever had—even in his recent years of unprecedented prosperity—and he will be a liberal buyer of the comforts and luxuries of life.

What a chance for a big advertising campaign! And what mediums would more naturally suggest themselves than the leading Southern newspapers. If you, Mr. Manufacturer, would like any specific information as to sales possibilities in the Southern field, write to any of the papers listed here.

These Newspapers Reach Centers of Southern Industry

South	tern	maust	Ty	
Papers Welcome	d in !	Southern	House	holds
ALABAM		et Paid	2,500	10,000
	- 4	Sizeulation 33,259	lines .06	lines .06
Birmingham Ledge: Birmingham Age-	r (E)	33,259	.06	.06
Herald	(ME)	17,000	.07	.05
Birmingham Age-	483	28,000	.08	.00
Herald Birmingham News Birmingham News	(8) (E) (8) (M)	30 to . 10 30 cl.	.08	.00
Birmingham Yens	(8)	41.106	.08	.08
Mubile Register	(3)	22.000	.05	.05
Birmingham News Birmingham News Bobile Register Mubile Register Mubile News-Item Mantagmery Ad-:	(16)	9.500	.08	.03
Montgomery Ad-	(8) (8) (ML) (8)	22,000 8,500 18,213 20,783	.05	.06
***************************************	KENT	TCKY.	100	.45
Louisville Courier-				
Journal Louisville Courier-	(38)	26,294	.10	.07
Journal Louisville Times	(8)	49,058	.12	.00
Louisville Times	(E)	49,073	.10	11.00
Louisville Herald Louisville Herald	(E) (M) (S) (M)	42,800	.07	.07
Lexington Herald	(M)	42,800 8,289 8,238	.4170	.0179
	(3)	5,239 5,239	.0170	.0179
Chattanooga News	(B)	13,951	.08	.08
Chattanouga Times	(38.)	25,818	.06	.06
Chattanooga News Chattanooga Times Chattanooga Times Memphis News- Scimitar	(5)	-0.010	.00	.00
Memphia News- Scimitar Memphia Commerci	(E)	45,000	.11	.10
Memphis Commerci	al	68.981		
Appeal Memphis Commerci	(N()	00,851	.12	.10
Memphis Commerci Apprai Nashville Tennessee	(8)	102,081	.14	12.
A American	(M)	36,665	.05	.05
A American Ngahville Tennouse	enn.			
A American	(35)	39,129	.0-0	.06
Nashville Banner Knozville Sentinel	(E)	19,036	.07	.07
XOI.	TH C	AROLINA.	100	100
Asheville Times Charlotte Observer	£ 30 h	0.176	.013	.015
Charlette Observer	(34)	12,309	.055	.025
Greenshure: Daily News	(30) (30) (3)	11,500	.03	.025
*01	THE R. C.	ARGLINA.		
Columbia Record Columbia Record Columbia State Greenville Piedmon	(E)	11,325	.025	.02E
Columbia State	(36)	9.216	.025	.04
Greenville Pirdmen	t(E)	18,561 4,769	.0143	.0143
Addenda Classifica	GROE	1G1A. 46,133	81.00	11.00
Atlanta Georgian Atlanta Sunday American Columbus Ledger Augusta Chronic.(1 Macon Telegraph	(10.)	40,143	.08	.07
American	(8)	85,027	.12	.10
Angusta Chronic ()	(80)	7.425	.0313	.OITS
Columbus Ledger Augusta Chronic.(1 Macon Telegraph Macon Telegraph	(36)	10.710	.04	.025
Macon Telegraph	(%)	8,000 10,710 19,719	.0.4	.04
Augusta Herald	(%) (%)	12.049	.03	.08
Maron Telegraph Maron Telegraph Augusta Herald Augusta Herald Savannah News (M & 5)	14,037	.04	.03
	FT.OR	UDA.		
Pensacola News Pensacola Journal	(E)	4,628	.0139	.0139
	A 600 h	5,309	.0172	.0172
Jacknonville Times Union (M	A B)			
Jacksonville Metro	olist R	24,508	.05	.05
	LOUIS	IANA.	.0-4	
New Orleans Item	(EE)	55,043	.10	.10
New Orleans Item New Orleans Times	(5)	08,875	.13	-11-5
	1363	55 336	.10	.10
New Orleans Times Picayune	(8)	68,200	9.00	-
MEM OLICETTO DESTA		40,400	. 1 22	7.8.38
States	(EC)	37,462	.08	.00
New Orienns Daily	(8)	36,549	.08	.06
		INIA.		
Richmond News				
Leader	(80)	39,401	-08	.06
Times-Hernid (3	(an)	10,355)		
Newport News Dall;	7	}	.025	.025
Name of the Windships	(8)	6,098		
			***	44.40
Pilot	(3E)	25,601	.05	.06
Newport News Pro Times-lierald (3) Newport News Ball Press Norfolk Virginian Pilot Norfolk Virginian Pilot	(36)	28,001	.00	.06



THE NEW YORK EVENING POST.

will publish its

JAPANE SE SUPPLEMENT

on JUNE 30th

service of the first sup
plement so in the
promotion of closer
friendship and com
mercial ties between
Japan and America

"Non-Distribution is An Economic Necessity In the Modern Ad-room"

The two most important things in the making of a newspaper are economy of time and saving of needless expense. When nearing closing time, minutes are as valuable as hours at any other time, and economy of cost is always a factor. These prove the necessity quoted above.

THE NON-DISTRIBUTION SYS-TEM saves time when it is most valuable by providing an abundant supply of type, leads, slugs, rule, and spacing material so that the efficiency of the ad men is greatly increased, and there is no stopping at the rush hour to hunt material or pick sorts. THE MONOTYPE TYPE-&-RULE CASTER makes this material so economically that it is less expensive to melt whole pages after use and cast new type, leads, slugs, rule, and spacing material than to distribute the used type. It also provides a reserve supply to take care of emergencies and big rush days.

P. T. Anderson, of the "Macon Telegraph," says:

"Any newspaper office contemplating the installation of a Non-Distribution System without the Monotype for hand-set matter, and the Lead-and-Rule Mold for spacing material, would be making a most serious mistake, as there can be no Non-Distribution without the Monotype."

Lanston Monotype Machine Company, Philadelphia

NEW YORK World Building BOSTON Wentworth Building CHICAGO Plymouth Building TORONTO Lumsden Building

THE EDITOR & PUBLISHER

Issued every Saturday-forms closing at ten A. M. on the Friday preceding the date of publication-by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City, Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publiaber, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasures

NEW YORK, SATURDAY, MAY 12, 1917 Copyright 1917, by The Effice and Publisher Ct. 1

RICHARD W. KNOTT, OF THE LOUISVILLE POST

Some Facts About Kentucky's "Fighting Editor" Who Nevertheless Has a Record of Peace -Has Been Owner and Editor of His Paper for Twenty-four Years, Has Made It an Institution and Has Identified His Name with the History of His

City and His State-Honor and Courage His Journalistic Code.

The following outline of the bury cuelect owner at the Louisville (Kw.) Eve-Louistair, who is fally converged with SCHAID W. KNOTT, editor of the

charmanters in him. That is perhaps why he is known as a "lighting editor" with a every of pages. Character and the other delivering the goods of the the path of independent thought and action, with an eye rather to the fothe others of that class, he has at therebeen compelled to walk alone, content with the assurances that time would vindicate and vindication bring its awa

be done to induce Mr. Knott to change ored. They all knew him personally "The situation is that Mr. Knott has before him and has decided that his him, even if you wanted to; that you fight, for we engoed defeat

But with all his self-reliance and bears no malice and corries no comities



public good is paramount, he has been To write the full story of Mr. Knott's hie as edger of the Louisville Econing less on brading the way and gritte as Lutaville and Kentucky stace a few directly to the mark us possible. Like years after the Civil War. He has takonly encouraging and leading the tight within the parties, upon vital ha-

exigencies made such a course see founders of the Palmer and Buckens ofter the most memorable political cutationing in a contented election-WINE COLD OF POPE'S POLINOSSES.

Mr. Knott is the sen of the late Blobto a former generation. He was concepted with the father in business ustil 1878, where in his twenty-ninth Inhilabed the Evening Post. In 1880 he sold his interest in the Pest and became an editorial writer on the Courter-In the same year he catablished the agricultural paper, Horne and Furn, which he has continued to conduct until the present tiese the late General Basil W Dake he on become rearrance in 1885-1886, and through this collected and published a great quantity of interesting material bearing upon the Southern phases of classed again the control of the Louis-Mr. Knott has made the efficial

paper. He has brought to the edities of that rame a breadth of vision, a store of information, a power of expression and an indomitable fighting quality that made it known in every part of the State during the days when the paper was gaining recognition, and that new gives it transpidous civic infra He has long been recognized as our of the lending authorities upon all of the entire banking interests of the rol or arctismal importance. Twentyhe wrote the successful city charter

CHICAGO NEWSPAPERS INCREASE PRICE TO TWO CENTS TO MEET ECONOMIC CONDITIONS

Daily News, Tribune, Herald, American and Examiner Have Announced Raise in Price, to Take Effect May 14-Action Assures Continuance of High Standards of Papers and Distributes Burden of Increased Publishing Costs Equitably - Former Wholesale Prices Restored.

CHIMAGO, May 10 .- The Chicago daily newspapers, following the lead of publishers in Philadelphia, Pittsburgh and other big cities, will abandon the one cent price. The two cent rate will go into effect on Monday, May 14.

It was announced in press dispatches to New York and elsewhere on last Sunday that Victor F. Lawson, publisher of the Chicago Daily News, had taken the initiative in this matter, and that the price of his great newspaper would be increased to two cents on next Monday. The public announcement of the change in price was not made by the Daily News, however, until several days later.

On May 8 the Herald and Examiner announced similar price increases and were followed by the Tribune on May

It is believed that within a few days all of the local dailies will have fallen into line

After Monday the wholesale price to carriers and dealers will be \$1.40 a hundred, the same price charged when the papers formerly sold at two cents in this city. This announcement is made in a brief statement to the trade issued by the Chicago Daily News. The same wholesale price, it is said, will be established by all the newspapers.

The Chicago Tribune, in its announcement on Thursday said:

DESCRIBES PERIL OF STITATION.

"Undoubtedly every reader of newspapers is aware of the shortage of news print paper and of the fact that the price per ton has virtually doubled.

The peril of this situation lies not so much in the increase in price per ton as in the fact that the production of news print paper may actually not be sufficient to supply demands of all the newspapers in the United States. For any considerable number of newspapers either to suspend publication or curtail materially news and comment in these times, would be little short of disaster.

To limit arbitrarily the number of pages in each copy of the Tribune or the number of copies printed each day would mean, in the first instance, curtailment of news, and in the second an unfair discrimination against those who wished to buy the Tribune, but who might find the supply exhausted.

"Consequently it is our decision, reached only after careful thought and some reluctance, that the only fair means for us to employ to participate in the movement to conserve the newsprint supply of the United States is to increase the selling price of the Tribune to two cents in the territory where it has been selling for one cent.

"In addition it may well be argued that it is uneconomic to sell any product at a price that nets materially less than the raw material that goes to make it. For a long time the price received by us for each copy of the Daily Tribune has been considerably less than the actual cost of the white paper alone upon which it was printed. In recent months, also, the cost of other raw materials has advanced from twenty-five to three hundred per cent.

TO ABSURE GOOD WACHE.

"In these times, also, it is incumbent

upon large employers of labor so to conduct their businesses as to cause the least possible disturbance to industrial Against the tremendously inlife. creased cost of producing the Tribune. the increase in prices now announced will tend to insure our employees of continued employment at no curtailment of wages. It will also enable us to continue to sell our advertising space at moderate prices, instead of being obliged to ask our advertisers to hear a disproportionate share of the burden of our heavily increased costs.

"On the other hand, the burden of the announced increases in price will be distributed widely and fall lightly upon our big army of readers who are asked to pay it. In return, we can assure them of the continuation and further improvement of our service and of the thought that they, with us, are thus contributing to steady and to balance that part of our industrial life that is represented by the newspaper business and, through such cooperation, toward the most sensible aid that we can give to the Government of the United States in these times.

"For the above reasons, we feel that the price of two cents is not only justifiable but necessary."

For years all Chicago papers have sold for one cent, but the vastly increased cost of production, the advance in some materials amonting to 582 per cent, has finally forced the publishers to absenden the traditional price. this decision was reached only because of unescapable economic pressure is indicated by the Herald's statement to its readers.

THE PAIR AND SQUARE POLICY.

"So far as the Herald is concerned," the statement concludes, "the end has come to the policy of selling its finished product for two-thirds of the cost of the white paper on which it is printed

"That the economic soundness of this action in raising its price to two cents will be recognized by render and advertiser is the belief of the Heraid. It is the 'Fair and Square' thing to do. That is why is is being done."

As an illustration of what the increased cost for Chicago newspapers amounts to, it is estimated that the aggregate bill for news print alone will show an advance of \$2,500,000 for the year. The Herald states that its expenditure for white paper will involve an added cost of \$400,000 annually.

The two-cent rate will be a greater reversal of tradition for the Daily News than for the other Chicago papers. The Daily News was first published back in the early '70s as a one cent paper, and its constantly growing success had the effect of bringing the other papera to that price. In those days there were skepties who told the first owners -Victor F. Lawson and Melville E Stone-that the venture could not be made to pay

THE EXAMINER'S ANNOUNCEMENT.

A briefer announcement appeared Wednesday morning in the Examiner: "By this increase in price," it stat-"the Examiner will be able to give

tertainment to which they have been accustomed, but will be able in growing degree to amplify this service to meet the developments of the unique world history now in the making."

This is the attitude taken by all the Chicago publishers. They say no additional comment could further elucidate the situation.

LANSING MUZZLES ALL DEPARTMENT EMPLOYEES

Secretary of State Will Dismiss Any Employee of His Department Who Discusses Public Affairs With Newspaper Men Order Practically Annuls Right of Free Speech.

Washington, May 9 .- Employees of the Department of State, who give to newspaper men information that can be made the basis of unfriendly criticism of the Administration's foreign policy. will be summarily dismissed.

This was the warning conveyed by Secretary of State Robert Lansing on Monday in discussing with the Washington correspondents the new rules promulgated by him.

Under these rules the newspaper cor. respondents are debarred from obtaining any information from subordinate officers "even to inaignificant matters of fact or detail," it being ordered by Mr. Lansing that all information which the public may have as to acts and policies of the Government in foreign relations shall be limited to what is given out by the Bureau of Foreign Intelligence recently created, and by him-

Mr. Lansing receives the representatives of the press twice a day and brief. ly answers or declines to answer their questions. These receptions have been increasingly perfunctory.

Mr. Lansing, in reference to his order of silence, explained that he feared important policies might be prematurely disclosed, and that some instances had come to his knowledge of undestrable publication. He was pressed to cite such an instance, and he finally admitted to a group of Washington correspendents that no important instance had yet arisen, but that he feared for the future. He also did not disclose what policy of the department it was that he thought might be subject to criticism by the informed members of his staff.

It was pointed out to Mr. Lansing that the publication of facts about some policy upon which the department was embarking might perform a public service by warning the country in time to let its protest become effective. Mr Lansing replied that a subordinate giving out information in a critical spirit was disloyal.

LITES TWO INSTANCES

Two instances were given of confidential news having been given out without authority. One was that of a cablegram to Jacob H. Schiff on a matter which had practically no news value, but which appeared in the press before it had been communicated to Mr Schiff. The other was of a telegram quoting a German Consul in Mexico as saying that the American Ambassador to Mexico was hissed in the Mexican Assembly.

Under the new order a State Department official is prevented from giving the public even such information as that of personalities of distinguished foreign. ors who come to the t'nited States on The news gatherers are cut nussional off from communication with officials its readers, not only the quality and di- actually handling the public business versity of daily enlightenment and en- and have access only to the officially

censored announcements of the Department.

In attempting to close sources of information from which the public has herotofore been able to get news of its Government's dealings with other nations, and in restricting all future information to that which it is pleasing to the Department to make public, Secretary Lansing has issued the following order to all subordinates:

"In connection with the organization of the Division of Foreign Intelligence, the Secretary desires to restrict the giving of information to the press to these statements made by himself and to the statements of the division. It is desired that all officials of the Department hereafter refrain from discussing matters of public business with press representa-

"Any request for information should be referred to the division in room 205. In order to avoid questions or conferences, it is desired that this procedure be applied even to insignificant matters of fact or detail."

None of the other executive departments is to follow the example of Secretary Lansing of the State Department in closing sources of information to the American public. Officials of the other departments made it clear that departmental news would be handled in the usual course and in the usual man-Subordinate officials will not be Der. forbidden to converse with or give information to newspaper men, except in so far as the usual restrictions against unauthorized information go.

All will cooperate with the committee on Public Information of the Censors' Board in getting information to this official body for official publication, hut there will be no extraordinary restrictions put upon the press. Some of the departments have divisions or bureaus of information, and they will be operated as usual, and will cooperate with the committee on public information. A representative of the Committee on public information, of which George Creel is chairman, is to be detailed to each of the several departments, according to present plans, to handle information to be published in an official gazette, which will soon to bouled. The Bureau of Public Information is now in consultation with the Standing Committee of Washington Correspondents concerning regulations governing rules which will affect the news issued by several executive departments.

Worth Forty Times The Price

Paul T. Hericer, editor and proprietor of the Commerce (Ga.) Observer, speaking enthusiastically of the continuing helpful service rendered to advertisers and big and little publishers by THE FOITOR AND PUBLISHER BAYS that one department of the paper, that of "Ad Tipe." is alone worth forty tir as the annual subscription price of \$2 per year. Mr. Hericer is but one of many thousands of warm admirers and supporters of THE EDITOR & PUBLISHERS whose commendation is appreciated by the management.

Little Rock's Preparedaess

The Little Rock (Ark.) Press Club has launched a movement to bring the 1919 meeting of the National Editorial Association to Little Rock. The movement was started by Secretary of State Earl W. Hodges, who is also secretary of the Arkansas Press Association, and Frank Henderson, also of the Associa-The National Editorial Association. tion will meet in Minneapolis early next year, and at Miami, Fin., in 1918.

Paper Used in America.

The mean print infunction is compilecated by the horizontal tax which the boorermont will impose on all superia. This will apply to new print contract front Chinda, where user-chird contract front Chinda, where user-chird of the ere is manufactured. All raw materials, such as grownd wood and supplier solipred to American conversion mellis—that is, mills that purchase all of the supclies with which to make the fession!

treduct, would also be derived.
"This tax" and one polither, "newly one of two that will her polither, we say one of two that will he polither, but will be compared to the polither of the po

The mention on study the tax well employed to the complex many for more update and only to worth reconderings. Well assert the country. Well assert his post taxes also allocations of this, and tax pages? On a constitute of our weighty and on that the Covernant well get this, poer red, and the pages? On a constitute of our weighty, and on that the Covernant well get this, poer red, and on the per count material well get this, poer red, and the per count material will get this, poer red, and the per count materials the country of the per cou

RECASTING CENSORSHIP MEASURE Scratters Working to Medily Previsions Adopted by Leaves House. The Stream Thursday sight rewrote

entirely the conservable pottion of the Engineers III. Louis Beshold, 15th Engineers III. Louis Beshold, 15th The Tay Wall, and III. It is the New York Wall and III. It is resentiated in the New York Wall and III. It is resentiated in the work of Attention-General Uniquery and his sessional, both French III. It is trottored by Sensiti Thomas, of Crisrichia. the President is authorised to prevent the published on down service. The Committee of the Committee of the service of the Committee of price of the Committee of publication of the Generalization.

the Whole of the Serate, and in next before that body for final action. The Serate also modified the last chapter of the MI. which proposed to confer on the Postmaster-General neterantly ower to censive the neith and determine the character of written and prising nexter to be excluded. It may require several further conferences believes present in adjust the existing differences of opinion on the conference of the present in adjust the existing differences of opinion and the measure, and final agreement may be delayed for several agreement may be delayed for several NEWSPAPER MAKERS AT WORK



Designative for the season of

NORMATY P. III MINEMARY, the new prosinces of the Brooklys Banakase, Vision, is a newspaper mater who uncertainflower per plane of the adversariate for the plane per plane of the size of the department of the plane per plane plane per

be otherwise, such resources as one of the second with his own; and The ideals of the late William form are in full accord with his own; and his aim will be to continue the paper along the same lines, to keep if up to the standard wash. Mr. Burri unstatiated, and to hab! it steedings to the principles for which it has steed in the sixty-three years of its existence. We, Hustmannia indiscous in the widest principly in the matter of directables.

No. Hunderski holizion in Liu winni primetty in one insurera estronomia Nationala. The discriminara and the renders, the cestionia, should have full homeologic of a nonzaperch distribution, and circultation dains should be no homeologic of the state of the should be not be a supported by the contract of the the basis of create and, any long the should be should be not be been as the should be not be a supported by the publishers are just beginning to get away from.

Mr. Hunderman in a believe for the dat rate, became it does navny with

occurrent and administrations. There is never a disturb with an afterwise in the matter of picks, because the rais is calle to all, without discount or favor, the considers it the non-terminal and the das distincted in the years with sevents. It does not habite to special selection optimize, designed to present the size of the control of the second had those editions explicitly the good with of the novequer or the servsion with outlier afternoon to account of their recent of their recent of the standing is the community, and that the control of the control of the size of the control of the processing of the control of the control of the control of the control of the processing of the control of the c

denoted for bractions, in his metal, in serviceolsky, or helpful, and only the helpinal advertising rehead be redd.

Mr. ROLLEMBER, Date will have also do kig hillage, has a helpful by the shoots with turiers. While the others he mean 1.50 acres of land in Virgitia, where he goes one in vixer, and sportly a inventio prior to the Christman beliefules, and strucked relative tenders, through their private tensors. We have the structure of the Christman beliefules, and control of the christman beliefules are the structure of the christman beliefules are not belieful to the christman belieful to the christman belieful to the christman belieful to the structure of the structure of

Mr. Hunterma is frequency of the appuist COM, in a negative of our research Leasure, the Brooklyn, Press Clot, the Recoaling COM, two New Jersey golf ormonactives, is commander of the overnandery of the Khights Templar, and a number of the Pune Birkard, Clot of Philosochemia. NEWSPAPER WINDOW DISPLAY PAYS WELL

Every Step in the Publishing of a Dally Newspaper In Illustrated Through Exhibits in Attractively Deceased Windows in the Office of the Syrscase Post-Standard.

Intelling the office windows, following the plan of the department stores, to erqueint the public with the stere in the making of a newspaper, has been time see J. D. Barnum, the muldisher There were deaks in the windows, where Storing that a nowspaper may be advertiond as successfully through the windows as a retail business. Mr. Barnues exployed a decorator, and teld him to "see to it." He did. People who burried by the Post-Francisco office in the past now stop to study the displays. which have teen interesting, and have given the public a better insight to the publishing business. PERSONAL PROPERTY NAME OF PERSONS ASSESSED THE PAPER

One display which attracted considersumber of steps taken in the preparation of an ordinary news item. ere was the notes taken by the reporter. Alongside the notes, was the after it had passed through the hands of the deak men, with the head attach-Then the Hactype story, showing ludare and after correction. This was followed by the form, the plate, and finally the finished product—a copy of the Post-Standard, opened to the page where that identical story appeared. Another rabibited the various stems in he handling of classified edecrining, including a mail-bag, with cloven hundred mawers received in one day. Another

studentied the online plant, and above the neerbor of employees accessary to put the paper out eato the atreet. Mr. Berrause who produces in newspaper under factory conditions, realized that its neglecting to take advantage of the window space for display be was corporated in houserand other than the overbooking and houserand other than dilay the retail ade of the publishing heaters, and since he has taken natranlessions, and since he has taken natran-

besimes and since he has taken ndrannage of it, he has loopsased guille internat in the nager.

The displays are attractively made unspecial attention being given to the color scheme. The displays are chargeed every Threefor, and always attract attention, more people stopping to from it the window.

> Good Reporters in Demand Burrage, May 8.—That there is a

severity of good reporters is nicestable as executive of good reporters is indicated by an unprecedented occurrence here a few days no. "Scouts" fee and, cown pagers from two towns were reported to be in the city offetting men stendy work at good wagen. With one or two exceptions, however, they returned empty-handed.

La Follette's for Pres Speech La Pollette's Magazine for Apv8, on the first page of which is emblacemed the motto, 'Ye Shall Know the Trustned the Truth Shall Make You Pres,' contains an article by Elizabeth Gisedower Evans, on the subject 'Free

and the Truth Shall Males You Pree,"
contains an article by Elizabeth Cliendower Evans, on the subject 'Pree
a Speech at Issua." It is worth reading.
Number One is the first house in the

E. W. SCRIPPS SUGGESTS CONSCRIPTION OF

Veteran Publisher, Rated as Man of Larce Wealth, Urres Policy of Income Taxation Which Would Yield to the Government Fabulogs Revenues with Which to Finance the War-Would Lead to Era of Rational Living on Part of the Very Rich

by the discipline and the necessity of

Hyeaking of the country's rich men. suffer extremely from what they feel is

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sted Peuti Co.

8. Jerhantital Alcohol .

8. Sourtiese, Refering

Mining Co. Westlinghouse Alf-Reske Co. Westlinghouse Electric & Man estactoring Co.

and of Equalized Opportunities. UCH integrat has attached to the the United States, the income is so ener-M publication, broadcoat over the nation, of the name of E. W. the amount that the war is costing Eng-Scripps, bend of the great newspaper and anoually; and except for the disthe American Committee on War Fiof the country woung suffer not at all. nance, which has offered a redical plan, while they would be greatly benefited

8

This is the first time in many years

Dego County, and activity segages is The American Committee on West Pt ceter, Gifford Pinchet, and well-known basiness entreprises to philanthropic societies. Pressing the idea of radical taxes upon surplus incomes as a Demo-

TO LAMPY MET DECOMMS TO \$100,000. The pertinent feature of the commitfirstedness, and other obligations lasted met incomes in excess of \$2,000, beginming at I per cont, and increasing on a stoling scale to a point which will per-The Committee estimated that the steld per against from such system of

E. W. Scripps, in a recoordants which he sent to the Ways and Means Freen the source which none of us

tion of which has taken the labor of

enclose things, into other characts, 'in the case of the Covernment of

EXCESSIVE INCOMES IN NATION'S INTERESTS

the deliar spent over becomes a real inberitance tax their burdensome sur-

Name of the Scripps newspapers are editorial columns. The Oldo group, edsed by E. E. Martin, is the least aggree

(toe of the Consultive's circular contains plenty of food for throught. It

Speaking of wages, the Constalitee re-

As to the toxable wealth, the Com-

and shervation have proved to there people of the United States own 65 per erally very wasteful; that it taken from The figures presented by the Comdollar so invested to pay the mostlyrelities in the accompanying tasks undionly from twenty-five to fifty cents of

NET PROFITS OF AMERICAN INDUSTRIAL CORPORATIONS to shown are the net greats exerced for the stockholders, other de-est of materials, indee, depreciation, according independ and all other All Agains and afficial, busing here taken from the companies

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J. E. CULLEN MANAGING EDITOR OF THE MAIL

Welliansun Newspaper Man Premoted Has Had Wide Experience in the Editorial and Business Departmentof Large Daily Newspapers Seeiler Position in Baltimore.

John E. Cullen has been made man fer a year and a half. He is a thorough he pews departments of large daily newspapers. He is one of those pash-



alde to grasp a situation questly and Mr. Culten has bed many years of to his anomirder of the affairs of city wound. He became city effice of

In order to get a larger understand

Newspaper's Lavalty Clab Parade The Legaltz (Tab of the Date Art

The public satisfies a domaid the seloman creates one...

MAGERS NOW MANAGER THE PHILADELPHIA PRESS.

Former Associate of Charles H. Grasty on Baltimore News and Sun Succeeds Cal. Summel W. Meek on Philadelobia's Reinvensiral Newspaper, Other

Staff Additions. Pernapengua, May 2 .- 4 ol. Forward W. Mera of Virginia, restricter of news-



J. W. Macces, Newly Appeared Business Monager of to a triamphant conclusion, his return

The paper, which never had the based over the during the past seven of the New York Times, to the presiefficient must who really twicego here. At that time, Dr. Takett Williams

desirnation, was assessment editor, and is still at the some deak; William J.

LITTLE TRACEDIES OF A NEWSPAPER OFFICE

THE DRAWING MIGHT GET BY FOR THE FIRST EDUTION, BUT, B-E-A-U-T-I-F-U-LL WHO EVER HEARD OF SPELLING LIKE THAT 2 AND SUFFERING CATS! MERRILLY! HOLD THIS DRAWING OVER UNTIL TOMORROW. ILL RUN A PICTURE OF THE KAISER OR VILLA



GODWIN A NATURAL CARTOONIST Re Learned to Draw in the Oil Regions. and Pushed to the Top in a Horry. H. E. Gadwin, curtocenst of the Pitta-

follow. He's up to date, and right on the job all the time, pulling all kinds of yearral store wouldn't handle 'em days there were to set wheele, and no

tion in life, so he climbed all derricks the proprieture. Here he gained conhursh "erratching" chilk photes and

The business emparement has been Charles H. Granty on the News and the und a number of other things, headen placed in the hands of J. W. Mugers, Nus. On the former paper he was as-

ging treather in chalk plates.

Then he hit New York, where he free lanced with varying success in comics. going both to the Dispatch as a petrand-ink man. Philodelphia looked good full-page cousies to the Press, North American, and Inquirer; was art manlat of the Telegraph. Then he got but later went to tirund Stapids, Mich., that he used fifteen years ago. There is no place like Pittsburch after

the people who follow him day by day most that Philaburgh sheply can't get he always has gone back. They like him so well over there that they won't bet him go away again. In the matter accordance, the neonle of Pittsogh have the edge on him. While be knows lote of folks over there, every-

intent to the business manager, circulation manager, purchasing agent. reading law o' nights, which led to his orn.

TIPPER IS HONORED BY N V ADVERTISING CLUB

Retiring President Given an Ovation and Presented with a Platiners Watch-New Officers Elected for the Ensuing Year Dinzer Preceded Election - G 5. Sharne Elected New President.

the Adaptition Class of New York, was bradquarters of the organization, 47 East 15th Street, May 5. The occaelection of officers of the club, which was converted into a Tipper testimonbenefit of the organization by Mr. Tipper. Sichard H. Walde, of the New York Tribune, on behalf of the club. presented Mr. Tipper with a handsome The new officers elected were: Presi-

dent, G. S. Sharpe; vice-presidents, George W. Hopkins, Floyd T. Kessier, and Proof E. Feblman: directors Harry Tipper, Dan A. Carroll, A. E. and M. H. Charles; treasurer, Lawellyn

loing admitted to the Maryland Sar. When the paper was sold to Frank connected with prominent firms in Phil adelphia and New York, Daring this time he engineered the first contract toude by an advertising agent with the Called States Government, when in 1965 he mapped out a plan for increasing the number and quality of enlista to the savy In 1909 he went to the Baltimore Sun, (which, with the St. Paul Directch, both Greaty foundations. he calls two of the most distinguished fry) on business manager, where he remained until four years ago, when Inc. Office, which was toosted to the few Building. His pleasing personality and his all-around knowledge of affairs as-Within the past week Rebert Carter. Journal, has come to the paper as carcontet, and has been making capital been contributing syndicated articles to the Evening Telegraph, but will again reien on the Persa Another addition to the staff to Mrs. Grace Pentrypacker. steer-in-law of the late Governor editor of the highly successful "achool page" of the Record. She is community Agricultural Guards," an organization just started, chiefly for children, are plederd to plant or help cultivate n borne gurden.

The Press will open next Monday, al 1024 Chestaut Street, a permanent "Domentic Headequarters" Where addresses hibits and various information bureaus will be stared. The place, which is unfor the management of S. L. Olichrist. slated to become nothing less than a clob or community outro for home economy and efficiency with real. On the opening day the Mayor's representotter, City Statistician Cattell, and George E. Bartel, president of the Bourse, will deliver addresses and there

NICHOLS A BIG FACTOR IN ADVERTISING FIELD

Owner of Johnson Advertising Corpora tion Changes Firm Name to Charles F. W. Nichols Company-Long Esperience in Newspaper and Agency Work-Company Very Well Known, Charles F. W. Nichola president and

Corporation. Chicago, anneances the change of the firm name to that of Charles V W Nichola Correctory Mr. Nichola served many departments of the Victor P. Lawson organization, resigning to enter the employ of Wil-Turn Handelph Henret, finally becoming business manager of the Chicago properties when they were known as the shanday and Evening American.

cago Examiner as a serso-day publicu-Mr. Nichels has had the benefit of lishers, circulation and business manathem being: Mesers Max Annenberg. rirculation manager Chicago Triteme; business manager of the Chicago Dally Name: Aftert G. Beaustone, John C. Eastman, publisher and owner of the Istian manager (Phicago Dally Name) W. P. Leech, Charles M. Paye, A. H. Messing, Honored L. Rogers, and many others equally as well known in news-

many of the principals in the publics. Resigning from newspaper life, he orennined with Journ M. Pinn the Nich

me interest to Mr. Plan, and residing in apparently meant a permanent res-RESTRICT TO CHISTAGO PIEZO,

Upon returning to Chicago, he bought, 54th R. J. Mullaney, the Johnson Adof the Taylor Critchneld Clapse Company, and his son-in-law, Harry P. In-

Finally, in May, 1916, he became the Company are the following: E. W. Stroug & Company, Heaperson Electric fit & Company, H. W. Gresard Company, Conseasy, Sandarich Implement Manufacturing Company, Sexton Oil Com-pany, It. E. Miller & Oul Drug Company (chara steres), Caradian Pacific The personnel of the corporation in-

clerica in sublition to a convolcte agency I. Blake, L. F. Brown, V. J. Hitchcock, E. Watson, Harry Watson



CHARLES P. W. NICHOLS.

NEWSPAPER MEN JOIN THE COLORS Craft in Providence Respond to Call. Processary, R. L. May 2.- There is no Rille activity here among the newstions places "Somewhere in America."

and others are planning to suffer in Major G. Edward Buston, treasurer of Coulter, advertising man for Tilden &

J. Donald Adams, William M. Tuzborder, and John H. Hrss., Jr., expect to leave the Journal shortly to job the Lin Gammell, auristant to the night

ploand in the lendtoon office of the Jour-A. C. and are new awaring orders.

NEW OFFICERS NUMERATED Pimburgh Press Club Honors Col. Rook and Cal. Herdman.

At the nemual execting of the Pitte-

first vav-president, H. M. Hitner; secand vice-president, William A. Wyman; governors, R. M. Chilton, W. H. Prench, John Thomas, and John H. Duller, N. K. Hamble was elected the retiring homorary president, for his services to the state during the past

land, and poras agent with the visit-

GOING TO FRANCE FOR NEWS Three Cleveland Newspaper men Assigned to Immediate Overseas Service.

eral staff, Witten I towndile, near feature writer, and Philip tro litters. tand May 5, as receibers of the Lakewide lited tirous unit which sails for

The goldish swims a thousand relex nominated for effect for the entering sourcing point. Action without direct year: Houseney president, and all the a point

HUNTSMAN PRESIDENT OF STANDARD UNION

Advertising Manager Elected to the Positien in the Corporation Bold by the Late William Berri - Masson New Treasurer of the Company-Reselutions Passed by the Directors.

R. F. R. Hupteman, who has for the ager of the Brooklyn Standard-Union was elected president of the company Friday, May 4. He succeeds the lan William Herri, who was the founder of that arwepaper George T. Mosson, who left his estate to be managed as there arre to serve without hand. Mr. Hunteman, the new president, is one of the best-known advertising manclosest friends of the late Mr. Berri, and

to acquainted with and will live up to the ideals for which he stood during The following resolution was adopted

May 6 RESERVED ADOPTED. The Freedyn Come Publishing Company freedy with server the death, on April 19. 1911, of the President, William Berri, a hor Money is and the people, he wided their respect rad confidence. Master of every department and function of a newspaper, for gare a new

ablastic of optioner and efficient. Headyng that this resolution be seemed said BOY D. KEERN EXPLAINS BASE

Tells Why Chicago Examiner and Amer iran Have Adopted Two Cent Price. Discount lies May 16 1907

beginning Morday, May 16, 31 was which required that the number of town pages be itselfed, and outer features excluded, or the retail sellest price to the public increased. Believing money aboutd be made to obtained of this additional expense when the facts were fully presented to then arminer and thicago American will prevent approximately to one miles

> (Signed) His D. Kary men of the Heath Publisher



THE MACHINE THAT LASTS

Is Your Composing Machine Investment Yielding its Maximum?

A WELL-KNOWN publisher who prides himself on the exceptional efficiency of his composing room visited the Linotype exhibit at the A N. P. A Convention. When he saw the versatility of the Multiple Magazine Linotypes there displayed he realized immediately that his point of view was based solely on conditions in his own plant. As a result he contemplates replacing all his earlier models with

Modern Linotypes

Four years ago the Keene (N. H.) Sentinel had three Model I singlemagazine Linotypes. Increasing volume of composition was taken care of, not by the installation of additional machines, but by replacing the Model 1's, one at a time, with Multiple Magazine Linotypes. Today the Sentinel is composed on one Model 8 and two Model 14's—three Linotypes carrying eleven magazines in operative position always ready for use.

If YOU, too, would know how to make your composing room more efficient—produce more ems at less cost per thousand—get in touch with our nearest agency. They have a proposition to offer that will interest you.

MERGENTHALER LINOTYPE COMPANY Tribune Building, New York

CHICAGO 1100 S. Wabash Acc

SAN FRANCISCO, 646 Surramento Se N Toronto: Canadian Linettyre, Ltd., 14 Lombard St.

NEW ORLEANS, 349 Baronse St.

SECRETARY McADOO MAY ADDRESS A. A. C. W. SEN. HIRAM W. JOHNSON TO BE A SPEAKER

Programme Now Practically Completed for the Thirteenth Annual Conventionto be Held in St. Louis, June 3 to 7-One of the Most Comprehensive Ever Offered to the Members of the Organization-Everything Simplified for the Delegates Who Will Attend the Gathering.

SECRETARY OF THE TREASURY be held in the Municipal Courts Build-McADOO, if he can find the time, ing. The advertising exhibit, open to will address the Associated Advertising Clubs of the World on the last day's session in St. Louis. The Secretary was asked by the committee representing the organization to be present during the closing exercises, following the election of officers, to tell the members something about the service every man in the country can render the nation in the prosecution of the war with While he could not state Germany. whether it would be possible for him to be present, he told the committee that waited on him a few days ago that. if he can, he will do so.

Senator Hiram W. Johnson, of California, in a telegram to Lewellyn E. Pratt, chairman of the National Programme Committee, accepted an invitation to visit the convention.

The committee, consisting of Herbert S. Houston, O. C. Harn, Major Critchfield, St. Elmo Massengale, W. D'Arcy, and Lawellyn E. Pratt, visited Washington the early part of the week. They called on Secretary McAdoo, and requested him to be present, if he could spare the time, and speak to the advertising men of the country. The idea is to get Sceretary McAdoo to deliver an address on the plan of the one made by President Wilson in Independence Square, at the conclusion of the Philadelphia convention.

The committee also called on Senator Johnson and presented to him a petition from the business men of St. Louis. requesting him to be present. He wired Mr. Pratt, accepting the invitation.

Elach delegate will be given a brief upon his arrival, which will be a digest of the entire programme, and which will explain to him just where the various meetings are to be held, and how to get around with the least loss of time.

At the St. Louis meeting big advertimers are expected to tell something about their side of the advertising question. The subject, "How Advertising Reduces the Cost of Living," is expected to give them the opportunity to throw light on every phase of the subject They have been asked, as far as possible, to give statistics, quote figures, and speak in terms of percentages. For example, Festus J. Wade, of the Mer-chants Trust Company of St. Louis. will speak on the "Relation of Advertising to the Distribution of Credits." Samuel Dobbs, of the Coco-Cols Com-We Have pany, will discuss "How Maintained the Price, in the Face of Rising Costa." David Kirschbaum, of A. B. Kirschbaum & Co., will tell "How Advertising Has Helped the Clothing Businesa." Others will speak on equally important subjects.

The inspirational meeting will open Sunday, June 3, in the Quadrangle of Washington University, and will be followed by general meetings June 4, 5, 6, and 7, from 9:30 A. A. to 12 noon. Open joint meetings will be held from 2 to 5 P. M. Tuesday, Wednesday, and Thursday, in the Jefferson Theatre, in the block adjacent to the Jefferson Hotel, which will be convention headquarters. The departmental meetings will

ing. The advertising exhibit, open to delegates from 9 A. M. to 10 P. M., will be in the retunda of the City Hall, June 4 10 7.

BIG MICK WHO WILL SPEAK.

Among the speakers of prominence who will attend are Louis W. Hill, of the Great Northern Railway; John N. Willys, of the Willys-Overland Auto Company; W. L. Saunders, of the Ingersoll-Rand Drill Company, the Hon. Festus J. Wade, vice-president of the Merchants' Trust Company of St. Louis; Hugh Chaimers, Thomas E. Wilson, packer, of Chicago; G. H. Fowell, of the California Fruit Growers' change; Samuel Dobbs, of the Coco-Cola Company; George W. Hopkins, of the American Chicle Company; Lewis K. Liggett, of the United Drug Company, H. J. Heinz, of the Heinz Pickle Company; Mrs. Julian T. Heath, of the Housekeepers' League; David Kirschbaum, of A. B. Kirschbaum & David Co.; Senator Hiram W. Johnson, and others.

The programme for the session, except that of the national advertisors, church advertisers, club secretaries, and the teachers of advertising, whose programmes are not yet made up, will be

AGRICULTURAL PUBLISHERS DEPART-

Chairman: di, hirh Heakin, Southern Agricul-turiot, Namuv.iie, Fenn.

turist. Nassiv.de. Fenn.

10troductory Bemarks by Chairman,

"The Form Paper Holin Build Regions
for the Retail Isolate." Curts M. Jacobson, President of tax Agricust Section
tof Implements and Valence Benaria
Lossofistrosis, a successful necessitat of
Rivin City. Marchaeler Company
Adjointment L. Long. Pros., Agricultural
Fastinier Association.

Tacaday Afternoon,
Steentiff Scientiff Scienti

Durgin, em. His installations. Are We reacting that Iberen of Circulations. Are the facting that is shown a warm of the Hamis lart is shreet tarat Publisheer?"

(*) W. Burtin, Farm Kuginserling, Chicago, Id.

engo, Id. Adhorruscial. u. Louvester D. Butter, ex-President, Agricu-teral Pablinorus Association,

Contembra Secretary D. Butter, et.-President, Agricustating Publishers Association, it climically Affarmone, and the Association Secretary Publishers only an Extension From Papers Matter Montron, The Corper Publishers of Papers, Matter Montron, The Corper Publishers of Papers, Association, Property Association, Tripetal, Kalm.

2 the President of Farm Publications. The Accomposition of Farm Publications. The Accomposition of Association, Its Montrol Matter and Association for the Papers of Association of Association of Association of Association of the Papers of Association of Associations of Association of

APPILIATED ASSISTATIONS OF ADVERTIS-TAG GONERAL DATE OF A CONTROL OF A CONTROL OF THE CONTROL OF T

Historia remains open to Menghers only. Historia of Committees. Coms deration of the mountains. Execution of New Officers.

Afternoon.

General Subject Introduct on to Income How I made telepid nonone the Cost of Identification.

Frestleti of others of Associated 1.26

position of discussed Associated First boolingers, base alone Department, "How Advertising Firm conjectures with second-power, making before a second in drawing beside a publicity canalage." E. E. Bottlacker, President, Botton ker-tion Mrg. Us. of Chempio.

It accession "How Advertising Pilms Can Lower the Cong of Bistribution," A. V. Canger, President Kannas First Marion Picture Co., Karsas City, Ma.

Juscaslies.
"Hus the Profuction of Film Advertising Can Be Improved and the Cooperation Section of Park Advertising Can Be Improved and the Cooperation Section of Park In Section Section, Cieveland, Discussion. Business Indian. Adjournment.

RETAIL ADVERTISERS.

Chairman; 1 M. Parmons, Adv. Mgr., Carson, Piric. Scott & Co., Chicago, Ill. Monday Afternoon, 2:00 'The Metalier as Community Builder,

From Receiver as Control National National Prints Committee, A. A. C. of Indianapolis.

telepton. Discussion.

45 "The Highest of the Small-Town Merclasts," of U. Affilier, Loseffing, In.

45 Cantrol Discussion.

Answers to Questions by Committee of Expects—Frank Stocksham, Chairman.

100 Adjournment.

Airman J. R. Larsons, Adv. Mgr., Oarson, 2018.

Incades Afferment
 2.00 "Induction Better Business." Morbe Sidemann
 2.00 "Induction Better Business." Market Committee.
 A. A. C. of W., Industryable Committee.
 A. A. C. of W., Industryable Committee.
 2.45 "Vision State Lee Patrillo and Opportunities of Bettel Business." S. M. Farlin, Hesenrich Dept., Cartia Publishing

Co. Parameptia. General Procession, Annoces to Questions by Committee of Experts—Frank Stockdale, Chairman.

Charania . --A. Lourment, 13. M. J. Wilkisson, President, Scruggs-Vandersort-Barney, St. Louis.

Westweeting Aftermon.

2.00 "The Merchants" Duty in Public Affermon.

5.00 "The Merchants" Duty in Public Affermon.

Increment of Memory of Memory.

Stamons Harnware Co., St. Louis.

Convers Discussion.

Waccural Discussion.

Waccural Discussion.

Waccural Theorems.

Waccural Tolan Memory.

Answers to Questions by Committee of Experts—Frank Sociedais, Chairman.

5.00 Adjournment.

ADVERTISING SPECIALITY MANUPACTURERS Chairman; Theo. R. Gerlach, Pres., Natl. Ass'n, Adv. Spor. Mfra., Advertising Bldg., Chicago.

And B. MAT. Press.

And Baller, Chicago.

Monday Afternoon.

2-09 Introductory—Chairman Gerlach.

2-10 "How unloader and Specially Advertiseing Lowers the Cost of Distribution," Afterior: H. Isipcow, President, Brown a Bigelow, S. Paul, Man.

2-10 "Educational Propaganda with the Individual Cinho of the A. C. of W."

E. It Distance, President, Ampres Thomas Contractly, Cincinnati, Ubits.

(Placeteon, President, Ampres Thomas Contractly, Cincinnati, Ubits.

(Placeteon, President, Committee of the A. A. C. of W. Work of the National Commission During the Past Near, M. B. Hardenleig a Co., Brooking, M. S. Hardenleig and Committee of the A. A. C. of W. In Safeguarding Advertising, China, Q. Pewerson, President, Adventising Noveley Co., Calcago, 10.

Libertancon, C. C. Caller, C. C. Caller, C. President, Adventising Noveley Co., Calcago, 10.

Libertancon, C. C. Caller, C. C. Caller, D. C. Caller, C. Caller, C. Caller, C. Caller, C. C. Caller, C. C. Caller, C. C. Caller, C. Caller, C. Caller, C. C. Caller, C. Caller, C. C. Caller, C. C. Caller, C. Caller, C. Caller, C. Caller, C. C. Caller, C. C. Caller, C. C. Caller, C. Caller, C. Caller, C. C. Caller, C. C. Caller, C. C. Caller, C. Caller, C

'The Lurrance of the United States into the treat War and lie Possible Miferia theorem, Thile D. Clark, Secretary, Thos D. Marphy Co., Bed tink, in.

Adv. Spec. Mira., Advertising Blodg., Glicago.

2:00 latrojuctory.
Chairman deriach.

2:10 Show Calcular and Specialty Advertising Lowest the Cost of Distribution, Herricott II. Higgiow. President, Brown & Hagsow. St. Paul, Misa.

2:30 "Educational Propaganda with the Industrial Units of the A. A. O. of W., E. B. Billson, President, Kemper-Thomas Company, Cluchman, O., 1718conson., J. Treaddent, Kemper-Thomas Company, Cluchman, O., 1718conson., The National Companies During the Fast Avar." H. B. Hardenberg, H. B. Hardenberg & Co., Breadyrs, K. S., S. O'Haw the Viginance Committee of the A. C. of W. B. Safrequering devertisms. Chin. d. Fetures, President, Advertisms. Chin. d. Fetures, President, Advertisms. Chin. d. Fetures, President, Advertisms. War and Its Possible Read.

4:00 "The Entrance of the United States into the Grant War and Its Possible Read.

upon Our Business," Philo D. Clark. Secretary, Thon. D. Murphy Co., Red

DIRECT MAIL ADVERTISING.

Charman: Charles Henry Mackintosh, Stew-art Mackintosh Co., Deluth, Minn.

Mondity Affarmon, the construction to the theory is Subject: Introduction to the theory is Subject: Introduction to the theory of the Mondiago "How Direct Mail Lemen the Cast of Production" 2 on Statement by the Challens: "How This Session Will Be Conducted," Charles Henry Markhutosh
2:05 Report of the Secretary, John H. Clay-

ton. Report of the Treasurer, Robert E. Ramony. 2:10

2.15 "How Direct Advertising Has Been and Can Be Used to Lower Costs," Homer Landship, President, Buckley, Dement & Co. Charago, H. S. S. Bistermalotte-E. G. Weir, P. D. Beckwith, Dywagnes, Mich.

3.00 "How Hines Grgans Have Been and Can By Used to Lower Costs," Robert E. Ramany, Adv. Mgr. Art Meial Construction Co., Jamestuwn, N. Y.

3.20 Discussion.

afraction co., see Proposition and Lawreing Stimulating Distribution and Lawreing Couts by Direct-Mati Advertising to halesmen and Agents."

Discussion -J. W. Spoars, Todd Propering the Lawreing to the Company of the

5.00 theorem 3:80 Adjourn

5.00 decoral roject.

Tacoday Afterson.
Georal Subject: "How Direct-Mail Advertibing Lowers Cost of Distribution to the Dealer Through Appealing to the Three Frimary Institutes of Humanity—Noo. Cluthing, and Shetter.

2:00 From the standpoint of the food-product Discussion—Norman Lewin, Scientific Photological Communitations of the Standard Communitation of the Standard Communitation of the Condition of the Standard Communitation of the Standard Commun

4:39 General 19980.

3:30 Adjournment.

Widecedeg Aftersees.
Carboral mebject: "How Direct Mail Advertising Lowers Coat of Distribution to Ultimate Unsammer."

2:00 "Mainufactures to Consenser."—Stimulating Asses for Discussions of the Discussion of the Consenser.

2:20 Electrosion of the Consenser.

2:20 Electrosion of the Consenser.

3:00 Electrosion of the Consenser.

4:00 Electrosion of the Consenser.

4:00 Electrosion of the Store Through Increased Mail Advertising.

5. K. Mille.

5. L. Hudson Co., Detroit, Mich.

6:20 Electrosion of the Consenser.

FINANCIAL ADVERTIBERS.

PINANCIAL ADVERTISERS.

Chairman : M. H. Heiderness, Third National Bank of St. Louis.

Months of the Control of the Control

2:05

Heport of Officers.

"Financial Advertising and the Public."
Frank E. Bisson, Guernsty Trest Or,
New York.
"Distinctive Methods of Bank Advertising," E. W. Masser, St. Louis Union
Tr. Ce and St. Louis Union Bank.
"The Officeration of a New Possinger Department," W. R. Moresbouss, Cerman-American Tr. & Sav. Etc., Los Anguer, Cal. 8:00

Adjournment. \$:00

Pureday Assa. 12:00 Pinnters' House-Noonday Lunchess and Social Meeting.

redog Afternoon.

100 "Hande, Mortgages, and Other Investments, and Their Distribution," Herbert
B. Mulford, Amer-Emerich Co., Chicago.

5:00 Adjournment.

Wednesday Afternose.

2.00 'Direct By-Mail Advertising as Applied
Banks' Hamse J. Buckley, BackleyItement & Ca., Chicago, Ili.

2:30 'Writing Copy,' Thomas Dreier, Edite
'Printing Art.' University Press, Cambridge, Mass.

3:00 'How to Use Current Reents and Lend
Haysenings an Basis for Bank Advetising,' Fave 8, Matthows, Sarmers' &

tising." Dave 8. Matthews, Parmes' a
Merchanty Thank, Stuckton, Cah.
3.30 "National Bank Advertising," William 6.
Rose, First National Bank, Covelind, G.
"Walso of the Financial Advertises'
Association to the Burat Banker." ChaiW. Balley, First National Bank, Charlaville, Teno
5.00 Election of Officers.
5.00 Class of Medicals.
AMERICAN IMERCORY PUBLISHERS.

Chaleman: Wilson H. Lee, The Price & Lee Co., New Haven, Coun.

Monday Alternation of the City Directories in the Carlo Carl

(Concluded on page 14) Digitized by Google

Cleveland's Two Greatest Advertising Mediums!

The Daily Plain Dealer Plain Dealer

For 76 years the Plain Dealer has been Cleveland's leading home newspaper—leading in volume and variety of news; leading in editorial influence; leading in classified advertising: leading in immediate and definite results to the advertiser. The day's doings in most northern Ohio homes begin with father, mother and children taking turns at reading the Plain Dealer.

The Sunday

The complete *news*-paper of the week-days is augmented by a (new) 16-page Picture Supplement deserving this tribute: "The best edited among all the Sunday supplements " The "funny," sporting, literary, fashions, amusements and women's sections are really complete separate "class" publications - many publications in one. Among the regular features of this great Sunday paper the advertising is a leader —the business - news that brings business.

IN EXCESS OF

150,000 Circulation

IN EXCESS OF

200,000 Circulation

The Largest Morning and Sunday Circulation Between New York and Chicago

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Western Advertising Representative: **IOHN GLASS** CHICAGO, Peoples Gas Building

Eastern Advertising Representative JOHN B. WOODWARD Times Building, NEW YORK

JUNIOR ADVERTISING CLAIRS.

Chairmen, John Tressey, Chicago, Ill.

Menday Affersons,
2-00 Perpose of the Conference,
Chairman, John Tenney.

2-15 Appointment of Newsinsting Committee
for officers of Conference for 1817-1918,
Introduction of leader of discussion,
George French, editor Advertising Newsing,
2-20 Integratistic work in advertising
the Conference of the Junior Movement,
L. S. The 'Whip' of the Junior Movement,
H. J. Smith, Change, Ill.

2-20 West, Paul Hatchisson, St. Leais, Mo.

3-25 Selling White Space,
Chirage.

Calrings Mominating Committee.
Afflorament,
Afflorament,
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Afflorament,
Thile Open for Ricetion of Officers.
The Juston Movement and the Cost of 3 -540 4 :340

Afternom.
Palis Open for Rive.
Palis Open for Rive.
The Juston Movement and
Distribution.
J. Jerume Finlay, Ohicago.
Patis Cines for Election of Officers.
"The Corp Writer A Reif-Made Men."
(The Corp Writer A Reif-Made Men."
(What Haw We Desset" George French,
New York.

"anonpresents of result of election of
"anonpresents of result of election of

2:45

2:35

RELIGIOUS PRESS DEPARTMENT.
man: Philip B. Howard. Readay School
Times, Philadelphia Clair

Mordog Afterson.

Mordog Afterson.

Z-0.0 Prayer.
A word from the Chairman.

A rend from the Chairman.

Its Report of the Recretary-Treasurer.

Z-15 Report of the Finance Committee.

Z-20 Report of the Exhibit Committee.

Z-30 Report of the Compaint Committee.

Z-30 Report of the Northestalia Committee.

Z-30 Report of the Membership Committee.

Z-40 Report of the Northestalia Committee.

Z-40 Report of the Northestalia Committee.

Z-40 Report of the Northestalia Committee.

Z-40 Report of the Morthestalia Committee.

Z-40 Report of the Morthestalia Committee.

Z-40 Report of the Religious Press in the Present World Stustion." Dr. F. D. Revanner. of St. Lenia.

Resulteding of the Religious Press in the Present World Stustion."

BURINESS PRESS DEPARTMENT.
nan-Allen W. Clark, Pres., American
Paint Journal Co., St. Louis.

Monday Afternoom, 2:00 President's Address, A. A. Gray, presi-dent, the Associated Business Papers, Previoent's Address, A. A. Cray, Frenchent, the Associated Business Papers, Inc., Chicago, Latestucket, Allen W. Clack, Press. Associan Paint Journal Co., St.

Introductory however.

Introductory however.

Press. Asserten Paint Journal Co., St.
Lunis.

"The Important Part Played by Each
Department of Bushness Parers in Loworize the Coat of Distribution" from
minnie inited:

(1) "Circulation Department" W D

(2) "Editorial Department" W D

(3) "Editorial Pepartment" In R

St. Louis.

(4) "Advertising Department," In R

Strong. Publisher. The National
Druggist, St. Louis.

(5) "Druggist, St. Louis.

(6) "Druggist, St. Louis.

(7) "The Auto"When and How to The Rasinus Par
"When and How to The Rasinus Par
"When and How to The Rasinus Par
"When and How to The Rasinus Par-

"When and How to Fac Rasinous Pro-rea," Harry Tieser, Manager, The Anto-mobile, New York. (I) secusion.) "Advertising to Thomas

(Discussion)

"Advertising to Through, and Pur Reinitier," A. C. Pearson, General Manager, Day Goods Economist, New York, York.

(Discussion)

(Discussion)

(Discussion)

(Particular W. M. Smith. Pres. P. Centement & Co., New York (Centement of Co.)

Adjournment. 4:10 5:00

Chairman, John Cipde Oswald, Pres. The American Printer, New York city.

Chairman.
American Printer, New state
Torosday Afternoon.
2:00 Introductory Remarks: John Cirde Cawald, Pres. The American Printer. New
York.
2:10 "The Cope Factor in Efficient Rusiness
Pance Advertising." Chirima I. Reajamin Eliwaykes, Wis.
2:00 "The Benefits Derived from the Edi
torial Conference of the New York Rusi
ness Pance Publishers." P. M. Fother,
Editurds Interior Electrical Merid and
Electrical Merchandising New York.
(7) naction
3:10 "The Discourse of Rusiness Pance After.
3:10 "The Discourse of Rusiness Pance After.

(f) - nector of Business Paper "Fis To mome of Business Paper tising," H E Cound Service ment, McGraw Hill Pub. Co.

ment, McGraw Hill Pub. Co. New York (Diacossim.) 'The Kind of advertising that Lement the Cost of Advertising.' C. A. Tur-ree, Prestdent, the International Trade-Press Chicago. Library of the Con-Library of the Cost of the Cost 'Place and the Cost of the Cost 'I See Chicago. The Associated Business Places.

perst. Tuffnished Business

ASSERTISAND WOMEN'S CONFERENCE.
Chairman. Mea J. J. Martin. Advertising M.
ager. The Sperry & Hutchinson C.
New York.
Mendon. Afternoon.

2:00 2:00 2:00 Afterno Reports Iftermose eports of the control of t

2:15

3 .30

21:45

ract Advertiging.

ADVERTISING MAN URGES THAT A. A. C. W. CONVENTION AT ST. LOUIS BE CALLED OFF

Henry King Hannah Contends that Proposed Discussion of How Advertising Reduces Cost of Living Will Turn Meeting Into a Farce -Advises that "Economic Necessity" Argument Be Abandoned - Says Monopoly May Be Created Through Power of Advertising, Citing Examples.

(Editor's Note: The views expressed in this article by Mr. Hannah are sufficiently startling to command attention throughout the advertising field. That Me arguments are totally unnoundthat his conclusions apply to the exceptional instances in which the power of advertising may be abused, to the injury of consumers, and not at all to the legitimate purposes and uses of advertising-will, we believe, be the conviction of a majority. Incidentally, il may be said that Mr. Hannah's sugpestion that the big convention planned for St. Louis in June should be abondoned is made by him in all seriousness. -Entron.)

By HENRY KING HANNAH.

E have been told that the programme of the convention of advertising clubs to be held in St. Louis is completed and all detailed subjects are to be united in one underlying theme, "Advertising lowers the cost of distribution of goods," and is therefore an "economic necessity." am sometimes ashamed to be known as an advertising man for fear my friends will think I have lost entirely my sense of humor. It will be some sport watching advertising agents and publishers, led by one of our advertising trade journals, hunting out examples of particular commodities whose distributing cost has been lowered by advertising. When they have discovered them and proved their case by the statements of the producers themselves, the consuming publie will point to the retail price of the goods and say: "I don't care how much the cost of distribution has been lowered; why doesn't it reduce the price of the goods to me?" The real quesis, Who gets the benefit reduced cost in distribution-the producer or the consumer? How much advertising would be done if the advertising agent approached his prospect with the preliminary suggestion that the real end and aim of all advertising was to reduce his distributing cost, and so enable the consumer to buy his goods at a lower price?

THE MANUFACTURER'S DILEMMA.

Is it not nearer the truth of most cases that, when competition threatens to push the consumer price below what the producer considers a proper margin of profit, he resorts to advertising to lift his product above competition? When the advertising man approaches a manufacturer on the subject of advertising and is told that competition is so strong that the margin of profit will not allow any money for advertising. he generally points out to the manufacturer that advertising is really meant to lift him out of that very dilemma. Advertising creates a demand for his goods. The consumer wants his product. And the price he is willing to pay depends upon how hadly he wants it. And how hadly the consumer will want it depends upon the character and amount of advertising which he is given to read.

MONOPOLY POSSIBILITIES

By advertising it is possible to create a monopoly. It is possible to so dom-

"The Motion Picture: Planaing. Exe-cuting and Distributing." Miss Camilla Douworth. New York Open Forum. "The Pest Field in Ad-verlising for Women."

4:45

5:30 Adjournment.
5:30 Adjournment.
Clintrian, Kerwin H. Pulven, President. Foster
Advertising Co., New York city

Chairman, Kerwin H. Paifem. President. Positer Advertising Co., New York city Menday Afternoon.

2:00 Introductory.
Chairman Kerwin H. Phittin.

2:15 "How the Present H. Phittin.

2:16 "Hew the Present Hills The of a Positer Design Lowers the Cost of Distribution." M. P. Reddington, Design Advertising Co., New York city.

2:25 "How Proper Public Service to the Advertisor Lowers the Cost of Distribution." George Lowers the Cost of Phistribution." George Roos Throng, Geo. Eans Throng, Iso., Chirago

4:00 "How Leval Paster, Advertising Lowers the Cost of Phistribution." George Lowers the Cost of Phistribution. The Cost of Phistribution.

4:15 "How Proper Costs in No. Maintenance and Operation of Cost of Distribution." Roof Position of Cost of Distribution." Roof Cost of Distribution.

5:00 Adjoarnment.

Chairman, Kerwin H. United. President. Pester.

Chairman, Kerwin H. Fulton, President, Poster Advertising Oo., New York city.

Advertising On. New York city.

7 ucaday Afternoon.
2:00 "How Organization in Ponter Advertising Lawren the Oset of Distribution."
John H. Jogenson, Sevenary Ponter Advertising Lawrent State (Ostation Collection Collection Proper Selfing of Peater Advertising Lawren the Oset of Distribution." I ran B. Nordsem, I was B. Nordsem Co., New York.

3:30 "How Circulation in Poster Advertising Concess the Cost of Distribution." Regar Myhams. Poster Schwelling Co., Chicago.
4:15 "How Distor Ast Lawren the Cast of Distribution," A. Je Monthurin Poster Advertising Co., Chicago.
3:40 Addessinated Circlesinated, Optic.
3:40 Addessinated Circlesinated, Optic.
3:41 Applied Advertising Co., Chicago.
3:42 Advertising Co., Classinated, Optic.
3:43 Applied Advertising Co., Chicago.
3:44 Advertising Co., Classinated, Optic.
3:44 Advertising Co., Classinated, Optic.
3:45 Advertising Co., Classinated, Optic.
3:46 Advertising Co., Classinated, Optic.
3:47 Applied Advertising Co., Classinated, Optic.
3:48 Advertising Co., Chicago.
3:48 Advertising C

Chairman, H. 11 Chake, William Gre-paration New York etc.

y officement of Officers, Theorem of the Printer and the State of Officers, April attention of Committees April attention of the Printer and the State of the Printer and the Marian of Cartain Arts. Separation of the Printer of the

"The Work of the Graphic Arts Asso-ciation in the Interests of the Adver-tione," Joseph A. Berden, Secretar United Typichetae & Franklin Clube of

America. General Discussion. Adjournment an. H. H. Cooke, W.

urnment H. H. Cooke, William Green, a Cor-poration, New York city.

Wednesday Aftersoon,
2:00 Reports of Committees
2:05 Election of Officers.
3:30 Avanchin of Acern Templay given by the Chicage Imper Co. Chicago, Ill., to the prister who has done the least advertising of his own business during the 100 General Discussion.
4:00 General Discussion.

DAILY NEWSPAPER DEPARTMENT. Chairman: Lafagette Young, fr., Itea Moined Capital, Res Moines, Journ, Presi deal. Daily Newspaper Department

Londay 2 set Afternoon Organization meeting and report of the Secretary for the past year.

Priormesion.
Address of Welcome." Jeseph Pulltner, in., St. Louis Post Disputch. St.

Sepjess of serious Post Disputch. St. Louis Mo. "Haintsuing a Recycle Department for After-tisers. W J. Mercill, Chicago Tribune Chicago, III. Discussion Gr. Salional Advertisers. Does Nerview for Salional Advertisers. Does to Advertising. American Newspaper Association New York. Discussion Took Discussion Control of the Control of th

Discussion Adjournment

Chairman: Lafayette Young, fr., Des Molnes Capits', Des Molses, Jours, President Builty Newspaper Department

Fureday Afferment
2 on "Plose Advertising Columns Demand2 on "Plose and Hopkins Adams, Author and
Special Willer for the New York Trabtime New York

Discussion.
Discussion. Prov. Publicity from News 122 Industring Prov. Publicity From York Times 1527-7. Son Link

pensisti Artest end Cabida's Problems Succeed liv John M. Imrie Pensilan Pres-cer Liber, Termin, Canada

inate the attention that when any given need comes into consciousness there comes along with it the name of a particular brand of goods to supply that need. Along with this introduce the further suggestion that the lowest type of business man is the "substituter," and that when any man offers you something "just as good" at a lower price, you can be morally certain that his motive is a dishonest one, and you have the consumer in the proper frame of mind to reap the financial benefit of your courageous advertising policy.

Then, to make things doubly sure, get agreements with the retailers fixing the retail price, and advertising has then done its perfect work! Consider in this connection the character of some of the "talking points" used in modern advertising. "Reason-why" copy is supposed to be one characteristic of modern advertising, and in order to get new reasons for the use of a commodity the imaginations of copy-writers must work while they sleep. When will the advertising world realise that it's a real world it has to do with?

And in this real world certain ideas get pretty firmly fixed in the mind of the consuming public. These ideas are sure to find expression by our lawmakers notwithstanding any so-called "campaign of education" by newspapers and magazines directed toward influencing the men in Congress who make the laws. We advertising men have been bragging rather bombastically for some time about the advertising expenditure in this country. We have enjoyed "astonishing the natives" by telling them what a single page in one of our well-known publications costs. Only this week an advertising agent was asked by a stranger the cost of the advertising in a copy of the Saturday Evening Post which be had in his hand. The advertising agent did some figuring and said. "Something over \$400,000." The agent then asked the stranger why he was interested. He replied: "I am a Congressman and we are hearing a good deal these days down at Washington about the amount of money spent in advertising, and some are proposing an investigation to determine the hest method of applying a tax on advertising."

MUST BUILD UP CASE FOR ADVERTERING.

Advertising men must get together and work out some kind of a consistent case for advertising. In discussing the other day this question of the relation of advertising to the cost of living. I said to an advertising man that it seemed to me foolish to argue that advertising lowered the cost of living. He replied that the advertising men made no such claim. What they claimed was that it lowered the cost of distribution. That is a mere juggling with words. And if this forthcoming convention should meet while the country is busy with preparation for war, and at a time when prices are searing to new heights, and in their meetings discuss how "advertising lowers the cost of distribution" they will unfit themselves to associate with serious-minded people, and do everlasting harm to the whole business of advertis-

Harm has been done already by the stupid announcement that the opening Sunday will be devoted to the subject of how "advertising lessens the cost of distributing religion"-as if religion was another kind of breakfast food or perhaps a new fire-extinguisher. was a hopeful sign when advertising men were to leave the pulpits of St. St. Louis to the ministers, but by proposing such a subject they leave a trail

Canada's War Experience

When Canada became involved in the war in 1914 there was a period of uncertainty.

Manufacturers and Merchants did not know what to expect. They curtailed production and purchases. There was a lull in consumer demand.

This condition was short lived. The Government borrowed money from the people and spent it on Munitions and Army equipment. The workers spent their earnings in the stores.

Within six months after the outbreak of War there was more money in circulation than ever before.

Factories in all lines were taxed to capacity. Wages advanced.

There have been more luxuries, such as Automobiles, Pianos and Phonographs sold in Canada

during the past two years and a half than in any previous five years.

Millions have been poured into Patriotic Funds, British and Canadian Red Cross, Belgian, Servian and Polish Relief and the Secours National; yet there has been no apparent diminution in the buying power of the public.

Canada has made enormous sacrifices in the War, but they are of the kind that may not be expressed in terms of dollars and cents, and this advertisement being a business announcement, business conditions only are considered. From that point of view, Canada has not suffered.

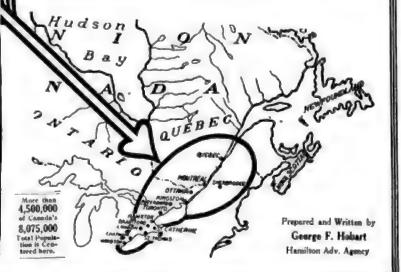
Statesmen are talking thrift, and of course the Statesmen are right; but the facts that concern the advertiser are that Canadians are making good money and are spending it freely.

In lines that are made in Canada the Canadian Manufacturer cannot meet the demand and imports are necessary. Many lines are not produced in Canada, and as European competition is eliminated the American Manufacturer has the field to himself. In practically all lines there is now a unique opportunity to cultivate the Canadian Market and to establish permanent business connections.

The logical method to initiate such an extension is to advertise in Canada's leading daily newspapers, and the papers listed in this page cover the the most populous district of the Dominion.

The service department of any of these Journals will give you valuable advice in the matter of obtaining distribution and assistance in securing Agents or Jobbers.

PROVINCE OF ON Population 2,331			
	irculation.	Lin	
•	Net Paid		
Brantford Conrier (E)	4,192		.0085
Chatham News (E)	2.250	.01	.0071
Hamilton Spectator (E)		.0425	.04
Hamilton Herald (E)	16,000	.04	.005
Kingston British Whig (E)	5,439	.015	.01
London Advertiser (M N & E)	31,766	.045	.085
London Free Press (M N & E)	39,750	4	.04
Ottawa Citizen (M & E)	29,689		.85
Ottawa Journal-Press (M & E)	\$1,160		â0.
Ottawa Le Droit (E)	15,125		.0188
Peterborough Examiner (E)		.0131	
St. Thomas Times (E)		.0125	4
		.025	.012
St. Catherines Standard (E)			200
Toronto Globe (M)	84,676 49,000		.05
Toronto News (E)			
Toronto Star (E)	97,045	~ ~ ~	,085
Toronto World (M)	46,926		.040
Toronto World (8)	92,996		.07
Windsor Record (E)	9,650	.02	.015
PROVINCE OF Q	CEBEC		
Population 2,002,781 E	nglish 397,	292	
French 1,605.			
Montreal Daily Mail (M)	92.92H	.05	.06
Montreal Gazette (M) (2c-86 yr.)	21,356	.06	.05
Montreal La Patrie (E)	35,427	4	.045
Montreal La Presse (E)	140,000		e 0,
Monteral Le Devoir (E) (2c-\$5 y	T.) 13,959 100,000		.04
Montreal Star (E) Quebec Le Solell (E)	85,000	~	.05
Sherbrooke Record (E)	10.684		.025
Sucinfound necessary (v.)	2000178	100	7020
	994,372	1.4292	1.156
The newspapers listed on this gage of the nat a total combined cost of \$1.14 pc one and one-half tenths of a cent per line is Make your own deduction as to wheth vertisend, bearing in mind that the tepritors and that it covers fourteen of the principal portion of prosperous Canada and their tenth Newspapers of High Standing and R Suppose you had this transmodous Pub.	per thousand for that is not a is covered a l Cities of the aburbe, and c eputation	Low C nost inte most p overs th	out Ad norvely noutou om we



of devastation behind them. Because the fundamental appeal of the Christian religion is based on the story of how much it cost to redeem the souls of men. And religion can't be "distributed" at any low cost in the only kind of coin that circulates in the commorce with heaven. Judas Iscarlot had some such idea when, as the keeper of the bag, he complained of waste when the pentient woman broke the box of precious ointment as a testimony of affection for Jesus. He could have lessened the cost of distibuting religion if that cintment had been sold and the proceeds given to the poor. This would have put the advertising of religion on the plant of "economic necessity."

THE PRICES OF SUGAR AND ADVERTISING.

In developing examples of how advertising lessens the cost of distribution, and so benefits the consumer as well as the producer, will one of them be the American Sugar Refining Company, who announce that they have put advertising where it belongs, alongside "insurance, betterment, depreciation, and penmons" as a fixed charge? The sum laid aside for this coming year is \$1,000,-000. While sugar sells for 81/2 cents retail. or about 100 per cent above its price in normal times, will the advertising men be able to convince the public that this \$1,000,000 is keeping the price of sugar down?

Senator Sherman, in a speech in the Senate against the proposed excess profits tax as an injustice to certain kinds of business, which had built up their trade mainly by advertising, gave cortain illustrations of how this tax would work injustice. He cited a certain company which was started about twentyfive years ago, with less than h million capital. In these twenty-five years, without the addition of any further subscribed capital, it had increased its cap-Ital stock to twenty millions. On ton million it paid 6 per cent, and on the other ten million it paid 8 and 10 per cent. a year. And in the meantime had expended out of profits about fifteen millions in advertising. Now the product of this company has become one of the necessities of life. In normal times its manufacturing cost is about 11 cents, and its retail price 45 cents. Will some advertising man at the forthooming convention try to show the public how beneficial advertising has been in helpmg to keep down the price of this prodnet to the consumer to only 400 per cent, over its manufacturing cost?

PROPLEM OF THE CHAIN STORMS.

Some interesting testimony was heard not long since before the Federal Trade Commission during its investigation of the advertising and selling of food spoctuitles. The "chain store" has introduced a problem for the sellers of trademarked food products. It has forced many of the manufacturers to sell to them at the same price they sell to jobbers. They have gone into the manufacture of many food products for their own trade or become the outlet for some product "that could be placed in competition with an established product that had theretofore held a monopoly." reference here to an "established product" is to one which, by advertising, had created a monopoly. A Mr. Ross is referred to as having taken advantage of this desire on the part of the chain store for a product to compete with some monopoly, because he could thus escape the necessity for advertising. He would expect to advertise later. What for? One of his associates explained that the advertising later would be to overcome the opposition of the jobbers, created by hes dealing at first directly with the retabler. This means that this manufac-

turer of some food product, in order to have to go to the bank for the money introduce his goods in competition with a monopoly, uses the chain store as an immediate outlet for his goods, and then by the grand strategy of advertising to the consumer, who does not patronise the chain stores, forces the jobber who supplies the ordinary retailer into line as a buyer of his goods. Is the consumer during this grand manœuvre being benefited by huying this new product at a lower price; and when the advertising is begun and output is increased, do we notice any gradual lowering of the When men get the monopoly price? of any particular product, do we find them sitting up nights devising ways and means of reducing the price of their goods to the consumer? No doubt, from the platform of our forthcoming convenwe will hear many tales of the sleepness nights spent on this problem by business men, and these moving stories will be duly distributed to our benighted legislators at Washington, who are so ignorant of the economic necessity of advertising.

Why keep up this monumental and asinine bluff? The advertising world cannot hold the advance line it has so elaborately constructed in the territory of business. We must shorten our line by a masterly retreat onto our own territory.

BELLING COVERNMENT BUNDS.

The advertising forces seem to be in command of a lot of men who are absolutely ignorant of the country they try to occupy. As strategists their intentions are good, but they lack the necessury knowledge to be at all impressive. The country was thrilled by the announcement last week that the advertising men had come to the rescue of the Government, and if the Treasury would spend one million dellars in "paid" advertising the advertising world would demonstrate how cheep advertising was as a method for distributing goods by selling to the public in one week five billions of Government bonds. Our distinguished leaders might have learned upon inquiry that the Treasury Department had no power to spend anything for advertising the bonds of the Government, and if they had the power to spend money for advertising and bought and paid for every line of advertising space in every newspaper-weekly and monthly-in the country and then hired from business every mlesman in the United States and put them out selling Government bonds they couldn't sall five billions in Government bonds in one week. It takes real yellow metal to buy a Government bond, and there isn't five billions of that kind of money in the United States.

To absorb five billions of the obligations of this Government will require the transformation of our entire Governmental banking mechanism. We may be the richest country in the world, but we can't mobilize our riches by rubbing some Aladdin's lamp and have money drop out of sky by The Allies may have captured magle. Hagdad, but the Arabian Nights remain imaginary tales, except to some advertising men. If the American people under the influence of an "Old Glory week" should by the overheated use of advertising "subscribe" for five billions of bonds in one week, is this amount so staggering to the minds of everybody except advertising men to be dug up out of old stockings or family treasure Isn't the real money of the chests? country in the banks? Aren't the bankers the men who must be relied upon to mobilize the financial power of the country? It really will matter very little how much you and I subscribe, we will

or the credit to pay our subscription. And no matter how much the advertising affects my emotions it doesn't increase my ability to carn the difference between the rate of interest the Government pays and the rate I must pay the bank on the money I borrow to buy the bond.

As advertising men, we can better devote ourselves to the humbler task of getting ourselves informed and getting our clients and publishers ready for a radical change in our business after this war. England, France, and Germany have never gone in for advertising as we have in this country. Will they follow us or will we learn from them? In all probability it will be the latter.

A PORBCAST.

In the economic readjustment which in sure to come after this war the Goverament of the United States will adopt a plan by which most articles of commerce will be standardized, and every manufacturer of such articles will have his product guaranteed by the Government by means of a Federal Scal. It will start with food products and other necessities of life. It will protect the consumer against poor quality and excom profits. A Federal stamp on goods will make it impossible to create monopolies in the great basic necessities of life under private trade-mark by means of advertising. This will bring back the small man into business and furnish a basis for the publication of limited circulation. In any particular line of industry, in place of one or two advertisers who by monopoly can alone afford. to pay the cost of advertising a hundred advertisers will spring up using advertising as it should be used. In this new line business will not be made for advertising, but advertising for business. Publishing will recover something of its old dignity and influence as a purveyor of ideas rather than as now, a mere creator of income through adver-

What advertising men can do right now is stop overplaying their part and stop calling up pseudo-scientific terms which do nothing but cloud the issue and befuddle the public. Already strong prejudice has been created in the minds of the most intelligent members of society against advertised goods, and we must expect retaliation if the thing goes Unless we come to our senses we can look forward and expect in the not far distant future to see an organization called the "National Protective League Against Nationally Advertised Goods," and each member pleaged never to buy anything which he or she has seen advertised.

We have an opportunity now to gain time for sober though. With the country at war and the tightening of belts on every side for something whose end we know not, let the authorities call off this forthcoming convention as a war measure! It ought to be done, no matter what subjects might be brought up for discussion. But a thousand times more ought it to be done if the subject already selected is to be the theme of its deliberations. The whole proceeding will be in a key unfitting the serious mood in which the American people find themselves. No advertising man with any patriotism-with any real love for his rountry can afford to show his face in St Lanis as a participant in this forthcoming convention and discuss the question proposed.

The man who puts in the greatest part of the time talking to himself may have an appreciative audience, but the gate receipts are all.

GREAT BOND ISSUE TO BE WIDELY ADVERTISED

Robert Wickliffe Woolley Will Conduct Publicity and Advertising Campaign for Treasury Department - Amount of Paid Space to Be Used Still Uncertain-Staff Being Organised for Work.

Washington, May 9 .- Advertising on an extensive scale will be adopted by the Treasury Department to float the Liberty Loan, amounting to \$7,000,000,000 in all. Under the direction of Robert Wickliff Wootley, publicly director of



ROBERT WICKLEY WOOLLEY.

the last national Presidential campaign, elaborate advertising methods are being formulated and put into operation to thoroughly acquaint the American people with the endeavor of the Treasury Department to secure in instalments the loan of this enormous sum

Many of the men active in the last Presidential campaign at publicity headquarters, both in New York and thieago, have been called to Washington to take a position under Mr. Woolley.

It is understood that no enormous sums will be spent in advertising, but that the force gathered together will prepare advertising copy and news stories dealing with the Liberty Lean All information possibly desired will be prepared by these publicists and furnished to those desiring information for publication dealing with the loan.

TO CREATE WILSONIAN SYMBOL

Publisher O'Donnell Starts Movement for Annual Award of Service Medal.

BAVANNAH, GA., May 8-A plan for the establishment of the "Wilsonian Symbol," a distinction to be conferred upon that American each year who, in peace or war, in literature, science or whatever field, does the most, in the opinion of the judges, toward hastening world peace and world liberty, was announced during the week by James F. O'Donnell, publisher of the Dally Bulletin, of Bloomington, Ill., who made public correspondence with President Wilson concerning the scheme.

Mr. O'Donnell, who is visiting in the South, addressed a letter to the President suggesting the establishment of "Wilsonian Symbol Foundation." the with the contribution each year from some public spirited citizen, limited to one thousand dollars, to be expended for a medal to be awarded by a sem mission to the most deserving American. Mr. O'Donnell already has sen' President Wilson his check for cothousand dollers.

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GEORGE F. HARTFORD Vice-President and Advertising Director

Effective May 1st

Mr. George F. Hartford whose forceful constructive advertising and merchandising methods are so well known, becomes Vice-President and Advertising Director of Home Life Publishing Co., having purchased an interest in the corporation.

Mr. Hartford has held but two positions in his life—for 16 years associated with the Chicago Inter Ocean and the past 2 years with the Chicago Herald.

His brilliant accomplishments in both places are too well known to require comment here.

HOME LIFE

NELSON AGARD, Publisher

"The Favorite Small Town and Rural Home Magazine"

Member A. B. C.

PUBLICATION OFFICE AND PLANT
141 West Ohio Street, Chicago, Illinois
Telephone Superior 3280

1,000,000 Monthly Guaranteed-\$3.50 Per Line

EDITOR TELLS WHY SO FEW REPORTERS "OUIT"

George B. C. Rugg, of Boston Post, Paints Pieture of Fascinating Life of News Writers, and Shows How the Work Gains a Lasting Hold Upon Men of Red Blood.

Borrow, May 3 .- In a talk before students from various classes of Northeastern College, George B. C. Rugg, assistant city editor of the Boston Post. and instructor in journalism in the School of Journalism connected with College, explained why reporters who yow they will "quit the game" rarely do so.

"What then, I hear you ask, restrains him from carrying out his yow?" asked Mr. Rugg. "What is it that keeps his enthusiasm so fresh? What is it that makes him a slave to so much hard work?

"I'll tell you. It's the wonderful, close gripping, all-powerful fascination that the calling possesses; so wonderful, so powerful that it makes long hours pass quickly, makes hard work a pleasure, and makes trials and vexations and hardships of no moment, no consequence, trifles light as air!

"A reporter is usually in the midst of things, the storm centre of life. Wherever anything is doing, and I do not except any spot on the face of the earth, there he is to be found, looking on, keenly alert to all that is happening; tolerant of the human frailties, eager to glorify the human virtues.

Is there anything big and important happening? He is there. He sees with eyes trained to notice the smallest details; with a mind skilled in finding the hidden motives and skilled in reasoning out the future effects.

WHAT THE REPORTER SEES.

"He sees everything. He sees the floors give way at the fire and the firemen disappear in the clouds of dust and smoke. He sees the heroic rescue from the top of the burning building. He sees the modest society queen offer her photograph to him and invite him to come and write up her solree; and later he sees her denounce him before her guests for presuming to invade the sacred precincts of her home-and he He sees criminals brought to justice through his efforts when the authorities have given up the task as hopeless.

"He sees the most prominent men of the land at close range and with their masks off. He hears much that he can never print and he learns human nature as few man can.

"He travels far and wide and meets all kinds of people, good and bad. He knows state secrets of the greatest importance and hides the knowledge in the back of his brain until the time is ripe for the telling. He sees things that would cause all kinds of trouble if printed, and keeps them to himself. He sees, as I once did, a famous man allow his wife to obtain a divorce and marry the man she loved, just because of his own love for her; that secret is safe with me. He would never allow me to tell it, although the telling would have saved his reputation and his political future.

"Do you wonder that I call the game most fascinating?"

Mr. Rugg then dwelt on the educational value of a reporter's career.

REPURITER LEARNS DIPLOMACY.

"The work of a reporter is a liberal education in itself," he went on. "All the world is his school and the different people in it his textbooks. He studies human nature every hour of the day

and what he learns is of inestimable FIGHT FOR FREE PRESS value to him.

"He learns to approach all sorts of people, from the residents of the slums to the railroad magnates. He learns how to talk to them all; how to interest them, how to make them tell him what be wants to know. In other words, he learns diplomacy in the broadest and most useful sense. And tact? He is as full of tact as a successful book agent.

"He learns to stick to an assignment through thick and thin, through discouragement and rebuff; yes, through apparent failure, until he has 'made it be good,' until he has won out.

"He learns to think straight, to know clearly what he is after, to know how to go after it with skill and finesse, and when he has obtained it, how to place it before his readers that they may see it just as be did.

"He learns to write with a punch-to write what he means, clearly, interestingly, and forcibly.

Such, in brief, are the hardships and delights of newspaper life. It is hard work, mighty hard work. It is a man's work. And, as a man's work is always richer and fuller than ordinary work. so its compensations, its joys are richer and fuller. For youngsters the pay in a newspaper office is better than in any other profession; and I do not know any other profession where the workers have so much fun.

"If a young fellow wants hard work and a lot of it, hard work that is full of delight from beginning to end, let him take up reporting. He will get more out of it than any other work; he will see more of the land, meet more influential people, become better rounded. And he will, if he desires, find later some opportunity for work in even a broader field. And then he will look back over his reporter days and call them blessed."

Mr. Rugg gave as an illustration of the buildog tenacity of a reporter working on a story the following:

ONE OF ATKINSON'S ASSUNMENTS.

"A few years ago, when the Post had just run the famous Joe Knowless "Back to Nature" stories, another paper came out and called them fakes. It was up to the Post to prove the stories. So men were sent to the wilds of Maine, in dead mid-winter, to obtain affidavits from the trappers and guides, who had seen Knowles doing his stunt.

"The snow was between two and three feet deep, and going was naturally bad. The guides wanted were out in the woods after fur. Those reporters chased those sensoned trappers all over the State of Maine and got them, too.

"One reporter, Roy Atkinson, after a long tramp through the snow, found at night that he had strained a tendon in his leg. When he went to bed it pained him severely. But as he had practically finished the task for which he had been sent into the woods, he figured on resting the next day and giving his leg a chance to get well. He had just retired when he received a wire from the office, ordering him to go at onceand that meant just what it said -to a camp about ten miles away, where another guide had been located. So out into the night he went and up the long. heavy trail with only a guide for company, and on foot.

"He had hardly taken a dozen steps when he felt the most excruciating pain. But on he trudged. His leg swelled up so that it nearly burst his trousers, and every step felt like a thousand knives piercing him. But on he went. And by the dawn he had reached the camp. The sought-for guide was just

GOES ON IN CONGRESS

Many Amendments Offered to Espionage Bill, Relating to Censorship Provisions-Some Senators Contend That No Law on Subject Should Be Enocted-Final Action Imminent.

WARRENGTON, May 9.—Consurship still remains a matter of important discussion in Congress. The House, by a decisive vote, struck the censorable section from the Espionage bill as reported to the House by the Judiciary Commit-This action was taken upon the motion of Representative Graham, of Pennsylvania. But, upon the motion of Representative Warren Gard, of Ohio and by a vote of 191 to 185. a censorship section was reinserted into the bill, and this section. known as section 4, which is hereafter printed, passed the House and is now pending in the Senate. The Sen ate censorship feature was under dis cussion all day, and various amendments have been offered to modify it Senator Johnson, of California, has moved to strike the entire provision from the bill. Senators Ashurst, Kirby. and Kellogg have substitutes for the provision as It now stands in the bill The Ashurst substitute carries a jury provision somewhat similar to the House section, but the Kirby amendment is entirely new matter. The Kellogg amendment reads somewhat similar to the Ashurst amendment, except that it does not carry the jury provision The several amendments are as follows:

THE KIRBY AMENDMENT.

"A press censorable is hereby establiabed for the period of the war, with the Secretaries of the Navy and War as directors thereof. They or either of them, by written order, may summarily suspend for thirty days any newspaper or magazine making publication of any information concerning the plans or conduct of any military or naval operations or movement of ships or troops, or with respect to any works or measures undertaken for fortification or defence or any other information relating to the public defence which might be useful to the enemy, unless the latter has been given out for publication by one or the other of said directors, or its publication consented to. It shall also be unlawful for the owner or publisher of any newspaper or magazine to make the publication aforesaid or to fail to obey the said order of suspension, and upon conviction thereof in any court of competent jurisdiction the managing editor thereof shall be punished by one of not more than \$5,000 and the publication suspended for a further period of six months as part of the judgment against the offender."

THE ABILURAT AMENDMENT.

"Whoever, in time of war, shall publish any information with respect to the movements, numbers, or disposition of any of the armed forces, ships, aircraft, or war materials of the United States, or with respect to the location

starting out for the deep woods of Canada and Mr. Atkinson was not fifteen minutes too soon.

"It took but a minute to obtain the affidavit and you would think his work was done. But it wasn't. He had to get back to the wire. So out into the snow he again fared, and after long hours of suffering reached his destination. And there he stayed for many days before he was able to travel. But he got what he went after!"

of any fortifications, munition plants, machine shops, shipyards, docks, factories, naval stores, arsenals, or other information relating to the national defence calculated to be useful to the enemies of the United States, shall, upon conviction thereof, be punished by a fine of not more than \$10,000 or by imprisonment for not more than ten years, or by both such fine and imprisonment: Provided, That nothing in this section shall be construed in any way to limit or restrict any discussion, comment, or criticism of the acts or policies of the Government or its representatives or the publication of the same: Provided, further, That in any prosecution hereunder the jury trying the cause shall determine not only whether the defendant or defendants did wilfully publish the information relating to the national defence, as met out in the indictment, but also whether such information was calculated to be useful to the enemies of the United States."

THE ERLLOOD AMENDMENT.

"Whenever the President of the United States shall, by proclamation or executive order, declare a national emorgency to exist by reason of actual or threatened war, he may by proclamation prohibit the publication or communication of, or the attempt to publish or communicate any information calculated to be useful to the enemy relating to national fortifications or the movements or disposition of the armed forces, ships, air craft, or munitions, or war materials of the United States, prior to the publication, communication, or disclosure of such facts by the Government, directly or by its authority. Whoever violates any such prohibition of the President shall be punished by a fine of not more than \$10,000 or by imprisonment for not more than ten years or both; provided that nothing in this section shall be construed to limit or restrict any discussion, comment, or criticism of the acts or policies of the Government or its officers or representatives, or the publication of such discussion, comment, or criticism,

AS PASSED BY THE HOUSE.

The censorship section, as it passed the House, is as follows:

During any national emergency resulting from a war to which the United States is a party, or from inuninence of such war, the publishing wilfully and without proper authority of any information relating to the national defence that is or may be useful to the enemy is hereby prohibited; and the President is hereby authorized to declare by proclamation the existence of such national emergency and is betwby authorized from time to time by proclamation to declare the character of such information which is or may be useful to the enemy; and in any prosecution hereunder, the jury trying the cause shall determine not only whether the defendant or defendants aid wifulls and without proper authority publish the information relating to the national defence as set out in the indictment, but also whether such information was of such character as to be useful to the enemy: Provided, That nothing in this section shall be construed to limit or restrict any discussion, comment, or criticism upon any fact or any of the acts or policies of the Government or its representatives, or the publication of the same.

"Whoever violates the foregoing provision shall upon conviction thereof be punished by a fine of not more than \$10,000 or by imprisonment for not more than ien years or both."

111191

Where the Old Flag Flies Highest

WHEN we contrast the accomplishments of the year that is past with the one of the present, we realize the progress we are making. Nothing speaks more forcibly of New York State's constantly growing prosperity, than her automobile registrations and the increased fees she receives from car owners, chauffeurs, etc., substantiated by the following figures:

Cars of All Kinds Registered:

From February 1st to May 1st, 1917, 294,932 From February 1st to May 1st, 1916, 204,831 Increased Number of Cars this Year, 90,101!

Receipts from Registrations:

From February 1st to May 1st, 1917, \$2,715,112.50 From February 1st to May 1st, 1916, \$1,520,835.00 Increase in Fees for 1917, \$1,194,277.50!

In casting up the amount of business done in New York State during the past year, and comparing it with what is being done now, it is found that the State is moving steadily ahead, enlarging its sphere of enterprise and accumulating wealth.

The increased sales of automobiles was due to the foresight of manufacturers who used the advertising columns of the New York State Newspapers.

These advertisers know that the state of largest wealth is naturally the largest buyer of everything that contributes to pleasure and convenience.

	Pald Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,600 Lines	10,000 Line
Albany Knickerbocker Press (M)	37,117	.06	.06	New York American (M)	361,712	.40	.39
Albany Knickerbocker Press (S)	†34,219	.06	.06	New York American (S)	727,154	.60	.585
Brooklyn Eagle 3c (E)	43,209	.16	.16	New York Globe (E) New York Herald (M)	204,138	.33	.31
Binghamton Press-Leader (E)	27,541	.06	.05	New York Herald (S)	133,918	.50	.50
Buffalo Courier-Enquirer (M & E)	84,000	.14	.12	New York Evening Post (3c) (E)	23,682	.19	.17
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M)	150 410 1	.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S)	150,439	.39	.36
Corning Evening Leader (E)	7,363	.0193	.015	New York Sun (E)	186,185	.34	.32
Elmira Star-Gazette (E)	†22,097	.04	.035	New York Telegram (E)	215 202)	.342	.315
Gloversville Herald (M)	6,062	.02	.015	New York Telegram (S)	215,282	.246	225
Gloversville Leader-Republican (E) Ithaca Journal (E)	6,179 7,012	.0179 .0357	.0129 .025	New York Times (M)	344,436	.50	.45
Jamestown Post (M)	8,765	.025	.0207	New York World (M)	387,549	.40	.40
Middletown Times-Press	4,462	.0107	,0107	New York World (S)	SION TONO	,40	
Mt. Vernon Daily Argus (E)	5,739	.0214	.0172	New York World (E)	423,810	.40	.40
Newburgh Journal (E)	5,047	.01071	.01071	Rochester Union & Advertiser (E)	40,768	.10	.06

† Statements to A. B. C.

"HEADLINE POLICY" TO

Columbia University "War Paner" Heees Newspapers to Rise to Supreme Reenembility in Treatment of Was News-Stories of Real Fighting Should

Deminate First Page. Henry Bedinger Mitchell has written "way papers" an appeal to the press on forth the absolute necessity for teams work, the parephlet says, in part: 'Our greatest national power-that which, in every democracy, must direct

public press-and upon you who direct that press, rests a suprespo respond "The American people know that only

plays for all, with a single eye to the "It is upon this knowledge that the Arrestican people most now act. It is the military of the sublic ureas who have It is their power to lead them to this the ideal of it-constantly before the people; by making them realise that "How is this to be done? Billiseints repeated editorials, are noth desirably

day, by the headlines of \$., yeaper, and the wording and ferm of prosenta-"It is, therefore, to a considered and that we must look primarily for the keeping before the American people the impuriance of team play, and of the fort that we are to-day a member of a

eurs. Team play, socrifice hite, quetels 'In this policy of news presentation, "(L) Do not use the phrases. Allies, 'The Entence Powers,' etc.

Your Allien, 'Our Gallant Allies,' 'The ference whether we have a formal al-We have a de-facto and pragmatic attance, is that we are fighting a encurson corney. And only as this le-Herated and reflected can it be made to

"(h) Keep the nows of the actual righting, so far as possible, upon the front page. It is our fighting. It is the range of troops, the training of munitions, and the issuance of billions credit-are conducted. These our Allies before the nubble us Ameri-

Bugs. Trest it as such. We do not

theel handreds of thousands must be "AD DAY" ORSERVED HELP SHAPE OPINION "It is to the press of the country that

of the news, and in the words that are used in making that news public, that

SEES GOOD TIMES AREAD

Michigan Publisher Optimistic About General Business Conditions. Min W. Whittoker, nutdisher of the Jorkson (Mich) Patriot, has been in cating upon national advertisers and

Mr. Whittelerr speke optimistically of "The local situation is just aplended. We have recently paid some of the big-



HILO W. WHITTANER.

good pay-rolls in the history of the pagood. There is a neticeable shamp in temporary and that the your 1917 will The one degree of uncertainty in the Frank H. Whittaker, furnarrly circu-

lation evenger of the paper, has been sends and they and stedit resnager. Harry Spelecar, femusely amistant to the posttion of circulation reenager.

The man who bets his all on a pair of dences may get away with it ence will bump him into the fellow who holds a fell hand pest as yerr as IN CALIFORNIA CITIES

Impressive Festival and Pageant at Civic Auditorium in San Francisco, While Las Angeles Ad Club Mambara Liston ed to Talks on Timely Subjects-Goveroor Had Set Date.

"Advertising Day," which was autorized by Gov. Stephens, of California. served to a number of cities, on April 20. ing festival was held in San Prancisco The Lee Angeles Ad Club size carried out an interesting programme. Freeze, the around Plainin Day celebravertising feature added to the usual Great preparations had been made for

local advertising thus, and the affer was otte successful. A large audience was The balance is to be added to the fund world for day Francisco.

the Advertising Day pageant. A fine raining opened the erremonnes. American fing was unfuried from the top of a tall pole, and, so its folds spread out and the coast artiflery band played.

ed, was strongly sulltary. The Coast lead; then followed tifty uniformed apof the League of the Cross Cudeta

vert, Brain queen, who, with her mutree of honor, Mrs. Assum Latride, was custume were the Queen's attendants, lowed by a dozen of the Ad Clab committee chairmen, murched at the head

AWARANDOL OF DEPART DESIGNATION. The great exectscular feature of the regressive was "The Awakening of the Infant Industries of childrents." On the central plotform was the huge layerted rails beatles, wing bettles, shows fruit.

people task part in the pageont of ad-

the narrely to march up and down. Then Here passed by fifty members of a girls troop of newsboys with a band, seven an azimated violet talcum powder can with vielet stockings. Many other con-

THE OPENVANCE IN LOS ANGELES. A special programme was prepared by tencheen at a downtown hetel in cele "Advertising Day," paper Association, addressed the enevi-Robert H. Armstrong was touchmaster. The subjects discussed were War," "Upsetting Normality by Re-"Effect of War on Business. Among the speakers was Evert stance, a well-known adverthing man of San Prancisco. A num

SOUTH AMERICAN SERVICE GROWS Roy W. Howard Adds Another Rie News paper to South American List.

l'altrei Press Associations, is receiving overgrutulations upon his rapidly grewlatest big paper addition to the United neiro, which, according to its augustee-

The most notable acquisition that the reconveyent. To be cotablish a service which will bring the thought of our country in clear touch with the civilieign thought are constantly heard by to collaborate tolographically in the col-

SETS DATE FOR TRIAL

Judge Hand Fixes Oct. 8 for Hearing of Cases Against Neses Print Men. Judge Learned Hand, of the Pederal Sherman Anti-Trust low through the terror' Association, for October & post-Mark Hymen and Balebridge Collo

NEWS PRINT MEN READY TO ABIDE BY PRICE SET BY FEDERAL COMMISSION

News Print Must be Sold to All Alike, Whether Publishers Signed Agreement with the Federal Trade Commission or Not, Is the Reported Decision of that Body-If Paper Must Be Relinquished Those Who Did Not Sign Must Surrender the Tonnage to Those Who Need It.

THE news print manufacturers, it is understood, have replied to the letter sent to them by the Federal Trade Commission to the effect that they are ready to put the price fixed by that Federal body into effect. They express the opinion in answering, it is eald, that only those publishers who signed the agreement with the Commisnion, and agreed to waive 5 per cent. of their contracted tonnage, should benefit by the reduction in price.

The Commission, it is said, insists that the price shall apply to all alike. regardless of whether publishers signed the agreement or not. The agreement with the manufacturers, it is understood the Commission will hold, was made prior to the proposition put to the newspaper men by Francis J. Heney, special counsel for the Commission.

OTHERS MUST ACREEL

That agreement, the Commission will hold, in no wise affected the proposition of the manufacturers, who asked the Commission to set the price of news print for a period of six months, and It is understood to be the opinion of the members of the Commission that it would not be fair to ask the publishers who signed the agreement to relinquish an additional 5 per cent. of their contract requirements, in view of the fact that they have been cut in their tonnage from 5 to 15 per cent. It is the opinion of the Commission, it is said, that those publishers who did not sign at that time, should be required to waive the 5 per cent., if it is necessary that any paper shall be given up. It would not be fair, it is held, for one set of publishers to withhold their signatures, and got the benefit of their full tonnage requirements at reduced prices and at the expense of those who were willing to assist when assistance was vital.

It is said, however, that since the meeting in Washington a large number of publishers have signed, and that practically all of the other large users of news print have agreed to relinquish 5 per cent., if need be, in order to put the plan into operation. It is believed now that the method of distribution has been worked out.

PRICE FOR NEW SUPPLY NOT SET.

Arrangements are still in progress for the taking over of the Northcliffe Mills, at Grand Falls, Newfoundland. for the relief of the small publishers of the United States. The matter of the price at which the supply from the mills will be sold has not yet been determined, owing to so many things entering into the question, one of which is the proposed tax of 10 per cent, on all news print brought into the United States from foreign ports. Until that phase is definitely settled, and the law is placed on the statute books, it will not be possible to announce a price. The cost will be the lowest it is possible to make, and the entire benefit will be for the smaller publishers of the coun-

STRPLITS OF BOOK PAPER.

The book paper market is overstocked to such an extent that seven more machines, capable of making 25 tons of - it was agreed that the price should be

paper each a day, are now idle, or available for the making of news print. While the price of book paper has not decreased materially, there has been a break. Jobbers are well stocked, and are ordering in only small amounts, and consumers, it is said, have as much on hand as is required for their needs for some time. The machines that were formerly employed night and day on this class of stock are now ready to be turned back to news print, and manufacturers are beginning to cut prices to well their stock.

The market for wruppings, manilas and other grades, for which there was a tremendous demand during the latter part of 1916 and the first portion of this year, is also well supplied, and prices are falling again. It has been advocated in some quarters that manufacturers stand pat and hold up rates, but the constant sagging off in the demand and the dropping of one machine after another, makes it necessary that they find employment for them. The only outlet is in the news print supply, in which there is a shortage, estimated by some to be as much as 400,000 for the current year, with a largely increased and constantly increasing demand.

Publishers are practicing greater economies than ever, realizing that this policy, rigidly adhered to, will be necessary in order to carry them through the present year.

FRONCETTON PROUNDS.

The present condition of the news print market may be summed up approximately as follows: Accepting the estimate of 400,000 tons whortage for 1916, this would be further reduced by the amount of paper that may be made by the machines that formerly made wrappings, manilas, and other grades, to the amount of something like 285,-000 tons a year, leaving the actual shortage in the neighborhood of 115,000 tons. With the amount of news print in stock at the Northeliffe mills, in Newfoundland, and the tonnage they may manufacture, this should be reduced by something like 75,000 tons, beaving an actual shortage of about 40,-000 tons. This may be wiped out, it is believed, if all publishers will follow the lead of those who have already ellininated returns, cut off exchanges, raise the retail price to 2 cents a copy, and reduce size. If this is done, it is believed that competition will be restored. and a buyers' market will take the place of the sellers' market that exists at the present time.

CANADIAN NEWS PIUNT MARKET.

The price of \$2.50 per hundred pounds for paper, f. o. h. mill, fixed by the Canadian Government, has been opposed by the paper makers of that country, with the result that R. A Pringle has been appointed by Sir Thomas White, the Minister of Finance, to investigate the situation and report whether, in his opinion, the price should be changed. Mr. Pringle is a prominent lawyer and former member of Parliament.

The investigation made by R. W. Breadner, of the Tariff Export Department of Finance, was to the effect that 214 cents, delivered, was a fair price. As a concession to the paper makers,

f. o. b. mill. This is the price which Canadian consumers are paying at the present lime, manufacturers insisting that the price only holds until June 1.

NEW MILLS CYMING.

There will be greater relief for pub; lishers in 1918 than at the present time, when the new units now being erected in the different mills shall have been completed and in operation

In 1919, there will be more enough paper to go around, for then the various mills in which publishers are interested will be supplying their output to the newspapers of the United This will amount to something States. like 1,000 tons a day, or approximately 200,000 tons yearly, with other mills to

These plants will make paper for cost, plus a stated profit, publishers getting the benefit of any decrease in the costs of materials, or paying for such increase as may occur in price, if need be, but always with the same stated profit for the mills.

Some manufacturers are interesting themselves in the movement to increase the demand for paper containers, on account of the falling off in the demand for paper of practically all grades, in every meetion of the country, in order to and employment for machines that will have to be placed on the cheaper grades of news print, unless the demand for their output is increased in other direc-

ALL-DAY CONVENTION TO-DAY

Western Advertising Agents' Association in Session at Chicago.

Following is the programme of the Agents' All-Day Convention held today at the Hotel La Saile, Red Room, Chicago:

Opening address, President Rankin

Uset of Doing agency Business and Experience with Cost Keeping: Mr. Hart, Taylor-Uritchfield-What We Have Found Out About America

ets and How We Go About Getting Them . Fogarty, Gundlach Advertising Co.

Business Getting Methods and Wastes there in: Mr. Honps, Boops, Merringing Co.

A Successful Basin of Pay for Solicitors and Account Handlern: Mr. McJunkin, McJunkin Ad-

record Hamores are accounted postulate Advertising Agency.

Insorbie improvements in Societing Methods.

Mr. Matteson. Gundisch Advertising Co.

A Suggreited Code of Etnics for Advertising Agents. Mr. Husband, Husband & Thomas Co. A Proposed Constitution for a National Association of Advertising Agents: Mr. Claque.

Taylor Critchfield-Clague Co. Plans of the National Out-Door Advertising Sureau for the Agents' Association: Mr. Shec-

man, Sherman & Bryan Same Observations on Banks and the Pend-

ing Susiaces Struction. Mr. Benson, Benson nucled & Sisten.
Pinns for an Unusual Exhibit at St. Louis

Convention: Mr. Fanet, Mallory, Mitchell &

The Situation on Between the Government and the National Advertising Advisory Board: President Rankin

Take your work as a tonic, not as an angsthetic.

Circulation GAINS in Baltimore

Appended below are the circulation figures of the various Baltimore papers as submitted to the United States Government for six months ending April 1st, 1917:

NEWS-Evening-

April 1, 1917 - 84,012 (News evening shows gain of 10,195 enpire from Oct. 1, 1916 to April 1, 1917.)

SHX-Morning-

April 1, 1917 - - 102,577 (Morning Sun shows less of 305 captes from Oct 1, 1916 to April 1, 1917)

AMERICAN -Morning-

April 1, 1917 . - 78,123 (American shown lorg of 1994 copies from Oct. 1, 1916 to April 1, 1917.)

SUN-Evening-

68,688 (Evening Sun shows gain of 3,129 copies from Oct. 1, 1916 to April 1, 1917.) April 1, 1917 - -

STAR-Evening-

April 1, 1917 - -43,848 (Star shows a gain of 119 copies from Oct 1, 1016 to April 1, 1017.)

The gain in circulation of THE BALTIMORE NEWS for the period above named is more than double the combined gain of all other Baltimore daily newspapers.

The present circulation of THE BALTIMORE NEWS is the greatest in its history. The net paid daily circulation for April, 1917, is over 25,000 greater than the same month last year. Advertisers are naturally interested in a newspaper with a growing circulation. Watch the next A. B. C. report on Baltimore for revised figures on the local situation.

For Better Business in Bultimore Concentrate In

The Baltimore News

Net Daily Circulation April, 1917, 99,942 GAIN over April, 1916, over 25,000

DAN A CARROLL Special Representative Tribane Building

I. E. LUTZ Special Representative First Nat'l Bank Bldg

EDITORIAL

"WHERE NO ONE HAS THE RIGHT TO ASK QUESTIONS."

I N his historic address to the Congress, outlining the ideals of popular government in whose defence this country was forced to enter the war, President Wilson laid strong emphasis on the cvil results of the intrigues possible under secret governments.

"Such designs can be successfully worked out only under cover and where no one has the right to ask questions. . . . They are happily impossible where public opinion commands and insists upon full information concerning all the nation's affairs."

Secretary Lansing, of the State Department, has issued an order forbidding any one connected with his department from discussing any phase of the public business with newspaper men. Later Mr. Lansing modified this order somewhat, specifying that bureau chiefs may answer questions when reporters have been formally referred to them by the men in charge of the department's intelligence bureau.

Notably since the first Administration of President Roosevelt, the policy of the Government at Washington has been to observe the utmost frankness with accredited newspaper men. The President himself, it is understood, must never be directly quoted. But our later Presidents have realized that newspaper correspondents should know essential facts bearing upon all public affairs, that they may be in a position to write understandingly and informingly. President Wilson has followed that policy quite as consistently as his predecessors in office.

Secretary Lansing, in his seal for the public welfare and the interests of the nation at war, has, in this order to his subordinates, adopted the familiar system used by autocratic governments in stripping the press of power and influence. In asserting that he may deny the right of American citizens to ANSAVER questions, he implies that other citizens have no right to ask questions.

The newspaper makers of the country are, practically without exception, fully as loyal to the nation, and as little likely to imperil its success in the war through recidens publication of facts of value to the enemy as Secretary Lansing himself. It is hardly necessary for The Editon and Pendamer to criticise this reactionary order by Mr. Lansing. The President has performed that task in an admirable and adequate way in the portion of his address quoted above.

FACTORS OF VALUE IN NEWSPAPERS

THE Indianapolis News has made a canvines of one thousand readers, equally apportioned between its city and country circulation, to determine reader-preferences for features and factors of value in the paper.

As might have been noticipated, local news takes first place in the returns from this canvass. But the fact that both city and country readers place display advertising in second place in their estimates of what makes the paper valuable to them may cause some surprise to a few newspaper makers. Classified advertising is rated third by city readers and fifth by country readers, the latter placing a higher value upon market and weather reports.

The significant feature of this census is that advertising shares with local news the interest of readers. The inquiry made by the Indianapolis News would probably have similar results if made by any other representative, high-class newspaper. It indicates the real service performed for readers by the newspaper which carries a large volume of advertising.

Newspaper makers who fear, at times, that the balance in space in facor of advertising is too great may take comfort from this test of reader-preference for factors of visue. The fact is that, nowadays, advertising is news and gives to the newspaper carrying it in large volume an element of news value whose appeal to the reader is intimate and direct.

"What does the reader want?" The question is as old as the printed page. One thing is certain-

WICKEDNESS may prosper for awhile, but at the long run he that sets all knaves at work will pay them.—L'Estrange

the reader of the modern newspaper wants AD-VERTISING, and wants only one other thing more than advertising. That other thing is the record of the happenings of the immediate community.

AN EVENT OF NATIONAL INTEREST

W ITHOUT waiting for concerted action by Chicago publishers, Victor F. Lawson has announced that, on May 14, the Chicago Daily News will sell for two cents a copy, instead of one cent. Since the announcement of Mr Lawson's action was first made—in press dispatches on last Sunday—the Herald, the Examiner, and the Tribune have each decided to follow his lead.

When the Philadelphia Evening Bulletin adopted the two-cent price it seemed inevitable that the greatest afternoon penny newspaper of the West should, sooner or later, follow the same course, Tho experience of Mr. McLean should accurately forecast the result of Mr. Lawson's courageous initiative in Chicago. Mr. McLean demonstrated that he had builded his great newspaper on the solid rock of public service, and that an increase in the selling price, made necessary by economic conditions, could not disturb its hold on public favor. The Bulletin now holds the circulation premiership in the twocent afternoon field in America. Mr. McLean will not deplore the prospect of soon sharing that leaderable with Mr. Lawson, or possibly even surrendering it to him.

To have had either of these great newspapers crippled or hampered, in the period of the war, through adhering to an impossible selling price would have been lamentable. Each stands for the highest ideals in journalism. Each renders, in its field, the highest service possible to a newspaper. Each is a national institution. It is good news to the whole citizenship that now comes from Chicago. All who appraise rightfully the value of great and independent newspapers will feel that Mr. Lawson has, once again in his long career of notable public service, set the right example, at exactly the right time, to his fellow publishers of America.

The Chicago Tribune, "the World's Greatest Newspaper," in abandoning the penny price, sets a worthy example of practical policy to the other great morning newspapers of the country which are holding to the tosing price. In the Tribune's explanation of its course to its readers, which is reprinted in this issue of The Editor and Publishers, there is not only unanswerable logic, but much of timely suggestion to other publishers in metropolitan cities.

The Chicago publishers have, by their sensible course of action -taken without mutual agreement, but in the face of conditions which render the penny newspaper an economic impossibility—shown the way to their confrères in New York. How much longer will the New York publishers hold out against the inevitable?

"GRABS FROM THE TREASURY"

T HE Johnstown (Pn.) Tribune, owned by Representative A. H. Walters, mays, in a recent editorial:

"The Tribune is unqualifiedly opposed to the movement promoted by a few advertising agencies, supported by a number of newspapers, to secure an appropriation by Congress for a 'million-dollar advertising campaign.' The proposed campaign is to cover the recruiting business and the sale of war bonds.

"What is needed at this time is an offer from the newspapers of the land to furnish the Government, free of charge, as much advertising space as is necessary to make the public fully acquainted with the plans and necessities of the Government. This is a patriotic duty. At the best the Government is going to be fleeced in war contracts. There are, unfortunately, men who see nothing but profits in their tiovernment. Let it not be said, when the war is over, that the newspapers participated in grabs from the Treasury."

Does the Publisher-Congressman contend that advertising space is a commodity which costs nothing to produce? Is it his experience that his newspaper does not require advertising revenues? If newspaper advertising space is a thing of value, and its sale to advertisers is a legitimate transaction, why should its sale to the Government be a "grab from the Treasury"?

If the Government requisitions the services of any of Mr. Walters's employees they are paid for such services. If the Government should require the building and plant of the Tribune for its use, the owner would be paid for such property. Would the acceptance of such compensation, in either instance, be discreditable, unpatriotic, and a grab from the Treasury?

If it is a disreputable thing to sell advertising space to the Government, it is equally disreputable to sell advertising space to a private individual.

HOW ADVERTISING PAYS

T is asserted that advertisers spend in the newspapers of this country in the course of a year about \$350,000,000. Assuming that, directly and indirectly, the newspapers reach and influence all of the people, this means that for the purpose of getting his measage to him the advertiser spends about \$3.50 per year to reach each inhabitant of the country.

Does this expense represent an economic waste, as some people allege? Or do the advertisers and the readers find it mutually profitable?

The expenditure means, for the advertiser, a part of his selling cost. Selling cost cannot be eliminated in merchandising. Sales must be made unless manufacturing is to cease. If manufacturing is to be stimulated, selling must be. If output is to be large, distribution must keep pace. Unless output is at maximum of capacity, manufacturing costs mount, and must be added to the selling price of the product. Quick turnover of his product by the retailer is vital to the manufacturer who would keep his costs at minimum and his product at a maximum of excellence. Advertising affords the cheapest and the only successful plan whereby the commodity of real merit finds its market. Thus, while advertising is a part of the selling expense, it reduces selling expense to the lowest possible point, and becomes a factor of economy for both the manufacturer and retailer.

If manufacturer and retailer abould stop advertising, thus restricting their market and making it impossible to control distribution, the consumer would have to stand at least a part of the loss in the way of higher prices for the commodity. Low prices, or prices providing for the smallest possible profits above manufacturing and selling costs, are possible only when distribution matches output. If a less effective sales plan is followed, the consumer pays for the blunder—or the manufacturer fails.

All expense involved in producing and selling a product should be assumed for the one object of getting such product to the consumer at the lowest possible price. Advertising fits into the process, and is the factor which makes possible the small per-sale profit. Advertising, broadly speaking, since ways works to lower the cost of commodities to the people—and to standardise production and profits for the manufacturer. Making possible for the merchant the maximum volume of sales, advertising assures and stabilizes his profits, and cuts his selling costs to the lowest margin.

Advertising enables the seller of a good thing to reap the advantage which he deserves to have over the seller of a commodity of questionable value and merit. Advertising educates the consumer to discriminate in favor of the article of real worth. It has were its sole functions advertising would justify itself. In truth, however, it justifies itself from every possible angle.

I F all officials of the Government shared the sentiment of the President as to the benefits of helpful criticism we should not have witnessed a desperate effort at Washington to shackle the press.

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PERSONALS

NEW YORK.—Frederick Arnold has resigned from the news staff of the Brooklyn Standard Union and will locate in Los Angeles.

Stephane Lauzanne, the distinguished French editor, delivered a lecture on "Verdun" at the Fourth Unitarian Church in House a few nights ago, the proceeds to go toward the aid of the French war orphans.

Pomeroy Burton, manager and director of the Landon Daily Mail, was warmly received by the Press Council of the Merchanta' Association of New York City, at a meeting on Wednesday last.

Ellis Howland, editor of the New York Journal of Commerce, addressed a meeting of the United Retail Grocers' Association of Brooklyn on Tuesday night.

Geo. W. Cope, for many years connected with the editorial staff of The Iron Age, has resigned. His associates tendered him a dinner on April 28, "to signalize more than a generation of distinguished service in trade journalism."

R. E. Moyer, of the International News Service, spent several days in Pittsburgh this week.

Pomeroy Burton, of the London Daily Mail and Don C. Seitz, of the New York World were speakers at the banquet of the New York Board of Trade and Transportation at the Manhattan Club on Thursday night.

OTHER CITIES—Harry W. Walker, for several years with the Hill Publishing Company, has been appointed business manager of the International Trade Press, of Chicago.

Thomas B. Gloster, Chairman of the Industrial Accident Board of the State of Michigan, a former Detroit News man, is distributing the third annual report of the Industrial Accident Board of Michigan, covering the fourth year of its administration of the Workmen's Compensation law.

James O'Donnell Bennett, staff correspondent in Europe of the Chicago Tribune, has gone to Mockholm.

Carl von Wiegand, European correapondent of the International News Service, and George O'Itell, European correspondent of the New York Evening Mail, left London on Friday of this week for Scandinavian countries

Herbert Corey, the European correspondent of the Associated Newspapers, arrived in New York on Monday for a brief visit.

Ouwald Schuette, correspondent of the Chicago Daily News, is now in London. Other American correspondents in London are Edward L. Keen, of the United Press, and James W. Enders, of the Asacciated Press.

Frank R. Wilson, formerly publisher of the Sloux City (Ia.) News, which ceased publication last summer, is to be connected with the censorship at Washington.

Gov. Waiter E. Edge, of New Jersey, appointed Mrs. H. C. Colville, of the Bayonne Review, as delegate to represent New Jersey at the national tuber-culosis congress in Cincinnati.

Verne Marshall, editor of the Cedar Rapids (Ia.) Gazette, who has spent some time as an ambulance driver for the American Red Cross on the French tattle fronts, has returned home and is lecturing throughout the West, on his experiences.

J. L. Chivington has rejoined the editorial staff of the Chattanooga (Tenn.) Times. Mr. Chivington has been serving as secretary to Mayor Littleton, of that city, for some time past.

HIS ASSIGNMENT





Geo. Poley has been appointed business manager and Percival Mullikin editor of the Nyack (N.Y.) Evening Star.

J. C. MacArthur, city editor of the Omaha Daily News, has resigned to enter the officers' reserve corps of the army.

Halph Shipman, for the past four years assistant advertising manager of the Elizabeth (N. J.) Journal, is the first newspaper man of that city to join Uncle Sam's forces. He will enter the Hospital Corps of the navy.

Fred B. Leighty has been made editor of the Auburn (Ind.) Daily Courier.

Louis J. Reilly, for several years telegraph editor of the Bridgeport (Conn.) Farmer, has resigned to go into the automobile business.

Edward J. Hancock has been made business manager of the Piqua (O.) Inity Call, which newspaper is owned and published by Merritt C. Speldel. Mr. Hancock was formerly secretary to Charles W. Fairbanks.

CHICAGO—John L. Spellman, Chicago newspaper man for nearly fitteen years, has resigned from the Examiner staff to accept a managerial position with the L. J. McCormick estate.

Largely through the instrumentality of Roy Keehn, general manager of the Hearst papers in Chicago, James W. Gerard, former ambassador to Germany, came to Chicago last Friday to deliver an address before the Bar association. During his visit, Mr. Gerard was the guest of Mr. Keehn.

Frank Gardiner, city hall reporter for the Chicago Herald, has been ill for several days. During his absence, Arthur Evans, political editor has been taking the city hall run. Opening of the officers' reserve corps training camp at Fort Sheridan will depiete many of the editorial offices. Chicago newspaper men who have enlisted include J. Loy ("Pat") Maioney, Ronald Webster, H. F. Parker, Mark Skinner Watson, O. ("Cotton") Mather, Paul Williams, Ketth Jones, George Shor, and Herman Seeley.

Gerald Kiley of the Tribune staft left Tuesday for the East where he will take passage for France to serve in the American ambulance corps. Joseph

Pohl, a Tribune pressman, has joined the pavy.

Harry Canfield, formerly night city editor of the Chicago Examiner, has joined the Tritune copy desk. Mr. Canfield's work on the Examiner won him a wide reputation.

PROVIDENCE.—William Perrin, assistant sporting editor of the Providence Journal, is accompanying the Providence Grays on their first trip around the international circuit.

Jean Sehate, telegraph editor of the Evening Tribune, recently bought an automobile. It was stolen early last week and recovered. It was stolen later in the week again. The police are looking for it.

Lester Taliman, advertising manager for the Jewelers' Circular, New York, was a visitor in the city last week.

George W. Cooper, advertising manager of the Metal Industry, New York, was in the city on business last week.

Roger Ferri, of the Evening Tribune, and Henry Dinneny, of the Pawtucket Times, have gone to the Detroit Free Pross.

W ASHINGTON-W. W. Hawkins, general manager of the United Press, is in Washington.

William Hoster, of the Hearst papers, is now writing from the New York American Bureau here.

M. Brice Claggett, formerly stationed at the White House for the Associated Press, has been appointed private secretary to Secretary McAdoo.

George Cooksey, formerly of the Associated Press, and more recently private secretary to Secretary McAdoc, has been appointed assistant to the Secretary of the Treasury.

Edward 8. Rochester, recently managing editor of the Washington Post, is now editor of the Official Bulletin, the new Government publication, which is expected to be of great service to "agencies of public or semi-public character, equipped to disseminate the official information it will contain."

Visitors To New York

Walter Inman, circulation manager of the Chicago Daily News.

J. E. Trower, advertising manager, Pittsburgh Post and Sun.

Milo W. Whittaker, publisher Jackson (Mich.) Patriot.



The Birmingham News has signed an annual agreement for the Haskin service.



PHILADELPHIA - Dr. Toyokichi Iyenaga, director of the East and West News Bureau, of New York. spoke this week before the Engineers' Club of the national relations of the two countries.

Bill Gorbam, director of the art department of the Evening Telegraph, is making some really corking sports portraits for his paper.

Lincoln Eyre, special representative of the Press and the New York World. is said to be the only newspaper man who accompanied the French Mission from Paris.

State Senator William C. Sproul, owner of two Chester newspapers, and Col. James Elverson, jr., owner of the Inquirer, were elected members of the Five o'Clock Club, a political and business dining organization, at a recent meeting.

John A. Cleary, manager of automobile advertising for the Ledger, has resigned to do special promotion work for the Automobile Sales Corporation. He was formerly a news writer on motoring and aviation.

Samuel Meek, jr., a sonior at Yale. who has taken most of the honors going in his class, has been picked as one of ten Yale men, out of 2,500, for a commission as second lieutenant in the Marine Corps. He had already enlisted in the Aviation Corps, but had not taken the Federal oath. His elder brother, Wilson Meek, who went to the border with the First Virginia Cavalry, is now in Richmond and expecting to be sent to Alabama. Both are sons of Col. Samuel Meek. The third and youngest son have also onlisted.

Dr. Talcott Williams, Oswald Garrison Villard, of the New York Evening Post; William C. Bullitt, of the Ledger editorial; David Lawrence, Washington correspondent of the New York Evening Post: Toyokichi Iyenuga, of York, director of the East and West News Bureau, and Don C. Seitz. of the World were on the programme at the recent meeting of the Academy of Political and Social Science, when "America's relations to the world conflict and the coming peace" was discusped.

MILWAUKEE.—George H. Schroe-ler, solicitor in the Milwaukee Sentinel's advertising department, has resigned to join the Engineering Corne of the Wisconson National Guard.

James Colby, of the Milwaukee Free Press news staff, will go to Fort Sheridan, Ill., with the Reserve Corps

Harold Wieben and Alvin Steinkopf, of the Milwaukee Evening Wisconsin, have passed the examination for the officers' reserve camp at Fort Sheridan, Ill., and are awaiting official call.

Elwin R. Moak, day city editor of the Milwaukee Sentinel, has resigned to go with the Cream City contingent of officers' reserve recruits to Fort Sheridan,

Walter Van de Kamp, who for several months has covered the night police run on the Milwaukee Sentinel, has gone to Chicago to take a position on the Hernld.

Bloor Schleppey, of Indianapolis, Ind., has joined the staff of the Milwaukee Sentinel.

Victor Rubin, reporter on the Milwaukee Journal, passed the examination for the Officers' Reserve Corps and will go to Fort Sheridan, Ill.

Burdette Kirkham, sporting editor of the Milwaukee Free Press, will go to the Fort Sheridan training camp with the officers' reserve.

sentinel's staff of advertising solicitors.

has resigned and enlisted in the United States Cavalry.

Implet Coleman, long associated with various Milwaukes newspapers, is officiating as easign in the Milwaukee naval recruiting office, having received his appointment a couple of weeks ago.

John Poppendieck, Jr., business manager and managing editor of the Milwaukee Sentinel, has returned from a business trip to the East, where he attended the annual meeting of the Associated press.

Harvey Getzloe, news editor of the Milwaukee Sentinel, is among the Cream City newspaper men who have listened to the call of war. He will join the officers' reserve at Fort Sheridan, Ill.

Capt. J. N. Stone, eighty-three year old, editor of the Neenah (Wis.) Daily Times, has offered his services to the country. In a letter to Gov. E. L. Philipp. he volunteered to place himself at the disposal of the Government.

Miss Ruth Murphy, society editress of the Milwaukee Sentinel, has resigned to actively enter the Red Cross service. Miss Murphy is a niece of Michael Cudahy, the packer magnate.

ITTSBURGH-Burd S. Patterson, secretary of the Ristorical society of western Pennsylvania and well known newspaper man attended the annual meeting of the Mississippi Valley Historical association at Chicago

Colonel C. A. Rook, of the Pittsburgh Dispatch and A. P. Moore, of the Pittsburgh Leader were members of the recention committee appointed to receive the representatives of the republic of Prance on their visit to Pittsburgh,

Bennet Oliver, son of Senator Oliver. f the Pittsburgh Gazette-Times and Chronicle Telegraph is in the aviation service.

Geo Carrel, of the Pittsburgh Gazette. Times is now on the copy desk of the Pittsburgh Post. Geo. S. Applegarth, formerly telegraph editor has been made assistant managing editor of the Post. MacPherson aucceeds Mr. Applegarth.

George Thomas, formerly of the Post now with the Gazette-Times.

Max Henrici, financial editor of the Pittsburgh Sun and Alonzo Alter, telegraph editor will go to Plattsburg to take the officers' training course. Mr. Henrici has served in the army.

Robert Dunford, of the Johnstown (Pa.) Tribune has enlisted and is now at the Columbus barracks.

J. Denny O'Niel, president of the Mc. Keesport News and State Insurance Commissioner of Pennsylvania, been appointed receiver for the Pittsburgh Life Insurance Company.

Errol H. Derby, son of Chauncy H. Derby, city editor of the Scranton Republican, has been appointed associate editor of the official publication of Bucknell University

Professor Joseph D. Meyers, head of the Journalism department of the Ohio State University, will deliver an address at the evening session of the fifth annual Journalism Conference held at the University of Pittsburgh, May 18 and 19.

BUFFALO.—Charles J. Wolf, jc., a member of the Courier staff, has joined the Officers' Reserve Corps, and will report for duty in a short time

Leo J. Hagerty, of the Commercial, and John McNamara, of the Enquirer. have enlisted for the same organization, and are planning to leave in a short

George Obenauer, who was howling porting publication issued here.

William Hutchinson, a member of the Courier staff, has resigned to go to the Erie (Pa.) Despatch as telegraph editor.

Thomas C. Brown, a Jamestown newspaper man, has been active in the enlistment of candidates for Col. Roosevelt's proposed volunteer division.

ALLAS.-C. D. Waide, in charge of D the Houston (Texas) Bureau of the Galveston-Dallas News, has resigned and will enter the officers' training camp at Leon Springs on May 14.

Russell S. Sims, telegraph editor of the Dallas (Texas) Morning News, has been certified to attend the officers' training camp at Leon Springs and will leave the News staff.

T. H. Barrett, city editor of the San Benito (Texas) Daily Light, has signed to become telegraph editor of the Dallas Morning News.

Alex Massengale, of the mechanical department of the Cleburne (Texas) Daily Review, has resigned to enlist in the United States Navy.

R. E. Vinson, reporter of the Galveston (Texas) Daily News, has resigned to try for a commission in the officers' training camp at Leon Springs.

George Wythe, W. D. Hornaday and Turn Parker, reporters on the staff of the Dullas (Texas) News and Dallas (Texas) Evening Journal, have resigned to enter the officers' training camp at Leon Springs.

Nelson Shepard, formerly of the Dallas (Tex.) News staff, but more recently representative of the Central News Association in the Senate Press Gallery at Washington, has become a member of the Marine Corps.

W. A. Chamber and John H. Caulfield, reporters on the Gaiveston (Tex.) Daily News, have resigned to enter the officers' training camp at Leon Springs, Tax.

Ben Hill, who has been reporter for the Dallas (Tex.) Morning News for several weeks, coming to Dallas from Commerce, Tex., has been transferred to Galveston and will become a reporter for the Galveston Daily News.

PAN FRANCISCO.-Edward Page SAN FRANCISCO. Edward the Sun Publishing Company, publishers of the New York Sun, is here on a tour of the Pacific Count.

Christy Walsh, formerly a well-known newspaper man of Los Anceles and San Francisco, who is now advertising manager of the Rose-Chalmers Company in this territory, has arrived from southern California by motor, accompanied by blachPlde

Edward R. Allen, formerly city editor, anything else.

of the Alameda Timea-Star, became editor of the San Francisco News Bureau, on May 1. He has made an excellent record on the leading dailies of Oakland and Alameda, during the past ten years. The News Bureau is San Francisco's daily financial paper. The new line-up consists of Harry S. Allen, president and totalisher: Edward R. Allen, editor, and Heary A. Allen, business manager.

MR. HEARST SINGES MR. HOUSTON

Big Newspaper Proprietor Says People Who Can Spend Should Spend.

Secretary Houston's plea for studied economy, wearing old clothes, brought forth a vigorous reply from William Randolph Hearst, whose letter to the editor was published in the columns of Mc. Hearst's New York Evening Journal. Mr. Hearst said, in part

"Mr. Houston is doing his best to bring on a financial depression, and what will this country do if we have financial depression on the one hand and tremendously high taxation on the other band?

"A man with an ounce of intelligence, inch of foresight, can see that if the people who have money to spend stop buying at the stores, the stores will fail and go into bankruptey. Hundreds of employees will be discharged. the orders to the factories will be discontinued. The factories, except those which are supplying Government orders. will be closed up, and thousands of their employees will be discharged.

"The depression is already felt, the stores are already encountering the effect of this dread of high tuxation, and this preachment of false economy. cannot take away from the purchasing activity of the community (1) the money that is removed by taxation and (2) the money that is hoarded through fear and have anything left to sustain the business of the country.

"As a matter of plain fact, the people who can spend should continue to spend-The business of the country should go on as far as possible, as usual."

FORD STARTS THE PORCUPINE

Literary Editor of the New York Herald Establishes a Satirical Magazine.

James L. Ford, author and literary critic of the New York Herald, has catablished the Porcupine, a new monthly satirical magazine. Mr. Ford is a muster of satire. He is the author of a number of books and plays. His book, The Literary Shop," sutirised magazine editing a number of years ago The Porcupine is to be different from

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No.

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AMERICA'S GIFT TO RUSSIA

A Statue of Liberty, bearing the Torch of Freedom, which France passed to the United States, now will go from us to the New European Democracy.

THE LIBERTY FUND

Composed of Subscriptions from Americans, to pur-York Harbor as a token of international fraternity.

EXECUTIVE COMMITTEE

William H. Taft, president James W. Gerard, formerly Verhasonder to Germany Samuel Lompers, president American Federation of Labor

John Grier Hilliam, president Princeton Criticisty

t ark Howell, editor Atlanta Constitu-

Mile

Martimer L. Schiff, banker

Professor E R A. Seligman, Columbia Professor E. R. A. Seligman, Columbia University James W. Washeworth, United States Statator from New York, John Wanamaker, meschant Heury Watterson, editor Louissville Control Journal S. A. Linesolin, treasurer, No. 62 Breaufacts, New York Herman Bernstein, Secretary, No. 44 Last Twenty third street, New York

Newspapers desiring Matrices and Stories telling of the scope of the Fund and its presence as well as newspapers using the N. Y. H. Fund and its progress, as well as newspapers using the N. Y. I Plate Service, may have same, free of cost, by addressing the

N. Y. H. Service, Care of the HERALD, New York

A. A. C. W. TO CONSIDER BAD MEDICAL AD COPY

National Vigilance Committee to Put Forward Plan of Indorsement of Standards for Proprietary Medicine Advertising at the St. Louis Convention — Some of the Safeguards Proposed.

Among other things that will be considered by the A. A. C. W. convention in St. Louis next month, is expected to be a discussion and the formal indorsement of a standard for medical advertising proposed by the National Vigilance Committee of that organization. The committee has been investigating and has worked to promote a plan that will do away with objectionable features of medical advertising in the newspapers and periodicals of the country.

The following requirements, modified from those adopted by the American Pharmaceutical Association, have been tentatively adopted by the National Vigilance Committee, after first recognising that there is a legitimate field for advertising ready-made package remedies intended for the demestic treatment of common ailments.

VIGILANCE COMMITTEE RESURENCE.

The medicine must have an appropriate use in the affections for which they are recommended and must not unfavorably affect the course of the disease for which they are recommended. There must be no fake concealment of the proprietary character. The package should be regularly offered through the usual trade channels and subject to inspection by authorities charged with food and drug enforcement laws. If the preparation contains alcohol, it should be sufficiently medicated to prevent its use as an intoxicating beverage, and the proportion must not be greater than necessary to hold in solution the preparation's essential constituents. The preparation must not contain habit forming drugs, and must conform to the requirements of meetion 6 of the Federal law, known as the Harrison act. If intended for children, it must not contain cocain, opium, or its alkaloids or derivatives. The preparation must not endanger life or health when used in accordance with directions, and if liable to cause injury if used to excess, a label must warn the purchaser. The preparation must not be for immoral of illegal purposes, or recommended directly or indirectly for

immoral or illegal purposes.

Preparations must not be advertised or recommended directly or by inference, as a cure for incurable diseases. Puckage and label must be in conformity with the Federal Food and Drug law, Advertising not accompany.

ing the puckage shall conform to statements printed on the label or carton or in accompanying circulars as to the composition of the preparation

INVESTIGATION PLAN APPROVED.

The plan of investigation which has been tentatively agreed to by the National Vigitance Committee, to be followed in the investigation of the advertising of proprietary medicines follows: The requirements approved by the Commission on Proprietary Medicines of the American Pharmaceutical Association are adopted so far as they may be applicable to the work. In considering claims of curative or medicinal value of a proprietary medicine the Committee will not try to decide between rival schools of medicine or groups of physicians holding antagonlatic opinions. The committee will conthe itself to a consideration of the honesty and good faith of the claims made in advertisements. Evidence to be considered by the Vigilance Committee will consist of oral or written statement by physicians as to drugs contained in the preparations investigated. Affidavits of the maker or advertiser as to truthfulness and good faith of the claims made for the preparation. The statements of medical journals as to the properties and uses of any preparation. Statements in text books or manuals of materia medica, therapeuties or practice of medicine. Any other testimony which the Vigilance Committee may deem competent as to the truthfulness and good faith of advertised claims. Any information as to the composition of the preparation which may be communicated to the committee will be held in confidence, provided such request is made. In all matters of dispute, the burden of proof shall be upon the advertiser to establish the truth of his contention, to the satisfaction of the committee.

Each afternoon during the convention there will be a conference between representatives from the Vigilance Committee and Hetter Business Bureass of Advertising Clubs throughout the country which are carrying on definite truth in advertising work Problems arising out of all classes of questionable advertising will be discused. It is the belief of the vigilance workers that the active campaign being conducted is rapidly diminishing the small portion of advertising in the country which is actually misleading and dishonest. It is certainly, the committee believes, holding in check and preventing the spread of gross fakes and swindles by means of advertising

Efficiency is positive thinking.

The largest farm paper in the world is THE FARM JOURNAL. It is also highest-priced, for every copy is sold to the subscriber on approval—money back any time to any unsatisfied subscriber. 88% of its circulation is concentrated in the states where there are most buyers, most wealth and most dealers.

"Say, Fred, My Folks Won't Use Any but Colgate's!"

The farmer and his wife are on their way home after being in town to do the week's shopping.

In the tonneau of his Hudson there are such stand-bys as Old Dutch, Gold Dutch, Knox's Gelatine, Beechunt Butter, Three-in-One, some Victor records. Acme paint, a new Goodyear tire, an Ingersoll for the boy, some Durham hosiery, a Maytag washer, and several other old, familiar friends.

He had just voiced the opinion of the great majority of American farmers:

That his folks wouldn't have any other tooth paste than Colgate's—with a Prophylactic to put it on with!

Which proves that the wellto-do country folks who trade in the cities will not tolerate the "just-as-good" article.

The cream of the 58 million country people, the preferred stock, so to speak, is represented by The Farm Journal's one million circulation.

To them—as to the substitution-shy city buyer—merchandise good enough to be branded and advertised in The Farm Journal is the ONLY kind that they want.

Hence The Farm Journal's volume of standard-goods advertising, more than 70% of which is on merchandise sold over the dealer's counter! "Our Folks" stick to known values in merchandise, as well as magazines. They simply will not stand for substitution! Only the good old reliability of The Farm Journal will fill the bill.

Ask your advertising-agent friend about this greatest-of-all farm and village circulation. He will tell you that it will pay you to find out all about The Farm Journal, so you can make sure the stores of your city are getting all the trade they ought to have. For that free hooklet, "More Business for All of Us," address

Ryan & Inman

McCormick Bldg. Evening Post Bldg {CHICAGO NEW YORK

INTERTYPE

All Models
Standardized
and
Interchangeable



Model	A	-	-		\$2100
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Model	A-e	.m.	-		\$2250
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Model	C	***			\$3150

INTERTYPE CORPORATION

Terminal Bldg. BROOKLYN, N. Y.

NEW YORK TIMES MEN TO BUY U. S. WAR BONDS

Employees of that Newspaper Pledge 10. Per Cent. of Their Salaries for an Indeficite Period, for the Purchase of Securities to Presecute the War With

Ten per cent, of the salaries of the employers of the New York Times has tends, issued to carry on the war. The The telegram of Adelph S. Ochs, publisher of the Times, to Secretary of the

"The resolution of the New York Times I'vespany, including representaon a subscription for the United States. indefinite period. The salmeribers

"Publisher, The New York Times. Mr. McAdow's grade to the telegram is

precipte the patetotic offer of the ensalating for an indefinite period. This is on impiring and gratifying manifesta-

"W. G. McAdoo."

RESPOND TO NATION'S CALL Many Atlanta Newspaper Men Quit Their Posts for National Service.

Atlanta newspaper men have been greety the first to respond to the call of their country, and the editorial Quirnly Melton, city editor of the

has gone into the school. Lawrence staff, is going igto the murine corpu as a commissioned officer. Augus Perfor wound and Hawland Rown, editor James R. Moore, Jr., a member of the tion for a commission in the army be-



TIMES ADVERTISING STAFF HONORS MEMBERS WHO HAVE VOLUNTEERED FOR MILITARY SERVICE. Najor Harris H. Wafter, O. R. C., and Lieufenaut J. O. Affer, O. R. C., are now at Plattaburgh, Captain R. J. Sprague, O. H. C., and H. M. Buggelon. leave this week. Two or three other members of the staff who are members of

PUBLISHERS TO FIGHT are purtacularly unfair as to the first HIGHER POSTAGE RATES

Representatives of A. N. P. A. Will Appear Before Congressional Consulter in Opposition to Proposed Zone System-Hopewell Rogers Explains Attitude of Newspaper Makers Toward Increased The Committee on Finance of the

or starop ton, and real estate on Mon-Hopewood L. Rospers, possident Amer-Dally News, is queend in a dispatch from Chicago as stating that many in postage. Mr Rosers made the ful-

"It is deficult to understand the policy probably here more severely affected in was newspapers suffer particularly, ox-

tions rates in an attempt to receive earnings sufficient to carry on their pleasured much over propertielly trained

of this proposed tell seem more severon presenters than on any other line

NEW NIGHT MANAGER FOR L.N.S.

George T. Hargrence Knows Morning Newspaper Field Intimately. Gentler T. Harrennes, for many years one of Mr. Hearst's right-hand can, has been appointed aight new-

Mr. Hamerenve is well and favorably of friends in New York, Chicago, Cleveland, and Detroit. He began his newstelegraph and war desks, finally being

His friends predict for him a tright



By the Side of the Road By Thomas Dreier

"To make the source of many him shad book late council. There they are laded and walnt, accounts only in the septome offers of courage and with" Michael Mondon

MY HOPE IS THAT SOME DAY I philisopher of Jens, said about "The emergence into new life of

the birth and discovery of a thousand ment. I think to terms of millions of forn comes I shall see that in touch-

much power am I belping you therate A good neighbor to these with when one lives one becomes the travel

I HAVE JUST BEEN READING "The Larger Aspects of Sectation," by Wilthat sends me rejoicing on my way along the vegaleest trait Walling offers us the very ensence of pragmatic psychology in these words: "When a man acts in each steen moment according to the effectively than he could possibly do perfect legics or philosophics the hu-

ALL I HAVE TO SAY IN ANY COREwho defended an utsatisfactory rollege preacher by maley: I plend for this preacher. He has done me a world of good. As I have momething and always falling to find that secorthing myself. I am now enfound in religious a requity and group Let us all employ our time in creating for ourselves a religion great enough to stir our imaginations. One of us may be chosen to vitalise the

In the Garden, God spent no time eriticising. He created. After His Work was done to looked and prenounced it good. May we be able to LET US TAKE ONE LESSON from the life of Col. George W. Goethale, the man chosen to dig the Panama Canol

Ear Stangard Staker wanted to know what kind of a man he was when a West Point student "A classmate told me," says Mr. Baker, "that one of the that chiefly distinguished

This same spirit dominates the ness leaders. They are mostly laterested in their own personal success. their fellow-workers must also attain surcess. No worker can get the follow reward for his best work unless of

"He was often found conching of "turing less able men, to bring there, er, speaking of Cut. Goethols. And that is what the able men in trustness stud The less able want be couched and urged and fitted to de better work than they are doing. And those who will hade train others will. She Col.

or John in the world of merchandler. IT WAS IN ONE of Richard Lo Cul-"To have charged so forcibly," he

pays, "with such with shrulfcance, and so to have charged a few handfuls of your spirit; or maybe to have lived so few handfuls of words with undring sweetness, that your name menes all you have down and all you here been-what a glorious achieve-

And there you are. Think what you can, say in ten years, make your name mean, lete the making of it you will te pouring all that you are, all that chance to do with yourself what you eing whatever fight you will have to -

And one of my prayers is that the gods will make you pay the price want Pate to share you down upon the through. The laughter you will create will be better if it springs from And what I wish for you, I dare pray RHETA CHILDE DORR IS GOING TO RUSSIA

Well-known Newspaper Woman Will Write for the Exering Mail About the New Democracy that Has Suc-Through the Recent Revolution.

libeta Childo Door to on her way to Hussia for the New York Evening Mail. months. Mrs. Dorr, who is one of the heet known wasses writers in New York, will prepare a series of articles for the Mail, on democratic Russia, where she has visted previously and where she has a number of friends and erquantences. She will risk Petrograd, Moscow, and other points, see thory will visit with and obtain infor-States, together with the friendship she left to Russia, will find it raster to obwould the average newspaper woman.

She will carry word from the soften-

gotten of this country to the people of The Evening Mail will soon here pro representatives in Hussia. S. S. Mether, who is now in Japan, will journey from that country to Russia



George T. Odell, who was Washington correspondent of the Mail, and who ac-Germany when he left this country

Again The Star Doubles the Gain of Any Other St. Louis Daily Newspaper

During April the Star, in comparison with the same month last year, led every other St. Louis daily news-paper with a gain of 354 columns of paid advertising.

This is greater than the COMBINED gains of any two other St. Louis daily newspapers, and within a few columns of the COMBINED gains of the Post-Dispatch, the Globe-Democrat and the Republic. The Times lost 61 columns during the same period

For NINE consecutive months The Star has carried more Local Display advertising week of Net Paid Circulation for April

83% St. Louis and Suburban

This is a greater circulation in the St. Louis and suburban area designated by the Audit Bureau of Circulations than that of the Globe-Democrat, the Republic or the Times

THE ST. LOUIS STAR

STAR BUILDING STAR SQUARE

ST. 101'15 Foreign Advertising Reneasentatives

STORY, BROOKS & FINLEY People's Gas Building PHILADSLPHIA NEW YORK Fith Armer Stalding

NEW ASSOCIATION TAKES

STANDARDIZATION STEPS
Revised Dealt of Constitution of Nextly
Organized Association of American
Schools and Departments of Journaltion Gives Requirements Which Memhers Must Meet.

According to a corrected cuty of the constitution of the Association of Association can be also as a superior of the constitution of the Association of Association which has just been prepared by E. Williard L. Hillpays, director of the course in journalisms at the University of Viscounts and successful research to the reasonable of t

react or school which works intridisship:

(1.) Instruction in Journalism want in organized as a separate archemic with, such as a actual or department of Journalism, with a journalism faralty of allicut two Onliniar learners with sank

(2) Politanes requirements to the members used in trans to at the well 15 will, of approved secretary solved work, or production from a necessary relocal recreation by the distant University. Cap Education to proposation for prereation reveal consols of a four-pair cell doubtle contra, of least two parts of the production of the contract of the transparent of the contract of the contract of the pair-relocal, and the open in residence.

(i.) Instruction to normalism most product it with an executive twent for metallic transition of the control of

The transaction of the projections and property of the projection of the local projection

and principles of Journalism, 2 units."

"Irondeed That it is the sense of this Assessment that laboratory work in journalism should include publication of a regard work, as far as practicable."

OFFER FOUR CHURSES

Bress Allien, of Oregon, to Teach at Washington During Sammer Session. The University of Washington will offer fore control in particulation in its

the pewapaper, with emphasis on the obtainal side.

Nows writing and obtainal will be given by Eric W. Allen, done of the Betsell of Jacranton at the University of Octon, advisiblence and short stery will

on to Krie W. Allen, done of the Echael
of Janzandissa at the University of OreNo. accustions and short story will of N
be given by E. E. Treard, Entirelies in a
Triversity and the Culturality of WashInterTriversity and the Culturality of Wash-

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES Falled by CARL B. GETZ.

Secretary, American Association of Teachers of Journalism



Janera H. Harra

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STUDENTS EDIT CITY PAPER -

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NEWSPAPER MUST HAVE CONSTRUCTIVE POLICY

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ATTACK ON JOURNALISM SCHOOL

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hausehold office of People's Popular Monthly; and Greege W. Iverset, farm registering editor of the Unnue Josh publications.

A mass that can write a really in-

Letters to Successful Publishers

THE OBSERVER Utics, N. Y.

Dear Friends:
During the three or four years of our business reintonship, you have been asked by each and every one of our competitors to try out his service against

You are in business to get results, and you have tested these competing services. The fact that you have rejected A.L. in tuen, and kept ours, gives us real pride and satisfac-

We are striving to make our illustrated news manrix and feature service 1995, usable and efficient. We try to make th: best matrices. We are glad that you prefer us to others.

Very sincerely.

The Central Press Ass'n.
New York and Circuland.

SAYS PRESS AGENT IS SPECIALIZED REPORTER

E. A. Moree, in Address at Cincinnati, Contends that Much Abused Individual Has Function of Real Usefulness—Old Time Space Grabbing Methods Obsolete News Values the Keynote.

Cincinnati, May 11.—"The social service press agent who thinks that his function is to burglarize space from unwilling newspapers, who believes that he must decise fantastic stunts to disquise his purpose, who thinks that because newspapers usually uphold meritorious movements, they are a deathless free borse, has done more harm to the cause of social reform publicity than all reactionary forces combined."

In the above statement to-day before the National Association for the Study and Prevention of Tuberculosis, Edward A. Moree, of New York, advisory expert in public health education, indirectly answered a question he had propounded, "Why is a Press Agent?"

"The office of a press agent to-day would be better described by the term adviser in public relations," said Mr. Moree. "It should be his function to advise against much of the publicity that is now submerging the desks of the overworked editor. One of his first duties should be to advise the discontinuance of about 90 per cent, of the pamphleteering now being done for so-cial service organizations, and to advise the use of display advertising for the purpose of getting before the public important information that is not news.

PINDING PAID PUBLICITY PROFITABLE.

"Propaganda advertising is a relatively new thing. All kinds of organizations are failing into line and are parading before the public in paid-for display type. They are finding that through display advertising they are reaching thousands where their pamphlets reached hundreds, and doing it at a small fraction of the cost in money and labor.

"Social organizations will find few hewspapers so grasping or short-sighted as to taboo all of their publicity merely because some of it is paid for, or should be paid for. There should be a sharp line drawn, however, against the temmyrot that is submitted to newspapers in the name of news.

"We have heard a great deal about the ubiquitous press agent. Resolutions have been passed at many publishers' conventions declaring the publicity man out of business. Some press agents ought to go out of husiness. There is no more place for a skunk in a rabbit's skin in the publicity business than there is in any other line. Newspaper men sometimes make the mistake of classing the legitimate advisers in public relations with the old-time press agent with false whiskers. as long as the United States mall will accept a news story for distribution to the newspapers, and just as long as editors retain the power of discrimination and print all suitable contributions the legitimate press agent will serve a useful purpose, not only to his client but also to the newspapers.

"His usefulness to the former depends upon gelting away from the old false-whiskered, skunk-in-a-rabbit-skin method; his usefulness to the latter depends upon the degree with which he becomes a specialized reporter, digging up news of the organization which he

BUSINESS PUBLISHERS PROTEST

SPECIALIZED REPORTER Object of Special Taxation as Proposal in War Revenue Measure.

A meeting of editors and publishers of New York business newspapers was held at the Bankers' Club, on Tuesday afternoon, at which were present forty-one editors of business papers. representing twenty-three industries. The meeting was addressed by Colonel Chas H. Sherrill, who requested the cooperation of the business press in increasing the New York National Guard to war strength. The Colonel stated that about 10,000 recruits would be necescary, and that he believed that with the assistance of the trade press these recruits should be easily secured.

After the meeting, David Beecroft, chairman of the editorial conference of the New York Business Publishers' Association, sont a telegram to the Hon. Claude Kitchin, chairman of the Ways and Means Committee, Washington, in part as follows:

"Business papers representing twenty-three industries urge that husiness publishing is a national industry, that it should be taxed on profits only, that

it wishes to patriotically assume its equitable proportion of war taxation, but that it should not be singled out for special taxation, such as a higher second-class postage rate; that such at ax strikes at the fundamentals of this industry. In war time industries must be maintained, not destroyed. To tax our profits is necessary, but do not destroy our ability to carry on our business."

Maintain your enthusiasm and stimulate your interest in your business.

Newspaper Staff Mobilized

The forces of the Cedar Rapids (Iowa) Republican and Times have mobilized. Under the direction of Ed Young, caretaker of the Republican and Times Building, a veteran of the Spanish-American War, they will drill every afternoon in the armory. Reporters and business managers will march side by side with printers and linotype operators. The editorial writer will carry a rifle in the same rank with the print shop "devil."

FLAGS THAT ARE WANTED

"Our Flag," of cotton hunting in fast colors, sewed stripes, 3x5 feet, price 88 cents (retail value, \$2.50). Same, printed stripes, 75 cents in quantity orders. Six-foot pole and rope, 25 cents additional.

Just received new line of Silk Flags, 113x16 inches, mounted on brown

Just received new line of Silk Flags, 113,x16 inches, mounted on brown finished stick with gold spear head, 30 cents (retail value, 75 cents). Same, 6x8 inches, 15 cents (retail value, 50 cents), in quantities.

FLAG PICTURE

Beautifully colored, with National Anthem, 11x15 inches, 7 cents in quantities (retail value, 25 cents).

ting transpurencies 4.527 lectes for automobile headlights, \$25.20 per 1,000. All Prices for immediate Delivery. Item't delay Write Inday for other national sorbites.

S. BLAKE WILLSDEN, 1606 Heyworth Building, Chicago

The Ault & Wiborg Company of New York

News Ink

57 Greene St. New York City

Write Us—

JASON ROGERS PREDICTS TWO-CENT DAILY PAPERS

Increase In News Print Cost, and Advances in Production In All Departments, Demand Strictest Economy, in Order to Circulate More Copies with Less Tonnage.

"It would seem that nearly all the fond notions of professional journalists of the past were to be ruthlessly devastated and thrown overboard by modern newspaper makers," said Jason Rogers, publisher of the New York Globe, to a representative of THE EDIY. OR AND PUBLISHER.

"This print paper altuation," continued Mr. Rogers, "has upset all traditional policies and reduced the newspaper business to hard pan. When great one cent newspapers like the Philadelphia Bulletin, the Chicago Daily News, the Pittsburgh Press, and others of the class go to two cents a copy it is obvious that that is the same course to DUTBUG.

PRINCIPAL TWO CENT NEWSPAPERS.

Two years ago when I mentioned to Victor F. Lawson, of the Chicago Daily News, the possibility of all our newspapers going to two cents a copy as a war measure, he thought that I was crazy to think of such a probability. A year ago when I mentioned the thought he said it was worth serious consideration. On Monday the Daily News goes to two cents.

"Nearly three years ago, when I mentioned the possibility of two cent newspapers to S. S. Carvalho, of the Hearst organization, he said I was foolish to even think of such a probability. To-day the New York Journal has joined hands with me in endeavoring to get the other newspapers to go to two cents.

"I don't boast of these things to prove a good weather prophet or the seventh son of the seventh son, but rather to indicate that I felt the current long before others, and drawing on past experience as a guide to future events prepared for the approaching storm.

"During the Civil War (1861-5) our newspapers experienced difficulties similar to those of to-day. Then the price of news print advanced from 8 to 36 cents per pound and the retail price of daily papers from one to three and four cents each.

"I look for two cent newspapers everywhere, and if the war continues for another two or three years, for three and four cent daily newspapers. If advertising falls off, and it may be expected to do so, the newspapers will be compelled to pass more of their cost of production on to their readers.

"Viewing the situation from the outside. I cannot see any material saving in print paper consumption in the way the Philadelphia newspapers applied it. All newspapers claim that the loss in sales has been very slight, while observation seems to indicate the production of much larger newspapers than formerly.

"The other evening while passing through Philadelphia on the train to Washington I was amazed to see how big and fat all the afternoon newspapera had grown. Pages of pictures and other spread eagle signs seemed to he practiced to show the people that they were now getting a full two cent newspaper instead of the former one cent ones."

MUST CUT DOWN SISSS.

"If we are going to two cents to rethe paper supply of the country we the World folks for this occasion.

must seek to hold down the size of the newspapers to present proportions. Increased revenue from circulation while very interesting should be but a small factor in the cquation.

"As I looked over the Philadelphia newspapers, and those of Baltimore and Washington, I could not help but be impressed with the continued profilgacy of their use of print paper. 1 would undertake to show almost any one of them how they could save from one to four pages a day without loss of prestige or circulation.

"I do not pretend to say that the New York Globe is even 75 per cent effective in efficiency or economy in paper compared with what we could do in cooperation with our competitors. but we can aimply discount those papers I looked at in Philadelphia, Baltimore and Washington.

MORE PAPERS, LESS PAGES.

"For example take the months of April in 1916 and 1917. In 1916 our average daily print was 228,402 and net sale 191,418. In 1917 our print averaged 215,439, while our cole was 212,651. Thirteen thousand less printed per day and 20 000 mars sold

"During April 1916 we printed a total of 450 names while in 1917 we printed only \$80 pages. We cut the amount of reading matter from 223 in 1916 to 179 pages in 1917.

"In spite of the higher price of print paper our paper hill for the month of April reckuned at \$3.10 mill is only \$2,000 greater than for April, 1916. Based on the \$2.50 mill price under the plan effected by the Federal Trade Commission and which we signed, the actual cost of paper used during April, 1917 will be \$4,200 less than the year before.

The increased revenue from circuiation including receipts from enlarged circulation and the two cent price to all readers outside of Greater New York amounted to \$4,400 for the month.

"These figures would seem to provide a handsome start toward meeting other increased costs of doing business under war conditions. They merely show what can be done by a newspaper, regardless of competitive conditions.

"By the elimination of nearly all leads through the entire newspaper, the lengthening of the columns four tines by reducing cross rules and running heads, the use of two-em cut off rules instead of four and six point ones where absolutely essential we have saved columns of waste space.

"If these reforms and economies had resulted in the loss of circulation or carnings, that would be one think worthy of serious consideration before applying them, but they have not. Our space showing in advertising is slightly down, but the net earnings are up.

"Regardless of whether there is paper shortage or not, I am confident that if all the larger newspapers of the country would but apply the larger part of the economies we have done, they would be agreeably surprised at the results.

"A year ago we thought we were doing business. To-day we are doing more business and selling more newspapers and yet keeping within our paper consumption from 200 to 300 tons per month under last year.

To Hear Billy Sunday

On Wednesday evening, May 16, the employees of the New York World will visit the tabernacle and hear the Itev. William Sunday preach. Seats to the duce circulations and help conserve number of 350 have been allotted to

RICHARD W. KNOTT OF THE LOUISVILLE POST

(Continued from page 5)

under which Louisville continues to operate. He has made it a rule that the Evening Post shall discuss and meet every political question that may arise, and the Evening Post has thus been in the thick of every contest. whether that contest has related to political, sociological, or business mat-These contests have included ters. every effort that has been made to improve local conditions through the proper extension and regulation of public utilities; to increase the efficiency of the administration of criminal justice; to purify elections and to improve methods of taxation.

In the course of the contest over criminal court procedure. Mr. Knott figured in the most widely advertised press trial ever held in Kentucky, when he and the Post were indicted for exposing the evils of a notorious saluon. This case, known as the "Sharkey" trial, attracted as much attention as any ever heard in Kentucky, and resulted, in the end. in the most complete and sweeping vindication of the paper and its editor.

HELPS GUIDS PUBLIC AFFAIRS.

No review of the work of Mr. Knott would be complete without reference to a point especially interesting to those in newspaper publication. engaged During the forty years of his career, Mr. Knott has done more than help guide the civic affairs and public thought in a large city in a prosperous -more than impress his own personality upon all who have met him or have followed his discussions of public questions in the columns of his newspaper. He has created an organization and trained his assistants, so that his ideas, his ideais, and his methods continue in operation without his immediate guidance, just as they would operate it he were present.

Mr. Knott, in a recent letter, set forth his own idea of what a newspaper should be, in the following terms:

HIGH JOURNALISTIC IDEALS.

"The Evening Post should be a little higher than the bench, a little stronger than any party organization. The men who direct it should have an instinct for justice—a sixth sense. They have each day to decide more important cases than come before courts, and they must decide them upon ex-parte testimony. They must almost instantly go to the heart of the case, and if their judgment is not warped, if their selfish interests or their ambitions do not influence them, they will be able to do justice in nine cases out of ten. They will occasionally make mistakes. Then they must be prepared to rectify them. They must have confidence in their own judgment, but no pride of opinion that prevents the reparation of a wrong or the reversal of any judgment.

"The Evening Post should be of every good work in the State, the advocate of every good cause, the defender of every oppressed individual. as ready to protect the humblest from the oppression of the mighty as to protect the mighty from the assaults of the mob. It must be independent, but not neutral. It must be aggressively independent. It must be militant. must challenge evil-evildoing and ovildoers-before they take the aggressive It must be generous to its own allies and just to its political opponents. It must be independent of all influences, making enough money to maintain its independence, but not enough to make

those in its control rotten rich, so that they become indolent or indifferent. It must be a mible institution rather than a piece of private property; devoted, first of all, to the promotion of the welfare of the city, State, and nation.

"So organized and so established it would work for a pure ballot, absolutely fair elections, for merit and ment only in the public service, for a steadily advancing standard of education, for better roads. It would exact justice from great corporations, and it would fight to see that justice was done them. Its influence would grow in behalf of all of those things that make first for the comfort of the masses and then for their pleasure, their advancement, their education, striving to make the beautiful things of life common and the common things of life beautiful.

"The Post is an institution, and the men who are responsible for it are comrades. It has been subject to many dangers, and it has passed through most of them, because we all have stood together. The Post does not belong to the stockholders alone. After its first obligation to the public, it has obligations to the men about me who have so heartily supported me, even when believing that I was reckless and un-SAF S SHAPE *

That represents what Mr. Knott has himself sought unwearyingly to accomplish, and accounts for his success and the eminence he has attained, not only at home, but in the newspaper life of the country at large.

New Orleans States

Mamber Andit Russan of Circulatio orn Net Paid Circulation for 6 Months Ending Oct. 1, 1916

36,660 Daily

We guarantee the largest white bone silvered evening circulation in the trads writery of New Orleans.

To reach a large majority of the trude respects in the local nerritory the States the logical and occoromic medium. Circulation data sent on request. The S. C. SECKWITH SPECIAL AGENCY

Sole Furniga Representatives New York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.: Advtg-Bldg., Chic.; Gumbel Bldg., Kan-ses City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

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AD FIELD PERSONALS

C. Form Browning is now a member of the copy staff of George W. Edwards Company of Philadelphia. Browning was formerly of the Richard A. Foley advertising agency.

A. W. BROWNELL has joined the advertising staff of Hearst's Magazine. He was formerly with Motor Boating, New Vark

C. W. Cambridge has been appointed advertising and publicity manager of the Canadian Universal Film Corporation. He was formerly with Smith, Denne & Moore, Toronto advertising agents, and since with W. A. Bach.

J. F. OBBRWINDER, of the D'Arev Advertising Co., St. Louts, is Captain of Company K of the new Fifth Missouri Regiment at St Louis, Mr Obserwinder, is the general director of the St. Louis Convention Committee of the A. A.

J. CLARKE, formerly general manager of the Los Angeles Tribune and Express and the Scripps' Northwest list of newspapers, has been made Pacific Coast representative of Mr. Hearst's newsnapers, with headquarters in San Franciaco.

L. R. Alwood, formerly of the Banker-Martin Company, Detroit advertising agency, has joined the forces of the Joseph Mack Printing Co., of Detroit.

FRED A. BERRY has been appointed Western manager of the David C. Cook Publishing Co., Elgin, Ill., with headquarters in Chicago.

A. G. TUTHILL has joined the staff of Sargent & Co., New Haven, Conn. Mr. Tuthill was formerly for four years with the contract, sales and service department of Russell & Erwin Mfg., Co., of New Britain, Conn.

KENNETH HANCHOFT has been appointed advertising manager of Forest and Stream. He was formerly associated with Hugh McAtamney.

Lao J. Assams has been made foreign advertising manager of the Chicago Herald, succeeding George F. Hartford. Mr. Hartford is now vice-president of the Home Life. Mr. Abrams was formerly with the Chicago Journal and the St. Louis Star.

J. M. P. Souder, Jr., has been made advertising manager of the Philadelphia & Reading Railway Company. He succeeded George F. Ingram, who has become District Passenger Agent at Philadelohia.

L. F. McCarry has been made advertising manager of Rheinstrom Bros., Cincinnati. He was formerly with the Martin V. Kelly Co., Toledo.

Louis Bossa, advertising manager of Koch & Co., New York, told the advertising class of the De Witt Clinton High School a few nights ago how department-store copy is prepared.

F. A. Ensign, the Pittsburgh advertising agent, has taken larger quarters, and is now located in the Union Arcade. He has been engaged in the advertising business in Pittsburgff for twenty years, specializing on financial accounts.

HARRY O. LATHAM, of Chicago, bas located in New York and will become secretary of Motor Life. He was formerly Western manager of the publication, and is succeeded in that position by Malcolm G. Rollins, formerly of the Chicago office of Vanity Fair.

KENNETH G. CLOUD, advertising manager of the Advance Automobile Accessories Corporation, Chicago, has become associated with the Charles H. Touzalin Agency. It is also announced that the Touzalin Agency has added to

its staff J. D. Grant, formerly of the Thomas B. Jeffrey Company, and H. P. Stone, formerly advertising manager of the Marquette Cement Company.

The B. F. KIRTLAND Advertising Agency, Chicago, announces that the name has been changed to the Kirtland-Engel Company. This change in no way affects the holdings of the company, F. L. Engel, vice-president and general manager, having been in charge of the business since the death of R. F. Kirtland two years ago.

REX CARE has joined the Fred M. Randall Advertising Company, of Detroit, Mich., writing copy for a number of large accounts controlled by that airrency.

H. A. AHRIN, advertising manager of the New York Evening Post, announces that on May 19 that newspaper is to issue a special edition devoted to "How and Where to epend Decoration Day."

JULIAN B. SUHLORS has been placed in charge of the service, merchandising, and development branches of the salvertising department of the Worcester (Mass.) Telegram.

James Waxanings, president of the New York City Advertising Company. 225 Fifth Avenue, has received permission from Justice J. Addison Young to change the spelling of his name to Winburn, assigning as his reason the fact that the German form was both distasteful and misleading, because of his complete sympathy with the Allied CAUSE.

H. S. Burning, of the Mumm-Romes advertising agency, addressed the Columbus (O.) Advertising Club recently on "Business Conditions in War Times, contending that there will be no chance of business slowing down in this country during the fighting period.

J. N. P. Sounge has been appointed advertising manager for the Philadelphia & Reading Railroad Co., Market and 12th Streets, Philadelphia.

Louis A. Jacus has been appointed superintendent of advertising for the Texas Oil Co., 17 Hattery Place, New York city.

EDWARD J. W. PROFFITT, an advertising agent of Providence, has been named by the Council for National Defence to investigate and report any instances in that city of unlawful hoarding of foodstuffs and fuel, or of specuintion in these commodities, which would artificially boost prices or restrict distribution.

The man who never puts off until tomorrow a thing that can possibly be done to-day, is the personification of preparedness.

A Twenty-Five Cent Aute is just about right, but when you see

our proofs of

"That Little Game"

the sky is the limit when it comes to genuine humor.

The service is furnished in met form, three, 3-column mate per week, or mix.

Le us send you proofs

World Color Printing Company R. S. GRABLE, Mer.

Established 1900 ST. LOUIS, MO.

The Following Newspapers are Members of THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of

circulation, the sources from which i	t is secured, and where it is distributed.
ALABAMA	MONTANA
NBWS	MINMR
CALIFORNIA	NEW JERSEY
EXAMINER Los Angrées A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Deliv- ory. MESSURY-HERALD San Jose	JOURNAL Minabeth PRINSE-CHRONICLE PRINSE-COURIER-NEWS Plainfaid
Post Office Statement	
GEORGIA	NEW YORK
BANNER A gilt edge subscription—not a mere circula- tion claim.	COURSER & BNQUIRER
JOURNAL (Cie. 67,881)	IL PROGRESSO FFALO-AMERICAN. New York
CHRONICLE	The Rational Jewish Daily that no general advertiser should everlosh.
ILLINOIS	
HBRALD-NEWS (Circulation 15,199)Joliet	оню .
IOWA	VINDICATOR
THE RECIPTER AND TRIBUNEDoe Mother Circulation, 85,000 Daily, 70,000 Sanday. SUCCESSFUL FARMING	PENNSYLVANIA TIMBO Bris DARLY DEMOCRAT. Schmidten
KENTUCKY	TIMES LEADER
MASSINIC HOME JOURNALLoutsville, Ky. (Semi-Mouthly, 83 to 64 bages.) Gazranteed largest circulation at any Massable publication is across see 90,060 copies seesthly.	TENNESSEE
LOUISIANA	BANNERNeshville
TIMES-PICATURE	TEXAS
MICHIGAN	
PATRIOT (No Monthsy lastes) Jackson Last Gov. Statement—Dully, 31,463; Sunday, 12,568, Member A. B. C. and A. N. P. A. Piat Rates—One time sds. 50 cents inot; yearly	CHRONIQUE
contracts, 85 cents lach; position 20% extra.	UTAH
MINNESOTA	HERRALD-REPUBLICAN Sait Lake City
TRIBUNE, Morning and BreningMinnespells	
MISSOURI	VIRGINIA
POST-DISPATCH	DAILY NEWS-RHOORD

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.

Circulation entire year, 1916

Sunday average

POST-DISPATCH sells more papers in ula every day in the year than there are in the city.

II.	w	-	æ.	~	ă

NEBRASKA

WASHINGTON

FREIR PRESSE (Cir. 120,384)......Lierola

NEW YORK

SKANDINAVEN Chicago BORLLETTINO DELLA SERA..... Now York

Digitized by Google

"It is particularly gratifying to find

BIG INDUSTRIAL EDITION

te Pages and Sold for Five Cents. The Portland, Ore. Eccains Tele

now in Northwestern

"The Marketing of Lumbe

The Telegram was established on R. Wheeler, vice-president

Brief Strike of Carrier Boys

The carrier boys in the employ of the

Ein Claire (Win) Press Company

Carbing Newspaper Thieres

tern have for some time past been an

ew of stealing papers in wholesale

lub, offen running up late the hundreds Manicipal Judge J. C. Karel

GOLD LIBERTY STATLE

12

FOR MARSHALL IOFFRE New York World Presented Replica of Bartholdi's Famous Statue to the Hero of the Marne, in Presence of Fifty Thousand People in Central Park.

Thursday Morning. May thousand tenute witnessed the presentation of a gold replica of the Erlerty Statue to Murchal Jeffre, by this ereat city and so thoroughly unthe people of the New York World, in Central Purk Thursday, May 10. Twenty thousand



tions Sursays or Language Practice Plat-

naved flore and cheared, while the crowds that surrounded them stormed the hero of the Marue with husses The Seld where the presentation took place was oblaze with the store and

The amphitheutre formed in the rock third slope of the North Meadow of Monar Mitchel, Ralph Putters, of the for of the Mayor's Committee, on a stations readed in the field. Here the posice replica of Barthold's statue, farmers French soldier, Below the stand

MARKING ROTTED BEFOR.

ideal of American democracy and that CIRCULATORS POSTPONE ATLANTA CONVENTION "I wish particularly to express to

President J. M. Schmid Cally Off Assemal Meeting of L. C. M. A., Because of kindly thought in my tehalf-and Prospect of Small Attendance Egiliacrough me, of course, to the armies ments and Pressure of War Conditions

The news course from Induspapella of directors on account of the war. The seiving advices from President J. M. Schund, of the Indianapolis News, that membership would attend the conven-The Atlanta refertalmment come of which John D. Havemons, of the Jeur-

Since the last meeting, held in Grand

have been confronted by many peruleaing pronteres, due to the print paper situation and the general high cost of other moterials which have entered into sevenantly event he long golde for fu-The convention, which is subject to the call of the president, may be posttions will remain in power until their

OFFICERS OF ASSOCIATION. The officers of the Association are:

publishers of the Telegram and the Leader, colstrated May Day by golds dionapole, Int. first vice-president, L. U. Scote, the Times, Davenport, In.; on strike for increased wages for city delivery, the proposition being that all second vice-president, J. R. Taxler, the corriers, regardless of routes, should Person through Hoperin, Mich.; secretarytreasurer. Jones A. Mathews, the of a concession later. Meanwhite auto-Detroit, Mich.; A. U. Lincoln, Post-Dia from regular survives resumed work Argor, the Star, Toronto, Carada; J. H. hing ther should share in, while others Pts.; James R. Henderson, the Guzette. strone did not pay regularly every

Examiner's flig Flag

The immune American flag which upon a steel cubic extending across ofter by displayed only on special oc-

HANDS ACROSS THE BORDER Canadian Circulators Welcome Their

Associane Boothees or Allina Intranspuls. May 2. - A letter apin devicting war on Germany, written by representatives of the Canadian sec-Munagers' Association, has been redent of the Association. The letter was

Now that the United States has nations to the smelfish struggle to itterty, justice, and right, we contally that run help to tindicate the areat

"We appreciate and approve the dethe l'oited Stores has now taken, and ments contained to your President's

"We beg to assure you that we are right with you, as we feel you will be with us, to belying to bring the war so nations now fighting against the Central Powers and that a lasting peace

"that brothers of Mentreal and arevendorse the sentiments which we now have the pleasure of expressing to the The letter was signed by R. A. Mc-Neary, of the Globe; W. J. Darty, the P. D. Hensley, the News, and William

Put on Nuc-Returnable Basis

The Westerly (R. 1) Daily Sun, an orthe effects of the Federal Trade Commission, which is endeavoring to so adjust the news print atuation that so per electage, the Westerly stan will be-

Promoting Food Production The Sortorfield (Mass.) Cases and the New Holford Standard carry a oned to tack-yard gantening reatter is prepared by the students in These prespapers carry, also, full pages

Winners to Enter Mail Marathon spleania critering in large number Circulation Manager W. S. Haddock atreserves a Margillow on May 5, and the Marathus, to be held on May 11.

ADVANCE IN RATES IS APPROVED BY READERS

Decatur, Ill., Newspapers Raise Rates to Subscribers, Losing only Slight Number in Distribution, and Are Rapidly Building Buck to the Old Point --People Willing to Pay New Rates.

The Decatur (III.) Review raised rates from 10 to 15 cents a week on April 22. The price of single copies was advanced to 2 cents, and mail subscriptions to \$6 a year. At the time of the raise, only I per cent, of the lieview's distribution was through the mail, the other 93 per cent, going by carrier, was not paid in advance, and could have been stonged by the readers had they desired to do so. The loss in circulation at the outset was only 11 per cent., and the figure is gradually returning to nor-It is expected by the managemal. ment that the Review will have closed the gap and returned to the distribution it enjoyed before the raise in price went into effect, due to increased sales, caused by war news. That the people are willing to pay the new rates is shown by the fact that after eight days at the increased price, the minimum circulation was 12,561, compared with 14.044 for April, 1916, or a loss of only 1,482. As in the case of larger newspapers in more populous centres, since the advance there has been a steady return toward normal, the number of enploy sold each day at the new rate being in excess of that disposed of on the previous day. management expects to recover all the lost ground by the end of May. The new rates it was explained to the patrons of the Review, were made necessary by reason of the advance of everything entering into production costs. June 1, the Review will adopt the standard eight-page size recommended by the A. N. P. A. with 1214-em columns.

The Decatur Herald raised rates at the same time, its experience being the same as that of the Review.

Chicago Advertisers Help Red Cross

Big Chicago advertisers are showing their patriotism by buying full-page advertisements in all the papers and donating the space to the Red Cross for the purpose of "recruiting" members for that organization. The advertise-ments commonly contain an appeal for the Red Cross, together with an indorsement by the concern which purchased the space. The results, it is said, have been highly gratifying. Local officials of the Red Cross say the generosity of the advertisers has boosted the organization's membership to an extent that would not otherwise have been thought possible. The advertisements have been appearing daily for more than a week.

Pittsburgh Ad Club Election

The Pittsburgh Advertising Club elected the following officers at its annual meeting: President, J. C. McQuiston, vice president, C. W. Albott; secretary, Robinson Showalter: treasurer, E. M. Power, Loyal S. Wright of New York will address the next meeting.

New Advertising Agency

The Lamport Advertising Co. is the name of a new corporation organized in South Bend. Ind. The new company is a consolidation of the Atlas Advertising Co., of which C. A. MacDonald has been manager, and the business of the president of the new company, W. K. Lamport. Mr. Lamport was until a few

years ago associate editor of the Tribune of that city, leaving the editorial deak to go into retail advertising. He has had years of experience in newspaper publicity. Mr MacDonald, vice-president the company. Is a young man who has had excellent, training as an advertising man. He established the Atlas Advertising Co. about a year ago.

"Ad Managers' Week" in Chicago

"Advertising Managera' Week" was begun on Monday by the Advertising Association of Chicago. The programme included special speakers for each day and chaborate displays by companies whose advertising managers are members of the Association. On Monday noon, Dean Marshall and the insteuerors of the College of Commerce of the University of Chicago, as well as the students who plan to enter the advertising profession, were guests of the Ad Club. Frederick Arnold Factar, advertising manager for the Adams & Elling Company, was chairman for the week.

New Ad Club Officers

Paul Renshaw, advertising manager of the D. H. Holmes Company, has been elected president of the Advertising Club of New Orleans, by its board of directors. H. E. Groffman, resident manager for the Cluett-Peahody Co. was named vice-president; G. A. True, of the Robert H. True Co., was elected of the Robert H. True Co., was elected of directors for the ensuing year 1s composed of S. O. Landry, T. H. Taylor, A. G. Newinger, G. W. Resse, H. G. Todd, and L. R. Putnam, in addition to the officers named above.

Audited by the A. B. C.

The Audit Bureau of Circulations has reported that the following newspapers have had audit reports filed: Alteona (Pa.) Mirror, Denger (Col.) Post, Rocky Mountain News, Times: La Cross (Wia.) Leader-Press, Tribune; Passaic (N. J.) Daily News; Walla Walla (Wash.) Bulletin, Union; Toronto (Ont.) Globe, Daily Star, Evening Telegram, World

Reserves Seats a Year Ahead

The Bureau of Advertising of the A.N.P. A. has received a request for four reservations for the 1918 luncheon of the organization. The publisher who made the reservation, resilizing that sents are allotted in the order in which reservations are made, lost no time to be the first on the list for the meeting to be held one year hence.

Gain in Newspaper Advertising

One hundred and thirty-seven newspapers showed a gain of more than 110 000,000 lines of national advertising last year. The total gain for all of the newspapers of the United States for the same period was more than \$20,000,000.

Orange Advertising Campaign

The California Fruit Growers Exchange has started a small newspaper advertising compaign for Sunkist oranges. The crop this year is the largest in history.

Lee-Jones Co. Has Detroit Office

Lee-Jones, Chicago Advertising Agency, has opened a tranch office in Detroit, Mich. D. Minard Shaw, formerly of Daniap-Ward Advertising Company, is the manager

Handles Motor Co. Account

The Campbell Ewald Co., of Detroit, handles the advertising of the Duesenherg Motors Corporation, of New York

VAPORIZER SAVES INK AND NEWS PRINT PAPER

Chicago Herald Installs a Machine that Enables the Presses to Run Fastes, with Fewer Breaks, Giving the Paper a Better Appearance than Before with Sharper Black-color Effect.

Dampening the paper as it runs from the rolls to the press gives a clearer printed surface, enables the pressman to increase the speed of his machine, and decreases the number of "breaks" which spell loss of time.

The Chicago Herald has effected a saving in paper by the use of a vaporizer. Before the days of roll paper, the sheets were always dampened before printing, with the result that the effect was clearer. With roll paper and higher speed presess this was not possible until recent years.

If roll paper is crinkled on the edges, it is likely to split when it soes over the turning or angle bars. Dampening the edges usually prevents this Molstening the whole sheet, by means of vaporization, still further reduces the chance of a break, and make it possible to run the press faster, thereby effecting a saving in the running time, and ensibling the Herald to place papers on the street much faster.

SAVES INK AND NEWS PRINT.

The pressroom reports of the Herald show that it took 58% pounds of tak to print 54.636 eight-page sections, while with the vaporizer 62,836 eight-page copies are printed, a gain of 8,150 eight-page sections with the same amount of ink. The average speed of the presses without the vaporizer was 15,000 impressions an hour, while with it 20,000 copies an hour are printed, to say nothing of the saving in time.

In March, 1914, Herald paper wasting of all kinds, excepting wrappings, amounted to 3 per cent., and March, 1917, it was reduced to 1.8 per cent.

The vaporizer may be so adjusted that when the starter button is pressed the roll is sprayed. The absorption of moisture makes the sheet stronger, the ink "takes" better, and the effect is noticed in a clearer, sharper black color over the entire printed page, with an absonce of gray in headines and large-type advertising display lines.

AGAINST FREE PUBLICITY

California Editors Vote to Suppress Space Grafters Old Officials Re-elected.

The semi-annual meeting of the Northern California Press Association, held at Orland on April 28 and 29, was well attended by the editors, publishers, and their ladies. The programme of entertainment included a banquet tendered to the visitors by the citizens of Orland, and an automobile tour over the Orland Poject on the 28th. This is the only completed Government irrigation project in the State of California Roseville was selected as the meeting place for the next convention, on September 29 and 30.

The officers of the Association were reflected as follows: A. J. Harder of the Roseville Register, president; F. G. Dunnicliff, of the Dixon Tribune, vice-president; John Chambers, of the Sacramento Res. secretary, and Alden Anderson, of Sacramento treasurer.

Resolutions were pussed, backing up Governor W. D. Stephens and the State Council of Defence in all measures for the henefit of California during the war. Another resolution placed the Northern California Editorial As-

sociation in line with the Southern California Association and the State Association on the matter of free advertising. In future no member will give free publicity to any commercial enterprise that does not advertise in the newspapers.

HOW ADVERTISING MEN SERVE

Knott Points out Their Moral Responsibility to Producer and Consumer.

PROVIDENCE, R. I., May 7.—Harry Knott, a member of the Greenleaf Advertising Agency in Boston, was the principle speaker at the meeting of the Town Criers to-day, His subject was "The Moral Responsibility in Advertisins"

In part he said; "Advertising men of to-day are the champions of the economic rights of the consumers in their relation to the producer.

"So close to the warp and woof of the common interests of the masses of the buying public is the work of the present day advertising man, that his moral responsibility is to see that goods sold are sold at the least possible expense to the producer at the lowest possible cost to the consumer. When we realize that but two per cent, of the people of this country really live on their incomes, that 66 per cent, actually die without means of support and that 98 per cent, live by the daily wage, we realize how great is this moral responsibility of the advertising

"This happens because enough of us are not willing to act as our brothers' keepers. The word 'religion' means turning back to first principles, and the true advertising man must recognize these principles. He should be the truth-teller who stands between the buyer and the seller; he should be the judge of value.

"Above all, the advertising man should strive to satisfy the ever-increasing conscious and sub-conscious needs of the buyer. Practical cobperation between manufacturer and seller can reach the highest point only when each recognizes his moral responsibility to the consumer."

EXPORT TALK AT ST. LOUIS

Interesting Programme Prepared for Session at A. A. C. W. Convention in June

John Sullivan, secretary-treasurer of the Association of National Advertisers, announces that the Export Conference will hold a session under the auspices of the Association, at the A. C. W. Convention in Rt. Louis, June 4th and 5th.

Walter F. Wyner, export manager of Carter Ink Co., Boston, Mass., will discuss the theme, "The Value of the Sales Letter in Developing Foreign Business." Other speakers are announced as follows:

T. W Van. Koken Barber Supply Co. M. Louis, Mo., "Partors in Helling Expent in Mex-less and Cuber"

Sieren de Coesanak, president, "Export American Industries," "Selling American Goods in

A. P. Brooks, advertising manager, Hatton of Typewriter Co., New York city, "Why American Execut Business is not More Successful."

Onen O Galup, espect manager, 8 mentdamminetoring Co., New York city, "Advertising in Foreign Languages."

Penjamin In Bree, menager, advertising and Sales Protoction, Parsons Trading Company, characteristics and distance, Advertising Club of New York, "Combinations Under the Proposed Webb Oct What Forms Will They Take."

Fronk B. Chos, manager, Johnston Oversen-Absertising Service. New York city, 55hme Inprocess of Local Mediums Abound."

POSTAGE RATES FOR NEWSPAPERS TO BE BASED ON MUCH DISCUSSED ZONE SYSTEM

Provisions of Revenue Bill Would Quadruple Postage Expense of Magazines and Periodicals, and Increase in Lesser Degree that of Newspapers-Tax on Advertising Does Not Apply to Ads in Newspapers and Periodicals, but Includes All Other Lines.

WASHINGTON, May 9th.

large amount of the revenue to A be raised for the war emergency is expected to be derived from newspapers directly and indirectly and from taxes upon advertising expenditures, other than those made in newspapers and periodicals.

The sections of the revenue bill (H. R. 4280) which relate to postage rates affecting newspapers read as follow:

THE ZONE BATE SYSTEM.

Sec. 1201. That on and after June first. nineteen hundred and seventern, the supe sysnumerous numerous anni sortenessa, the home sys-tem opplicable to parcel pant shall apply to mail marter of the second chan, and the rates of pustages shall be no follows: Two cents a pund or fraction thereof when for delivery within the first or second zone, 3 cents a pound or fraction thereof when for delivery within the third some, 4 cents a pound or fraction thereof when for delivery within the fourth or fifth more, 5 cents a pound or fraction thereof when for delivery within the sixth or seventh some pound or fraction thereof delivery within the eighth none; Provided, That the rate of postage on daily newspapers, when the same are deposited in a letter-carrier office for delivery by its curriers, shall be the same as now proteded by law; Provided further, That such copies as are entitled under existing law to free circulation in the mutic within the enunty of politection shall continue to be catitled to the privilege: Provided further, That the Postmenter-General may becenfter require fublishers to separate or make up to some in such a unnear as he may direct all mail matter of the second class when offered for mailing: Provided further, That second class until matter mailed to subscribers from an effice other than that of publication shall pay the same rate as if mailed from the office at the place of publi-ention: And provided further, That in the case nowmpapers and periodicula entitled to be entered as second class matter and maintained by and in the interests of religious, educational, philanthropic, agricultural, labor, or fraternal organizations, not organized for profit and more of the net income of which inures to the benefit of any private atochhilder or individual, the second-class puriage rate shall be 11/2 cents a pound or fraction thereof, irrespective of the me in which delivered, except when the same are deposited in a letter-carrier office for deshall be the same as now provided by law. The fore being entitled to the foregoing rates shall furnish to the Fostmater-General, at such thurs and under such conditions as he may prewriter, satisfactory evidence that none of the net become of such organization instea to the wfit of any private stockholder or individual: And provided further. That the Postmanter tienon or before the tenth day of each month. shall pay into the general fund of the Treasury an amount equal to the difference between the entinated amount received during the preced-ing month for the transportation of first and second-class matter through the mails under this title and the estimated amount which would have been received under the provisions of the law in force at the time of the passage of this net.

PROCESSION STATE ON ADDIERTESING.

The sections of the bill relating to advertising are as follows:

See 504. That from and after the first day of June, athereen hundred and seventeen, there shall be levied, assessed, collected, and paid a tax equivalent to five per centum of the amount paid by any person, corporation, or near-ration to any other person. corporation, partnership. arrayen Hest partnership, or association for advertising a advertising space other then in necespapers and periodicals

That every person, corporation. partnership, or masociation, ment for advertising or advertising space upon which a tex is imposed by section five bundred and four, shall, within the first aftern days of can be meanth, make a return under oath, in dupliternal Hawman of the district in which the prinreporation, partnership, or association is loented. Such returns shall contain such information and be made in such manner as the Com-missioner of internal Revenue, with the approval of the Secretary of the Treasury, may by regulation grearthe.

NEW INCORPORATIONS

NEW YORK .- Ardent Publishing Corporation; capital, \$5,000; general publishing and bookselling business; directors, Arthur B. LaFar, Dominick Melillo, and Joseph W. Conrow, all of New York city.

KATONAH, N. Y .- The Villager, Inc.; capital, \$1,000; printers, bookbinders, general advertising; directors, Samuel Strauss and Benjamin Tuska, of New York city, and Kate S. Parsons of Ka-

NEW YORK .- Mother Nature Publish. ing Company, Inc.: capital stock. \$1 000: printing and publishing business: directors, F. William Wood, M. B. Gates, and Henry B. Deyo, all of New York city.

New York. - Educational Publicity Service. Inc.: capital stock, \$10,000; mi nufacture advertising material of all k'nds: directors, R. Edson Doolittle, Miltop L. Butzel, and J. Howland Harding, all of New York city.

NEW YORK .- Consumers' Guide Publishing Co., Inc.; printing and publishing; capital, \$100,000; incorporators, E. M. Carney, 461 8th Avenue; L. F. Sniffin. 49 Wall Street, New York city; J. L. Druck, Grantwood, N. J.

CLEVELAND, O .- Ohio Publishers' Company; \$50,000; by Walter E. Fagan.

WILMINGTON, Del. -- Wilson-Garrick Co., Inc., to carry on a general advertising husiness; capital, \$100 000.

New Yonk .- Cohen-Chelsea, Inc., advertising; capital, \$30,000; incorporators: M. Cohen, 621 Broadway, New York city; C. Doris, 659 Georgia Avenue, Brooklyn; W. Hirsch, Montclair,

BUFFALO, N. Y-Carrell Press, magasines and publications, \$5,000; F. G. Nozzel, B. U. Dimick, C. M. Nicholson. Similaron Pa -The Searchlight, pub-

lishing; \$10,000; Steve McDonald.

Houston, Texas.-The Gulf Printing Company has been organized at Houston with a capital stock of \$20,000. Incorporators are: J. W. Gillespie, L. A. Fridell and J. W. Van Ness.

L'LEVELAND, O. - Penton Company, capital \$800,000.

CHANGES IN INTEREST

YORK, S. C - M. McSweeney, of Hampton, R. C. has leased the plant of the York Publishing Company, publishers of the York News, and will assume management of that paper.

BATAVIA, N. Y .-- Stockholders in Griswold & McWain, Inc., the new company formed to take over the husiness of publishing the Daily News, have elected G. S. Griswold, A. J. McWain, and Laurence W. Grimmold directors for the first year.

TYNBALL, In.-Delas Hall has purchased the Register.

NEW PUBLICATIONS

BROOKLYN,-The "Bulletin," official monthly organ of the Long Island Automobile thub with offices at 1234 Pulton Street, Brooklyn, made its initial appearance this week with a number of interesting articles of interest to motorlats. V. C. Poe la editor.

NEW ENTERPRISES

WINCHISTER, Ky. - The Winchester Daily Democrat has made its appear-C. B. Nelson is editor and proprictor, and an excellent reportorial force, headed by George M. Kiser, formerly with the Winchester Sun, has been engaged.

PUBLISHERS PROTEST MAIL RATE ADVANCES

Committeemen of the American Newspaper Publishers Association Actively at Work to Protect the Interests of the Newspapers in Washington -Statement of Don C. Seitz.

There is apparently a feeling in Washington against the newspapers at the present time. A. N. P. A. committees are actively at work to protect the interest of publishers, in the hope that they will be successful in preventing the rate for second-class postage being prohibitive, and thus preventing the people of the United States generally from being kept in touch with the news of the day, which is more momentous at the present time than ever before in the world's history.

Don C. Seitz, of the New York World. chairman of the second-class mail com-mittee of the A. N. P. A., gave out the following statement Wednesday:

MR. SEITE'S STATEMENT.

"At its last session the American Newspaper Publishers' Association endorsed a zone system as a just and fair way of distributing the cost of mailing newspapers and periodicals. It was not dreamed, however, that a rate equivalent to \$40 a ton would be charged for carrying such printed matter 300 miles. or that it would reach \$1,220 a ton in the outside zone.

"No such rate as this for any class

You MUST Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWEST Sunday Circulation 150,000

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement) Sunday 68,942 Daily 55,365

INVESTIGATE THE STARR COST SYSTEMS. Some Quotations From Publishers-Names on Request

"Its Simplicity Commends It."

"Investment Paying Handsome Dividends." "Employees Interested in the System."

PIERRE C. STARR, 548-9 Transportation Bldg., Chicago

matter exists, even in war-time, for the longest world-routes in the way transportation. The newspapers are prepared to pay war taxes, just as every manufacturing concern page theirs but to have this double load laid upon them. without warrant and excuse, almply means that many will be compelled to withdraw their publications from the mails and rely upon district distribution, express, and freight routes, to take care of their business, to the loss of the Government and annoyance of the authorriber.

"No better plan for reducing mail revenue could possibly have been devised. It has been the persistent policy of the Post Office Department in recent years to assall second-class matter, keeping parallel all the while with salary raising, rural route extending, and other forms of unremunerative penses. A properly constructed Postmaster-General, who knew more about business than politics, could save \$1,-900,000 a week to the Post Office and preserve our industry. It seems to be the fate of the Government to be served in the Post Office by bureaucrats of the narrowest and stupidest sort. This applies to the present Postmaster-General."

Committeemen of the American Newspaper Publishers Association are in Washington to protect the interests of publishers at the present time. E. H. Baker, chairman of the legislative committee, and F. P. Glass, chairman of the paper committee, and Don C Seitz, chairman of the second-class postage committee, are busy.

Get your mental engine clear of negatives. Think in the affirmative.

Four Months' Gain

In four months this year, The New York Times published 4,053,981 agate of advertisements, a gain of 350,020 lines over the corresponding period in 1916 and, deducting help and situations wanted advertisements, greater volume than any other New York newspaper.

This volume also includes many thousands of lines more display advertisements than any other New York newspaper. Average circulation, daily and Sun-

day, exceeds 340,000 copies.

The Evening Star with one edition daily. has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Towar, N. Y. John Glass. Pooples Geo Bidg., Chicago Foreign Advertising Representatives

NEW AD CAMPAIGN BY THE UNITED DRUG CO.

It Will Be Launched in the Fall, to Tell the Public About Two New Preparations Which that Company Will Put Out-Tips for the Advertising Manager.

STEERT & FINNEY, 171 Madison Avenue, New York city, will have charge of an extensive advertising campaign for the United Drug Co., 63 Leon Street, Roston, which will be launched in the fall. Charles E. Murnan, the company's director of advertising, and Louis K. Liggett, president of the company, in connection with J. O. Young, of Street & Finney, who has been in Boston recently, have been going over the plans to bring two new preparations to the attention of the public. Street & Finney will also place a new advertising cumpaign for the Rubberset Co., 56 Ferry Street, Newark, N. J. W. N. Neal is advertising manager of the Rubberset Company.

THE MORSE INTERNATIONAL AGENCY. 449 Fourth Avenue, New York, will handle the Sapolio account of Enoch Morgan's Son Co., 429 West Street, New York city, and is handling the advertising of the Beck Shoe Co., 326 Lafayette Street. New York city.

THE STORNER-VAN RIPER ADVINCTIONS COMPANY, Merchants Bank Building, Indianapolis, is handling the advertising of the Enterprise Iron Works, fence manufacturers, Indianapolis.

THE TAYLOR-CRITCHFIELD-CLAGUE CO., Brooks Building, Chicago, Hl., is making some contracts with Western newspapers for the Pennsylvania Railroad Co., Chicago, Ill.

THE JOHN O. POWERS Co., 461 Fourth Avenue, New York city, will handle the advertising of the Robeschon & Peckham Co., knit underwear, 255 Fourth Avenue, New York city, in June.

STAPLES & STAPLES, Mutual Building. Richmond, Va., are again placing orders with Southern newspapers for the Warm Sulphur Springs, Va.

THE PEANE PRESSURY Co., 456 Fourth Avenue, New York city, is again sending out orders to newspapers in selected sections for the Aluminum Cooking Utensil Co., "Wear Ever Aluminum New Kensington, Pa., and Roaster," placing orders with a selected list of newspapers for the New York, Unfazio & Western R. R. Co., New York city.

THE SMITZLER ADVERTISING COMPANY, Garland Building, Chicago, Ill., is again placing new copy with newspapers for the Dearborn Supply Co., Chicago, Ill.

CARNEY & KIRR. 461 Elighth Avenue. New York city, are sending out orders to some New York State newspapers for the Vitagraph Co. of America, New York city.

THE DOBLAND ADVERTISING AGENCY, Presiden Building, Atlantic City, N. J., and 366 Fifth Avenue, New York city,

The Vittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunewick Building, New Yor THE FORD-PARSONS CO. Pooples Gas Building, Chicago H. C. ROOK,
Real Estate Trust Building, Philadelphia is placing orders with some large city newspapers for the Crex Carpet Co., "Crex Grass Carpeta," St. Paul, Minn., and 1133 Broadway, New York city.

THE THOMAS M. BOWERS ADVERTISING AGENCY, Rector Building, Chicago, Ill., is handling the advertising of the Steele-Wedeles Co., wholesale grocers, Chicago, Ill.

SHERMAN & BRYAN, 79 Fifth Avenue, New York city, are placing copy with Vermont newspapers for the American Tobacco Co., "Old English Cut Plug," 111 Fifth Avenue, New York city,

THE SCHECK ADVERTISING AGENCY, 9 Clinton Street, Newark, N. J., is placing 140-line, 8-time orders with some Southern and Western newspapers.

THE WADE ADVERTISING CO., of Chieago, handles the phonograph account of the Clear Tone Phonograph Co., 327 South La Saile Street, Chicago.

THE KIRTLAND-ENGEL Co., of Chicago, handles the dyes account of the De Luxe Bales Co., 431 Bouth Dearborn Street, Chicago, and the fertilizer account of the Eastern Farm Fertilizer t'o., Robey and 43d Streets, Chicago, and the proprietary medicine account of the Expurge Manufacturing Co., of Chicago.

DEATH OF H. F. SMITH

Former Ad Manager of Richmond (Va.) Times-Dispatch Victim of Overwork.

Horace Fayette Smith, for several years advertising manager of the Richmond (Va.) Times-Dispatch, which position he resigned to become manager of the Manufacturers' Exhibit under the auspices of the Richmond Chamber of Commerce, died May 5 after an illness of two weeks, from nervous breakdown caused by overwork. Mr. Smith was born in Syracuse, N Y., November 23, 1862, and went to Richmond about twenty-five years ago as physical director of the Y. M. C. A. Later he became interested in advertising and joined the Times-Disputch force. He orig-Insted "Better Acquaintance Week" for

Colorado Springs THE TELEGRAPH An A. B. C. Paper

J. P. McKINNEY & SON

New York

Chicago Detroit

Gain of 73%

During the past four years the Free Press has cultured a gain of 13% in circulation. Character and solidity explain this increase. Advertising MUST pay in this increase. medium which cold firth such a tro-

The Detroit Free Press "Michigan's Greatest Newspaper."

VERREE & | Foreign CONKLIN | Representative



the local merchants, this attracting to Richmond the merchants of the towns and cities for hundreds of miles. Later Mr. Smith joined the Trade Extension Work of the Chamber of Commerce, and at the time he was taken sick he was organizing commercial and civic bodies in the smaller towns and cities of Virginia and North Carolina. He is survived by his wife, who was Miss lanbelle Weisiger, sister of O. F. Weisiger, manager of the Jefferson Hotel, and by two grown daughters.

OBITUARY NOTES

CHARLES H. WRCK, aged seventy, city editor of the Winona (Minn.) Westlicher Herold, was taken ill at his desk and died May 4 of a stroke of apoplexy. He was connected with the Chicago Staats Zeitung and St. Paul Daily Zeitung before going to Winona.

J. HENRY, aged nincteen, son of J. F. Henry, managing editor of the Ft. Smith (Ark.) Times-Record, died in the naval hospital of the Great Lakes Training Station, near Chicago, April 25. He had enlisted in the navy a month ago.

W. FRANK MOHR, Sunday editor of the Reading (Pa.) Eagle, died in the Reading Hospital, aged forty-eight years. He had served the Eagle since 1888, and was for two terms elected to the State Legislature. He also served in the Spanish-American War as an army officer, later as lieutenant of regulars in the Philippines. He leaves a widow and one small daughter.

FRANK M. MICHAEL, a retired newspaper editor, died at his home near Greensburg, Pa., May 4, aged sixty-one years. He was born in Butler County

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday-a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

Special Represents

200 Fifth Ave. New York People's Gas Building Chicago Mutual Life Building Phila.

THE sound of The Herald as it thumps against our door, sounds like the knock of an old friend."

That's the way most of our readers feel toward "the paper that goes home" in Kentucky and Southern Indiana.

Largest net paid daily circulation in Kentucky.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

and spent the greater part of his life in newspaper work. He helped to establish the DuBois Express and the Clearfield Public Spirit.

ALBERT S. MARSHALL, for many years connected with the circulation departments of newspapers in Rock Island and Davenport, died at Rock Island of paralysis.

WEDDING BELLS

Earl C. Pollock, managing editor of the Norwalk (O.) Reflector-Herald, and Miss Mary Frances Boals, of Mansfield, were united in marriage May 3,

Melvin M. Oppegard, day editor of the Associated Press at St. Paul, and Miss Helen Stanley, daughter of Mr. and Mrs. Charles E. Stanley, of Minneapolia, were married recently.

Papers Raise Price

The Pottsville (Pa.) Republican and the Journal have raised their prices from one to two cents a copy. Chronicle remains at one cent.

Boston Evening Record

Government statement six mos. ending March 31., 41,961

Average net paid month of March over 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

I. A. Klein

Metropolitan Tower

R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE Editor and Publisher

> 742 Market Street SAN FRANCISCO

We can increase your business-you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURREI

60-62 Warren St., New York City Established a Quarter of a Century



its field to purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN

General Manager

New York

News Service

Shipped weekly-use one or two a day. Photos by Underwood, Central News, Clinedinst, Harris & Fwing, etc. Pencil sketches by Gettier. Just placed with one of the leading publications of the Pacific Coast.

The International Syndicate Features and Newspapers

Established 1883

Baltimore, Md.

"America's Largest and Best Newspaper Industrial Advertising Agency."

JOHN B. GALLAGHER CO.

11 South La Salle Street Chicago

The True News -FIRST-

Always-Accurately

International News Service World Bldg., New York

HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now in the

chapses with the United States now in the worst war. Peature articles from leading soldiers, statemen and authors of Bareps. We handle more important articles of this description than any other agency in America.

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor 15 School Street, Boston, Mass.

USE

UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

THE ATOP O' WORLD

Being observations, pertinent and importment, principally about newspaper advertising and advertisers.

I IFE, TO SOME, SEEMS TO BE JUST ONE CONVENTION AFTER AN-OTHER. Hardly are we through with the A. N. P. A. convention in New York than we needs must gird our loins, so to speak, and hie ourselves to St. Louis for the big Advertising Convention.

And the St. Louis convention will be some convention. It will be a hot time, all right. All times in St. Louis in June are hot times.

As Irvin Cobb says, it's mighty easy to get away from St. Louis in June. All one has to do is to stand on a street corner and one will melt away.

But there are things in St. Louis that will make up for any physical inconvenience one may experience.

There is good old George Burbach, for instance. George isn't really old, but he is darned good.

As advertising manager of the St. Louis Post-Dispatch, and as a prominent memher of the Howdy Committee, good old George will be Johnny on the job, with his open-faced smile and good-natured gift of gab, meeting old friends (and there are oodles of 'em), and making new ones everywhere.

Then, too, there will be Linn, of the Republic, who is President of the St. Louis Advertising Club; Koeningsburg, of the Famous Barr Co.; Levy, of the Lindell Dry Goods Company, and lots of good local talent, who will be mighty enter-

Then, too, there will be the delegates-boly smoke! What a bunch! And the talk-and the departmental sessions- and the eats, and more talk,

St. Louis offers many points of interest to the visitors. There one finds Anheuser Busch in all its pristine heauty. Lemp's institution is there, too. And then there is the Eades Bridge, over the muddy old Mississippi-and, best of all, the great, big Union Station, a copy of the station at Frankfort-on-Main, Germany, where the outgoing trains leave.

Oh, yes, it will be some convention, all right.

THOSE WHO GO TO ST. LOUIS TO THE ADVERTISING CONVENTION CAN look back on former conventions and realize that, notwithstanding the scoffings of the reactionaries, these conventions have done a great work in purifying ad-

True, advertising is not kocher yes not by a good lot; but it is better much better-than it was ten, or even five, years ago and it is going to keep on being better, too.

The advertising liar is not extinct yet, nor will be ever be, for there are lots of manufacturers and merchants who insist on such work. But gradually the men who pay the bills are realizing that, strunge as it may seem, the plain, unvarnished truth is the kind of stuff that brings home the bucon.

Just so long as there are men to hire liars there will be liars to hire; but meanwhile the square deal is getting more and more a matter of everyday practice.

JOHN WANAMAKER, WHO HAS SPENT THE WINTER IN THE SOUTH advertising writers.

Evidently the thought came to the great merchant as he sat in the open-perhaps in the shade of a Florida pine- for it was penned on a hit of scrap paper, in his characteristic handwriting. It came in a letter containing several of the editorials that are popular features of the Wanamaker advertising, all of which are written by the head of this house, who will celebrate his seventy-ninth birthday July 11

"There are counters and tables in this store where the goods are not easy to change and arrange for attractiveness; but there are people alive to the idea of 'embellishing everything they touch,' and somehow they overcome difficulties. It is a pleasure and wonder to see how well and constantly they do it.

The only place where we do not want any embellishing work done is in the advertising offices.

"'It's a fine rain that always souks through.' Mr. Advertising Chiefs, no embellishing, please! In spreading out your goods in the newspapers, just keep on with your 'line rain' of plain, short words, accuracies, exactness of intelligence about merchandise, new and staple, and the certainties of prices named and true reasons (Signed) JOHN WANAMAKER." why, when you can,

There is no merchant in the world who has made advertising pay every day in the year more handsomely than Mr. Wansmaker, and few have given it as much thought as he. He long ago learned the lesson that direct and honest statement, in simple language, is the highest form of literature. In his convincing way, by use of a clever simile, he refreshes the memories of his stoff writers in this vital truth.

Not only advertising writers, but news and editorial writers, especially feature writers, may well take to heart the words of Mr. Wanamaker: "Plain, short words, accuracies, exactness of intelligence," about any subject, merchandise, or otherwise,"

Progressive Mexican Daily

Lat Prensa, a dialy newspaper printed m Spenish at San Antonio, Tex., and devoted to the interests of the Mexicans. who live in the United States has just

moved into a new building, erected for its use in the business district of San Antonio, The paper boasts of a cable and telegraphic news service and of modern equipment.

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER

Write for Details.

SINGER TOWER, NEW YORK

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

The McClure Method

Our Seatures are sold on individual merit. Aby carrier may be ordered eingly. TSIIS MEANS.
The greatest possible rariety from which to choose.
The submitting of each feature to your own efforts! judgment.
The opportunity to order a budget consisting only of what you want.
A material reduction from individual prices an haders.

beigets.
Write us for complex of our Sunday Colored comics, daily cowies, women's features, bedrime storics, Solion, etc.

The McClure Newspaper Syndicate 12) Wort 32nd Street, New York City

QUALITY CIRCULATION BUILDER

National Editorial Service, Inc., 225 Fifth Ave., New York.

NEWSPAPER prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our col-ored comics, daily and Sunday pages in black and colors,

Newspaper Feature Service M. KOENIGSBERG, Manager at West 39TH St., NEW YORK



PICTURES

of news events before such

events become ancient history is what papers get in NEA service. If you want to know about it write

NEWSPAPER ENTERPRISE ASSOCIATION 1279 West Third Street Cleveland, Ohio

LIVE TOPICS DISCUSSED BY OUR READERS

(Luder this cogition we shall print, cook write, letters from our enders on subjects of interest consisted with newspaper publishing and editrication. Any sublisher who desire the first the coulding of his problems, or such as pronounced visue on any subject connected with the business, is displied to emirrobute to this column. We are considered that each a selection can be under a great value shrough the corporation of our residers.—It's

Preaching Too Much Economy

THE JAMESTOWN JOURNAL. JAMBSTOWN, N. T., May 4, 1917. THE EDITOR AND PUBLISHER:

From the situation as remaind to us in stown we believe there is a real and grave danger that the talk of find shortage and necese ty for centrony that has been given such prominence in the press recently, has, or will, from the extense comming resulting from such talk have a serious effect on business condi-tions. We doubt very much that there is an present necessity for the conomics that are present necessity for the vectorine into the bring and will continue to be practiced and, unless there is some material change in the pelicy of the newspapers and magnetine writers to exaggirate these economies, besiness very generally will suffer

May we auguent, therefore, the publication in year journal of such articles as may lead the newspapers to take a somewhat different atti-tude calculated to alloy the sharm and reas sure the public so that business conditions may be maintained at precent level.

Trusting that this matter may appeal to you as it does to us. we are H M. Herz, Bus. Mgr.

BUSINESS PRESS DEPARTMENTAL

Editors and Publishers of Trade Papers to Have Interesting Programme.

Executive Secretary Josse H. Neal, of the Associated Business Papers, announces that the business press departmental will have two sessions at the A. A. C. W. Convention, in St. Louis, June 4 and 5. A. A. Gray, of the Electrical Review and Western Electrician, of Chicago, president of the Associated Business Papers, will deliver the president's annual address. The chairman of the season is Allen W. Clark, president of the American Paint Journal Company, of St. Louis. The programme is as follows:

Monday afternoon, 2:30 P. M.:

"The Important Part Played by Bach Depart-ent of Business Papers in Lowering the Cost Distribution" (ivn minute tulka): (1) "Cirment of Business Papers in Lowering the Cost of Distributions" (etc. minute tribla): (1) "Ctr-culation Department." W. D. Gregory, manager of circularion, David Williams Co., New York; (2) "Biltorial Department," A. C. Smith, editor, the Bry Goedsman, St. Louis: (3) "Ad-vertising Department," II. B. Strong, publisher, the National Drangfox, St. Louis. Discussion: "When and How to Use Business

Papers," Harry Tipper, manager, The Auto-mobile, New York.

noble New York.

Discussion: "Advertising To, Through, and
For. Retailers," A. C. Pearson, general manager,

Dry Goods Economist, New York.

Dry Gosté Economist, New York "Trade Paper Advertising as a Paying Investment," W.M. Smits president P. Oentemert & Co., New York (Centemert Gioven).

Timradny afternoon, 2 P. M., Chairman of the session, John Clyde Oswald, president, The American Printer, New York, Introductory remarks.

"The Copy Factor in Efficient Business Paper Advertising," Charles L. Benjamin, Milwanker, Wils.

Wis.
Discussion: "The Benefits Derived from the
Editorial Conference of the New York Business
Paper Publishers," F. M. Felher, editorial director. Electrical World and Electrical Merchandistant. New York.

disting, New York.
Discussion: "The Economy of Business Paper
Afterdisting. H. E. Girland, service department,
McGraw-Hill Publishing Co., New York.
Discussion: "The Kind of Advertising that
Larvers the Coal of Advertising," C. A. Tupper,
When International Trade Papers, Only

president, The International Trade Press, Chiengo.

procussion "Cooperation," Jesse H. Neal, procutive secretary, The Associated Business Papers.

Prints Extra Edition

The Denver Post is getting out a pair of "War Bables," the night one at 9 o'clock, and a morning one that is on the street at 7 o'clock. They are fourpages each filled largely with flash and bulletin matter set in black face,

Plans for Preus Congress

THE PRESS CONCILESS OF THE WORLD.
The Premier's Office. Stoner, N. S. W., March 24, 1917.

THE EDITOR AND PUBLISHER

I am sorry to have to tell you that develop-ments in connection with the Press Congress of the Warld and its 1018 Season at Sydney have necessitated a postponement of the meeting until Enster, 1916

The elecumatanees to which this diversion of arrangements was brought about arese unexpectedly, but I would ask you to accept my 44surance that while the reasons governing the decision were very positive, the determination of the New South Walos Government to conof the New South wares towerment to con-tinue and amplify its activities in the direction of Insuring the success of the Press Congress of the Werld—not only in its international organ action, but, of course, especially in conpection with the Sydney meeting-is equally monitire.

I heper that you and others who are alreads interested in the Congress will continue to Australia in mind and that the international are fo now prevailing will have ended during the laterim, thus greatly enhancing our already very encouraging prospects of a large, important and memorable meeting at Sydney.

Meantime the arrangements assounced in va-Congress, and in my correspondence, will hold good excepting in so far as the change of date to the middle of April, 1919.

J. W. Nimbon, Official Secretary.

with no head less than two columns. entirely void of advertising and selling at one cent. Ray T. Morgan is editing the morning issue, and O. A. Morris is responsible for the night edition along with the afternoon sporting extras.

Times-Star Raises Pay

The management of the Cincinnati Times-Star announces that it has increased the salaries or wage of every employee 10 per cent. The announcement says that the increase had been given voluntarily on account of the increase in the cost of living.

HELP WANTED

Advertisements under this classification, Aftern cents per line, each insertion. Count size cords to the line.

advertising Manager — Hustler with ideas and selling stillty: capable of writing copy and making attractive layouts; not afraid of work Must have ideas on developing circulated for established local weekly paper add same plan Samplay Erecting Post Married with children, \$20 and commission. Can make \$30 within a year. Full particulars and photo with first letter Condidential. Saturing Spectabor, Torollante, Ind.

h. and
GHOHLATION MANAGER for fruit growers'
specification of national reputation—one expetioneed and reogressive, capable of getting the
linvestmort &
linvest-full particulars in first letter. American Fruit
linvest, Charlotteatilis, VA.

FOR SALE

Advertisements under this classification, fifteen cents per line, such insertion. Count sis words to the line,

LINISTYPE-Model No. 3. Serial No. 10100, magazine, associment of matrices. Furt Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1. Serial No. 8010, and Model No. 1. Serial No. 8011, with 1 magnise, Horav, ejector blades, feat of marriese (for each markine). Tribune Printing Co., Chapteston, W. Va.

LINOTTPE-Model No. 4, Serial No. 11686, agazine, matrices, spacebands, liners, and ares. Wisston Printing Co., Winston-Salem.

LINOTTPE-These Model I machines with complete equipment of mobie, magnifines and met rices. New Haven Union Co., New Haven, Conn.

EXPERT

IN NEWSPAPER Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He know a more about the newspaper business in this country than most anyhody else. "George French, Editor Advertising Negus.

CHAS. S. PATTESON

Prince George Hotel, New York City

Writer and Editor

Secka executive or editorial page position with eastern assiy. Bias man rapidly le nen years' techniques at jernetive extensity printer, etc., and editor, editorial and special writer, etts and managing editor with inserant delities. Now in change of city sinff, telegraph saws and neshe up "A yusag man of good family and fire mental powers. In tegrity le sure; industry le great. Strong point in editorial writing, but can do all things uxeded to get tip a page," Wants position No. 7541; ture randomners are in all degratments and are located, east, south and west. No charge to employers.

FERNALD'S EXCHANGE, Inc. Third National Bank Bidg., Springfield, Mass.

SITUATIONS WANTED

Advertisements under this classification, ten-crats per line, soch insertien. Count sie words to the Man. For those unemployed, and to expend 50 words, two insertions PREE.

EDITOR'S ASSISTANT—Well educated young man 12: with energy and original ideas wishes connection with rade paper or magazine. Three yards assistant editor on technical publication and edited agrain impealing two years. Head Prench and has traveled excessively. Revently returned from year's work in France. Is more interested in opportunity to use ability than size of salary. Address R. 3217, care Editor and Publisher.

EDITIML—One of the best known writers in the country wants a position as editor of a re-publican desily. A position where an aggressive campaign for the splift of the community, neutally, physically and morally will be ap-previated. Address R. 3278. care Rditor and Publisher.

REPORTER. Oddege man, one year out of Harvan't seeks job an cub. Will go anywhere each of the Mississippi. Address R. 3276, care Editor and Publisher.

A MODERN BUSINESS BUILDESS—Newspaper man of whic experience, who has had successful carrier in appulling properties to larger discharge carriers, seeks searciation with a delity paper ha a field where there is large possibility for grawth. Now ready to assume the large possibility for grawth. Now ready to assume the large possibility for grawth and the second property and work of the sum a property and work of the second property and well as the second property and the seco

SOMEWHERE there's an agency—a mercantile ceribblishment, a large weekly or daily newspaper, or may be a magazine, who need the scritive of a man 27 years young who has had be years' advectising agency experience in office management, apere buying, printing, engraving, cupy, cic. and one year's experience as affection, and one year's experience is a fixed than manager of a large export and imposting manager for the first of the scription of the manager of a large export and imposing posts. The discreption of the manager of a large export and large export and appears of the discreption of the large export and appears of the large export and posts of the large export and large ex

PERTORIAL WOMAN. Young woman, 24, with six years real experience on Metropolitan newspapers, is looking for a position on a size of a big citr daily. Recreekt, originative, and hard worker. Can handle all beats. Feature writer. Manla change in regular city, and on a certain paper. Address it. 3373, care Editor and Collaber

MANAGING EDITOR in city of 20,000 wants place us manager-editor or ofloarship in larger city. Metropolitan experience and conversant with overy phase of modern journal-term Routhwest preferred, Address P, 8370, our fictior and Publisher.

CHICULATION MANAGER with excellent references, up-lo-date kiess, 17 years' experience, wisher periting as such with live paper, country perferred. Address Box P. 3267, care Editor and Publisher.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON Newspaper and Magazine Properties Times Building, New York

On "Easy Street"

Only paper in rich Central West city of 18,000, amply equipped and showing profit \$25,393:53 last fiscal year to owners for time and investment. Three-fifths interest offered for \$75,000 cash. Minority owner perfers to stay, but will sell on demand. Ask for Proposition No. 326x and kindly give financial references. ences

H. F. HENRICHS emapaper Propertie LITCHFIELD, ILL.

PUBLISHERS' NOTICE

The Relitor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Roston, Philadelphia, Detroit, Cleveland, Pittaburgh, Cincin att. 8t. Louis, Chicago, Atlants. New Orleans, Dallas, Indianapolla, Washington, Raiti was and Ban Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for atorice of advertising arhievements, news leasts, etc. by addressing the main office, 1117 World Building, New York City.

Branch office San Prescrices, 742 Market St.

Branch office fan Francisco, 742 Market J. Bidwell, manager, 'phone Kenrney 2 The fiditor and Publisher page contains 672 again lines, 168 on four. Columns are 13 piece wide and tweive lackes deep.

Advertising Rate is 25c. an egate Ras. \$100 a pegs. \$75 a half page and \$62 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper dismifted then will be charged as follows: For Rais and Help Wanted, fitteen cents a line; Business Op nortunity and Miscellaneous, fitness cents ince, and Situation Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to bone address. This will insure prompt de-

The Rditor and Publisher sells regularly at 10c. a copy. \$3.00 per year to the United States and Chinnial Fewerentons. \$3.50 in Canada and \$1.00 foreign, and it on anti-cach would be following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Namou Street, Manual's (special to the World Building), 32 Park Row: The World Building, Times Building, They State Row: The World Sulfding, Times Building, Perty second Street and Rendway, a basement entrance to Subway: Reveisse's Book Store, Twenty-sixth Street and Fifth Avenue and Mach's Macy's corner, at Thirty-fourth St. selections.

Baltimore—B. K. Edwards, American Bulliling. Philadelphia—L. G. Rau, 7th and Chestnut treets; Wm. Sobel, Bulletin Bullding Nowe

Boston-Parker Bouse News Stand,

Pittsburgh-Davis Book Shop, 416 Wood Street

Washington, D. C.—Bert R. Trenis, 511 Four-toenth Sirest, N. W., Biggs Bidg., News Stand. Chicago—Fowner's Book Store, 27 N. Clark Street; Peri Office News Co., Monacos Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland - Schroeder's News Store, Superior Street, opposite Post Office; Selemen News Co., 1111 Walnut Street,

Detroit-Solomon Hews Co., 49 Larned St., W. San Francisco-S. J. Bidwell Co., 745 Martin.

GOSS OCTUPLE STRAIGHTLINE PRESSES with Two or Four Folders

For sale by WALTER SCOTT & COMPANY, Plainfield, New Jersey

Digitized by Google

WILL SPEND \$50,000 IN NEW AD CAMPAIGN

Recently Organized Company Will Put Out Between \$50,000 and \$70,000 to Make Known Metal Products It Will Manufacture in Its Factory at Jamestown, N. Y.

O. M. OTTE, general manager of the Metal Manufacturing Co., of Jamestown, N. Y., is the general manager of the new company which was organized in that city last winter, and which will manufacture sheet metal kitchenettes, hospital equipment, and a glareless headlight for automobiles. Mr. Otte states that the new concern will apend between \$50,000 and \$70,000 in advertising, starting some time during the conting summer. No agency has been selected so far.

THE SACKS AURNEY, 171 Madison Avenue, New York, handles the advertising of the Raybestos Co., of Bridgeport, Conn., formerly the Royal Equipment Co., makers of Raybestos Brake Lining. E. H. Josselyn is advertising manager of the company.

THE BAYER-STROUD CURPORATION, 19 West 44th Street, New York city, places the business of the United States Tobacco Co, Richmond, Va.; Saute Products Corporation: B. Fisher Brown Durrell & Co., Groller Society; Henry L. Hughes, of New York, and the Carpenter-Morton Co., of Boston.

THE McCLOYS ADVERTISING AGENCY, 642 Liberty Street, New York city, handles the account of the Saxony Knitting Mills, makers of "Saxony No Gap Shirts," of Needham Heights, Mass.

N. W. AYER & Sox, 300 Chestnut Street, Philadelphia, Pa., will handle the advertising of the Schuylkill Silk Mills, Iteading, Pa.

HARRY C. MICHAELS, 404 Fourth Avenue. New York city, is placing orders with a few newspapers in selected Pennsylvania sections for the Hilson Schloss Co., cigars, Mount Carmel, Pa-

THE FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York city, will shortly prepare an advertising campaign for the E. & Z. Van Raalte, "Niagara Maid" fabrica, 88 Fifth Avenue, New York city.

THE H. K. McCANN Co., 61 Broadway, New York city, is placing copy with Ohio newspapers for the Standard Oil Co. Polarine and Red Crown Oil, 26 Broadway, New York city.

THE BLOOMINGDALE-WELLER ADVERTER-ING AGENCY, 1420 Chestnut Street, Philadelphia, Pa., is placing 34 inches, 3-time orders with Pennsylvania newspapers for the John Wanamaker Catalogue on Summer Wear, Philadelphia, Pa.

THE THUMAS E. BASHAM Co., Inter Southern Life Building, Louisville, Ky., is planning an extensive campaign for H. M. Dyer & Co., "Dyer's Pork and Benns," Evansville, Ind.

Windwards, Incorporated, 900 South

Michigan Avenue, Chicago, Ill., is sending out orders to a few newspapers in selected sections for the John Lucas & "Lucas Paints," 322 Race Street, Philadelphia, Pa.

THE THOMAS ADVERTISING SERVICE, Heard National Bank Building, Jacksonvitte, Fla., is placing orders with some Western weekly newspapers for the Sea Board Air Line Railroad.

THE E. P. REMINGTON Co., of Buffalo, N. Y., handles the wall-board account of the Black Rock Wall-Board Co.; the picture hooks account of the Buffalo-Dehn Co.; the safes account of the Cary Safe Co.: the furniture account of the Kittinger Furniture Co.; the limestone account of the Michigan Limestone Co.; the family crackers account of the Ontario Biscuit Co.; the account of Peter Paul & Son, 136 North Pearl Street: the chocolates account of the Reed Chocolate Co., 1363 Main Street; the account of the Stewart Motor Corporation, all of Buffalo.

W. MONTAGUE PRABBALL, 208 Broadway, New York city, is conducting a campaign for Goodyear Raincoat Co., New York city, two and three column space in the newspapers.

Ewing & Milas, Inc., of New York city, handles the account of A. B. Cummings, Attleboro, Mass.; the tire account of the Gillette Rubber Co., 1884 Broadway; the jewelry account of Wm. H. Enhaus & Son, 120 Broadway, New York city.

THE FOSTER DESERVOISE Co., of New York city, handles the shoe account of the Star Shoe Co., 474 Fulton Street, Brooklyn, N. Y., the real estate account of the Brooks Inter-State Realty Corporation, 45 West 34th Street; the tire account of the Converse Rubber Shoe Co., 127 Duane Street; the sporting goods account of T. Davega, 125 West 125th Street; the electric supplies account of the Handle Electric Co., 66 Vesey Street; the shoe account of L. M. Hirsh, 404 Sixth Avenue; the brokerage account of Pearl & Co., 71 Broadway; the toilet articles account of Maurice Levy, 15 West 38th Street, all of New York city.

THE MCAVOY ADVENTISING AGENCY, of Chicago, has the account of the Master Trucks Co., 3122 South Wabash Avenue, Chicago; the interliner account of

Buffalo News

RDWARD H. BUTLER

Editor and Publisher

sors its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-

MEMBER A. B. C.

Paraign Advertising Representatives KELLY-SMITH COMPANY

The only Buffalo newspaper that con

the Ray Tire and Rubber Co., of Chicago; the piston rings account of the Modern Motor Parts Co., Rockford, Ill., the tires account of the Sterns Tire & Rubber Co., St. Louis, Mo.: the auto radiators account of the Fedders Radiator Co., 57 Tonawanda, Buffalo, N.Y.

LORD & THOMAS, Maller's Building, Chicago, handle the cereal account of the Quaker Oats Co., 80 East Jackson Boulevard, Chicago.

THE THIRLECKE ADVERTISING Co., of Chicago, handles the account of the Stephens Motor Co., of Moline, Ill.

THE CHAMBERS ADVERTISING AGENCY, of New Orleans, handles the chocolate account of the Elmer Candy Co., the proprietary medicine account of I. L. Lyons & Co 222 Camp Street, and the Union Coffee account of the Merchant ('offee ('o., all of New Orleans, La.

THE DOOLEY-BERNNAN Co., of Chicago, handles the mattress account of the Cudahy Curled Hair Works, 111 West Monroe Street, Chicago This agency also handles the account of the Chicago Linen Shop, 326 River Street, Chicago.

THE FOX RIVER BUTTER COMPANY, distributer of Meadow Gold Butter, is planning a newspaper campaign in a list of selected cities in connection with its usual poster advertising.

To Remit Club Dues

PHOVEDENCE, R. I., May 9.—The Pen and Pencil Club, through its board of governors, has voted to remit the dues to any of its members who shall be called into active service of the State or nation, during the period of such service while engaged in war with Germany.

> Food Medium of New Jersey

Trenton Times

A. B. C.

2c-12c Per Week

KELLY-SMITH COMPANY 230 Fifth Avenue Lytton Building CHICAGO

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

LOUIS GILMAN rected Hubbing. NEW YORK
HARRY B. LASHER
Tylbune Building CHICAGO

Canadian Press Clippings

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 65 per cent of the newspapers and publications of CANAIDA.
We cover every foot of Canada and North We cover every foot of Canada and New-foundiand at our head office

EDITORS TO TALK BUSINESS

Mississippi Scribes to Hold Annual Meeting at Laurel, May 15 and 16.

Members of the Mississoppi Press Association are going to have the time of their lives at Laurel, May 15 and 16. They are to talk business, and newspaper methods, news print, and other subjects, but after each session the peoule of Laurel will take them in hand and entertain them in a way that they will never forget.

All the meetings will be held at the Court House, while the Elks Club will be open to the editors at all times, as will also the Y. M. C. A. The Hotel Pinchurst will be headquarters. There will be a visit to Gulfport, and trips and sightsceing tours after the meetings.

The business meeting will be of a constructive character, the topics to be discussed being those that are uppermost in the minds of newspaper men at the present time. The gathering promises to be one of the most important in the history of the organization.

You can capture

Slim Jim

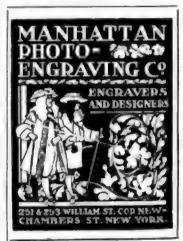
and put him to work in your paper. He's a full page COMIC-FEATURE that gets away with a bunch of fun each

Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.

Send for proofs.

World Color Printing Company R. S. GRABLE, Mgr.

ST. LOUIS, MO. Eshlitzshad 1900



The problem of covering the Causdian Field is answered by obtaining the service

14-10 CHURCH ST., TORONTO, CAN. Price of service, regular press clippidus rates—upecial rates and discounts to Trade and Newspapers.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

1 1 1 1 1 1 L

The Evening Mail New York

Last year GAINED 178,965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.

ne why

NEW YORK



CHICAGO

Many of

CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansan City, Chicago

In New York It's the WORLD

First in the First City

First in volume and advertising gains for 1917, from January 1st to April 30th, inclusive (according to the figures of the statistical Bureau of the Evening Post.)

The following summary of agate lines of advertising printed during this period, with gains, will show the advertisers' choice among the morning newspapers of New York City:

	1917	1916	GAIN
WORLD	4,685,018	4,071,625	613,393
Times .	4,053,981	3,703,961	350,020
American	3,180,950	3,201,636	-20,686
Herald .	2,642,619	2,510,934	131,685
Tribune.	1,754,068	1,384,499	369,569
Sun	1,505,511	1,300,987	204,524

The slogan of the New York World: "Circulation Books Open to All" has given careful advertisers the opportunity to prove that the World has the largest New York City circulation of any morning paper.

New York City cannot be thoroughly covered without the World. To economically reach the residents of New York the World is the ideal medium.

During April, 1917, the New York World printed 156,906 separate advertisements—584 advertisements more than the Herald, American, Times, Sun, and Tribune combined.

It's the WORLD In New York

THE NEW YORK GLOBE

Offers the Nation I Advertiser the Largest High Grade Intensified Circulation in the

Greatest Market Place On Earth

The Globe's service department stands ready to render the sort of service it has employed to put other articles successfully on this maket.

CIRCULATION PROGRESS

Month	of	April,	1908	-	-	-	88,899
66	66		1909	~		-	100,545
6.6	6.6	4.6	1910	per	-	-	101,586
1.6	6.6	"	1911	-	-	-	107,968
6.6	6.6	44	1912	-	-	-	144,656
4.6	"	6.6	1913	-	-	-	143,408
66	6 6	4.6	1914	-	-	-	170,474
6.6	6.6	4.6	1915	-	_	-	188,300
44	44	46	1916	_	-	-	191,419
6.6	44	44	1917	-	-	-	212,551

Average sale of The Globe for the year ending April 30, 1917 was 209,307

CHICAGO Peoples Gas Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

\$3 a Year (Copyright, 1917, by The Editor and Publisher Co.)

NEW YORK, SATURDAY, MAY 19, 1917

10 Cents a Copy

Patriotism in Business

Let every patriotic business man press sanely and resolutely forward.

Let him continue along normal lines that the vast machinery of American industry be not impaired.

If the American people are to remain prosperous and progressive and strong they must continue to manufacture and buy and sell as they did before war was declared.

The men who control the advertising of the nation can do much to counteract the "hysterical economies" against which the council of national defense has issued warning.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y. Pacific Coast Advertising Office: 742 Market Street, San Francisco

THE EDITOR & PUBLISHER FOR MAY 19, 1917

that any mention of the matter has been made in print or in public. I only mention it now to show you how high a value the News-Press places upon its right to be absolutely independent. The money loss has been several thousand dollars a year, but the gain in sound good-will value has, I am sure, been much greater.

LOYALTY TO CONGRESS.

One of the faults of the newspaper profession and one of its weak spots is the uncertainty of tenure enjoyed by Its practitioners. In the case of the News-Press, the discharge of a faithful employee is unknown. It has not economized in the present stress of doubled paper cost by cutting its pay-roll. And when, as has often happened, one of its workers goes out to engage in business for himself or to occupy a better position than the News-Press affords, his place has always been filled from the ranks of present employees if there was among them any one at all fit to take the place. The men who make it work for good pay in as handsome, convenient, sanitary, and safe a building as any in Missouri, and if any paper in a town of the same size has a better or more attractive home, I have yet to see it. Some of you, I know, have visited it, and I assure these who have not of a bearty welcome from my partner, Mr. Louis T. Golding, who is responsilde for most of the paper's virtues, if they will do so.

My first advice to you, young men, who are just embarking in the business of journalism, is by all means to avoid partisan polities. Do not allow yourselves to become candidates for any office, elective or appointive, if you propose to stay in the newspaper business and make it your life work. Your influence and power for good will be impaired if you subordinate the interests of the public to your own. While among all the hundreds of thousands of newspaper men in the United States quite a number at every election appear as candidates, the percentage is but small, and I am glad to note that it seems to be growing smaller year by year, as the newspaper business gains in solidity. dignity, and public credit, and its foll swors see more clearly that their influence is greater and their power for good is larger as newspaper men than as officeholders. As showing the material advantage of following this advice it may be said that, almost without execution, the largely profitable newspapers of the country are not partisan, but independent in their political policies, their owners and conducture refusing office and public patronsee of any kind

At the risk of offending some of my brarers, although without any intention of doing so, I may submit for your conmderation as young newspaper men the axiom that the professional politician is the lowest form of animal life. He will afford you, through his activities, & large scope for your abilities as newspaper men when you enter the practical work of producing newspapers in the various fields which you occupy. But, while he will always seek your aid, he will always be your enemy. And this is obviously true. For it may be taken as a demonstrated fact that as a class the politicians who make up the majurity of our national and State Levislaturns are and always will be, opposed to the newspapers, and that they will do what they safely can to restrict the newspapers' natural privilege of free spec h and wide on ulation. This arises from the very nature of the two needspations. The essential reason for the existence of the newspaper is to ascertain and disseminate facts,

WORKS IN THE DARK.

It is the world's culmination of the art of publicity. It is organized on this basis and for this purpose. Politics, on the other hand, an equally well-organized business, depends largely on secrecy for producing its results. It does the work as far as possible in the dark, and its devotees seek publicity only at election time, and then only such publicity as is laudatory and not critical in its nature. From the bottom up-Town Board, County Board, City Council, State Legislature, and national Congress-all do their real work by secret caucus, negotiation, and agreement, and not in the public sessions which the newspaper reports. As long as this state of things continues, the man who makes a bustness of politics cannot fall to resent the work of the newspapers when it performs its duty of learning the underlying facts and giving them to the pub-He.

This publicity is resented by politicians in office, or hoping to get in, as an invasion of a long established natural right. The first impulse of these gentiemen is therefore to do all that is possible to restrain and regulate the natural functions of the newspaper. Libel laws afford about the only means by which a State Legislature can get at the newspaper, and the consequence is that in most States they are antiquated, dating from the time when any adverse publication was, per se, libellous, or else they are so worded as to make it difficult for the newspaper to defend itself when the publication complained of was entirely justifiable.

The difficulty of defence is aggravated by the tendency of political judges to share the prejudice of legislators against the newspapers. In a country where supreme law is that made by the courts and not by the people as represented in their legislators, there is a natural tendency to increase the importance of the indicial office and for the incumbents of these offices to magnify their importance and power. It is a common experience to see a lawyer whose activities have been largely political and in behalf of interests concededly inimical to the public welfare, on ascending the bench by election or appointment assume the dignity of a Mansfield, a Jay, or a Marshall, and expect the immediate deference from all classes exacted by the high character, learning and honesty of these worthies. The result is frequently to bring the honest newspaper into conflict with such inflated dignitaries, and the law reports are full of cases where fine and imprisonment without trial or permitted defence have been inflicted upon the writers of perfectly justifiable criticisms of legal proceedings and ac TOTA

As I have said, the newspaper con only do its work in public-indeed, the nature of its business to publicity itself. and only by letting in the light ere it accomplish anything. The characters, acts, and aims of men engaged in politteat business must be fully discussed in order to enlighten the public as to themselves and their work in order to produce any effect on them or twir This publicity it is the 6.20 actions duty of a newspaper to give. And, it is naturally resented by politicians who are in edice or who hope to get into office as an invasion of their vested rights. This results naturally in the effort on the part of the legislators and politicians in office to do all that is nosof the newspaper. Hence, the constant attempts of State Legislatures to make unjust libel laws more strict; to enact laws governing political advertising, and; on the part of the national Legislature, to get at the newspapers through various attempts to regulate or restrict their circulation by arbitrary and unconstitutional changes in the Postal laws and rulings. These attempts, however, are not always successful, even when such ennetments become laws. A few years ago, some one slipped into a postal law-into that act known as the Bourne law, a provision requiring that daily newspapers make aworn statements semi-annually of circulation. ownership, etc. Its authorship was disclaimed by the Senator introducing the bill, and, in fact, no parent for this attempt on the newspaper's liberty has yet been discovered.

INTENDED TO INJURE, THE LAW HELES,

But the act itself has been of enermous value to the newspapers affected by it-the fact that twice a year they must declare under eath the number of copies printed and circulated has been of potent value in overcoming the oldtime skeptleism as to the newspaper's circulation claims. And the fact that the names of all stockholders and also the mortgage-holders owning or controlling I per cent, or more of the property must be printed at least twice a year has done much to kill the frequent assertion that the newspapers are owned and controlled by the great bustness interests-the systems of the country. Here the politicians inflicted upon the newspapers the awful penulty of publicity which they themselves so much dread- and it has been the making of many newspapers.

A great advance, one that concerns us all, has been made with the growth of political advertising-advertising which was formerly disguised as editorial or reporterial matter, which now shows for itself as the statement of the interested candidate or his friends. No greater step. forward in emancipating the publishers of the small papers at least, than this has recently been made. Instead of depending for his reward on public printing from the taxpayer's money, or some small official appointment, the publisher now gets pay for what he has to sell -his space. And he retains his independence-which he has no right to sell,

A curious commentary on the attitude of the Legislatures on newspapers and confirmatory of my statement that it is always hostile, can be found in the fact that in more than one Legislature tills have recently been introduced to forbid the publication of such advertising and to make it a mistemeaner or criminal offence. The politicians see in this new practice the control of the press slipping away from them, and they naturally don't like that. In the State in which I live, New York, a rich State with large funds at the disposal of the Lexislature, the politicians retain their grip on many newspapers by means of a law which gives to two newspapers in each county the Session Lases to print each year at legal rates, this amounting to from twelve hundred to two thousand dollars or more for each paper that gets the pie-less the ten or twelve dollars it pays for ready print sheets to be folded into a regular issue. You would have to be familiar with Empire State newspapers to realize the damage done to the real good-will value of its smaller papers by the manipulation of the award of these bonuses for good behavior by local bosses, both Republican and Democratic. They are kept on the tenter-

sible to restrict the natural functions hooks of expectation from year to year, dare not call their souls their own in many cases, and in nearly all cases are compelled, or think they are compelled, to print a mass of partisan political matter that serves no purpose but to antagonize their readers of the opposite political faith and impair their usefulness as upbuilders of their several communities, Fortunately, no Western State has yet been foolish enough or extravagunt enough to put such a weapon into the hands of its politicians,

CRITICIONS SEPRETARY DANIELS.

We used to consider our present Secretary of the Navy a very good newspatier man, but since he went into polltics, whether he be a good politician or had politician, an able Secretary of the Navy or otherwise, he certainly has lost some of his good sense as a newspaper man, judging from the fact that he has criticised, in a public statement, the Bethlehem Steel Company for "filling the papers with advertisements" setting forth its position in its contest with the Department. Other politicians, members of both Houses of Congress, have also criticised the steel company for buying newspaper space and presenting its side of the case rather than in attempting to influence editorial publication in its fa-YOR.

The railreads of the country were criticised in Congress for presenting their side of the case, in recent applications for rate increases, in the advertising columns of the newspapers, and one Sen. afor caused to be inserted in the clongressional Record a full series of the advertisements issued by the railroads and paid for as such, in their desire to present to the public in a business-like way their claims for better treatment. It is said that this 365-page issue of the Record cost the people of the United States as much as all the advertisements they printed cost the railroads to insert in the newspapers. The Senator thought that such candid and honest attempts to inform the public mind approached criminality.

LATEST EFFORTS TO CONTROL PRESS.

If any further proof were needed of the continued and consistent hostility of Congress to publicity, i. e., the newspapers, it can be found in its recent proposals in connection with the Espionage bill and the tax imposed upon them in the War Revenue bill now pending. The various proposals for muzaling the press completely by providing the penalty of fine and imprisonment of its responsible men and the summary suspension of any newspaper on the decree of the parties in power, go farther than the press laws of autocratic Russia ever went-at least, on paper. And, unlike Russia, up to the time of the present revolution, the United States has in its Constitution the right of free speech and a free press guaranteed to its citizens. Of course, the measures most hostile to the press and those most directly in contravention of the Constitution cannot be passed, because the public would not permit it. But without public enlightenment, due to the newspapers, they would most certainly be adopted, as they express the feeling of the ruling class against the newspapers.

The proposed increase in accond-class postal rates in the War Revenue bill now under discussion, begins by laying a tax of 100 per cent, on the publisher sending his papers into the first postal zone. in addition to the regular pound rate established by law many years ago. In the second and third zones the tax is 200 per cent, in the fourth and fifth zones

(Continued on page 14)

THE EDITOR & PUBLISHER

Dated every Similarly—with cloning at all 1, inclusions represent precomputers for parameters of the factor of the control of

Vol. 49 Copyright, 1817, by The Billion and Publisher Co.: NEW YORK, SATURDAY, MAY 19, 1917

No. 49

C. M. PALMER PILLORIES PETTY POLITICIANS

Noted Authority on Newspaper Making Points Out Underlying Causes of Hostility to Press Shown by Present Congress—Says There Must be Eternal Conflict Between Selfish Political Interests and Newspapers of Character—Outlines Ethical Policies and Factors of Real Value in Publications.

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THE EDITOR & PUBLISHER FOR MAY 19, 1917-

HARVEY L. WILSON DEAD

Widely-Known Virginia Editor Succumbs to Cerebral Hemorrhage.

Harvey L. Wilson, vice-president of the Norfolk (Va.) Ledger-Dispatch Corporation, editor and haif-owner of the Ledger-Dispatch, died suddenly of cerebral hemorrhage at his home in Norfolk on May 7, aged fifty-eight years.

Mr. Wilson entered newspaper work in Richmond, Va., twenty-six years ago as a special writer for the Richmond Times. Later he made for himself a wide reputation as Washington correspondent of that paper. He remained in Washington as correspondent of the Times for a number of years, a portion of which period he was also assistant United States Librarian. In this dual position he availed himself of the opportunity to know prominent men from every section, and his acquaintance was literally nation-wide,

Mr. Wilson was recalled to Richmond to become city editor of the Evening Leader, an afternoon edition of the Times. He resigned that place to found the Richmond News, which he sold to a Richmond syndicate. On March 20, 1902. Mr. Wilson became editor of the Newport News Times-Herald, and in conjunction with S. L. Slover, Its business manager, achieved signal success in that field. February 1, 1905, Mr. Wilson and Mr. Slover went to Norfolk and purchased the Public Ledger. Later they acquired the Norfolk Dispatch and consolidated the two papers. Since that time Mr. Wilson had made his home in Norfolk, continuing his success in the newspaper field and adding to his wide circle of friends.

OBITUARY NOTES

HENRY D. WINTON, aged sixty-nine, who owned and edited the Hackensack (N. J.) Bergen County Democrat for more than forty years and who was fifty years with that paper, retiring a few years ago, was buried at Hackensack on May 12. He was president of the New Jersey Editorial Association in 1857, and was long a member of the New York Press Club. He served six years in the New Jersey Assembly and five years in the State Senate.

MRS. ELSIE BARBER, aged thirty-two, a Milwaukee newspaper woman, drowned herself in the Milwaukee River on May 8. The body was recovered next Mrs. Barber formerly was employed on the Milwaukee Journal, where she wrote under the name of "Jane Norria." Later she was employed on the Sentinel. A few weeks ago she suffered a nervous breakdown and gave up active work to recuperate.

H. C. Sibler, formerly of the art department of the Cleveland Plain Dealer, died in San Francisco on May 13. Mr. Sibley was with the Plain Bealer one year and left to join the staff of the Portland (Oze) Oregonian

M. Jewerr Mcclown, aged fifty-five, one of the best-known newspaper men in Ohio, died at his home in Youngstown. For many years he was edifor of the Telegram and was an editorial Vindicator-both of writer on the Youngstown. He had also worked on Chicago and Kansas City papers. He was secretary of the Youngstown Chamher of Commerce and for twelve years a deputy probate judge

Colorado Springs and THE TELEGRAPH An A. B. C. Paper

J. P. McKINNEY & SON Chicago

New York Detroit

WILLIAM ADDISON MAGRE, for many years one of Pittsburgh's best-known citizens, died at Atlantic City, aged With his brother, Chrissixty-two. topher Lyman Magee, he acquired an interest in the old Pittsburgh Times and served for a time as treasurer. He was also connected with the Pittsburgh News, published 1898 to 1901.

WILLIAM PARRY, father of P. A. Parry, editor of the Hammond (Ind.) Times, was killed May 10 when his automobile went "dead" in front of a street car,

FRANK P. RICHARDSON, of the circulation department of the New York American, and a brother of Stephen J. Richardson, managing editor of the Portland (Mc.) Daily Argus, died suddenly May 12, from apoplexy,

CHARLES A. GREER, well known in Canadian journalistic circles, died at Victoria, B. C., April 28, from a hemorrhage.

JAMES C. MACKENEIR, formerly sporting editor of the Brackville (Out.) Recorder, is dead at Sydney, Australia.

FREDERICK J. CLARK, vice-president and Northwestern editor of the Northwest Miller, of Minneapolis, Minn., died May 12, aged sixty years.

JOHN WALLACE, formerly city editor of the Cohoes (N. Y.) Evening Dispatch, died recently at Cohoes, N. Y.

ROLAND B. GELATT, publisher of the La Crosse (Wis.) Tribune and Leader-Press, died May 11 from an attack of heart disease, aged sixty-one.

MRS. SARAH WRAY, mother of Daniel J. Wray, city editor of the New Brunswick (N. J.) News, died May 4.

JOHEPH H. SMITH, an old-time reporter in New London, Conn., died May 7 In that city.

CHARLES A. PILISBURY, of the Belfast (Me.) Republican-Journal, died May 15, aged seventy-eight.

C. P. A.'s Annual Convention

Toronto, May 14.-From present indications there will be a record attendance at this year's annual meeting of the Canadian Press Association, which will be held in Toronto on June 14 and Already the head office has been advised of the proposed attendance of more members than were present at last year's convention. The announcement that J. R. Rathom, editor and publisher of the Providence Journal. had accepted an invitation to be present, has proved a drawing card, as Canadian newspaper men have been greatly interested in his work on behalf of the Allies. He is to speak on editorial night. when "The Press in the War" will be the general theme of discussion. He will also participate in other sessions of the Association.

Bit by bit atoms of good work build up the universe. The humblest worker, if his labor be honestly performed, is co-worker with the shaper of the earth and the stars.

WEDDING BELLS.

The wedding of Miss Dorothy Hackett to Capt. John Helabird, of the First 11linois Cavalry, took place on Saturday. Mins Hackett is the daughter of Karleton Hackett, music critic for the Chicago Evening Post.

Charles C. Hart, former city editor of the Spokane (Wash.) Spokesman-Review, and later Washington correspondent, and Miss Ruth Agnes Limond, of Minneapolis, Minn., were married at Scattle, Wash., April 21, and are now on their honeymoon on the Pacific Coast.

Announcement has been made of the engagement of N. S. Fleischer, sporting editor of the New York Sun, to Miss Gertrude Phillips, of Pittsburgh, Pn. The wedding is to be held in the fall

Frank G. Eastman, an advertising man of New York, and Sarah E. Moore, an artist, were married last Monday.

Manning Vaughan, sporting editor of the Milwaukee Sentinel and secretary of the Wisconsin State Boxing Commission, and Miss Mattie Rowley were married at the home of the bride's brother, O. Kremba at Glencoo, Ill., on Saturday, April 28. After an automobile tour of two weeks through the East Mr. and Mrs. Vaughan arrived in Milwaukee, where they now are at home to friends.

James R. White to Wed

Mr. and Mrs. R. R. Wilkes, of 194 State Street, Flushing, announce the engagement of their daughter, Arline. to James R. White, of Detroit. Mr. White is the assistant advertising manager of the Detroit Journal. The wedding is set for June 30, in the home of the bride.

A. B. C. Reports Finished

The circulation of the following newspapers have been audited by the Audit Bureau of Circulations: The Anacon-

Boston Evening Record

Government statement six mos. ending March 31.. 41,961

Average net paid month of March over 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

I. A. Klein

Metropolitan Tower

FLAGS THAT ARE WANTED

"Our Flag." of cotton bunting in fast colors, sewed stripes, 3x5 feet, price 88 cents (retail value, \$2.50). Same, printed stripes, 75 cents in quantity orders. Six-foot pole and rope, 25 cents additional.

Lust received new line of Silk Flags, 1174x16 inches, mounted on brown finished stick with gold spear head, 30 cents (retail value, 75 cents). Same, 6x8 inches, 15 cents (retail value, 50 cents), in quantities.

FLAG PICTURE

Beautifully colored, with National Anthem, 11x15 inches, 7 cents in quantities (retail value, 25 cents).

Fing transparenties 41/ku7 inches for automobile headlights, 325:20 per 1,000. All Prices for Immediate Delivery. Don't delay Write to-day for other national

S. BLAKE WILLSDEN, 1606 Heyworth Building, Chicago

da (Mont.) Standard; the Boise (Ida.) Statesman, the Butte (Mont) Miner, Kingston (N. Y.) Daily Freeman, Parkersburg (W. Va.) Sentinel, Winston-Salem (N. C.) Journal and the Twin City Sentinel.

J. S. Brown Goes to the Front

J. S. Brown, advertising manager of the Charlotte News and Observer of Raleigh, N. C., is now at the Officers' Training Camp, at Oglethorpe, Ga. Mr. Brown has been with the News and Observer for seven years, and is a native of New York city. He is the fourth of the young men of the News and Observer to answer the call to the colors.

Liberty Statue for Russia

The Pittsburgh Dispatch is actively cooperating with Dr. Herman Bernstein, editor-in-chief of the American Hebrew, and the New York Herald, in the national movement to secure funds for the erection of a replica of the Bartholdi Statue of Liberty, somewhere in Russia. Col. Rook is a member of the national advisory board.

THE sound of The Herald as it thumps against our door, sounds like the knock of an old friend."

That's the way most of our readers feel toward "the paper that goes home" in Kentucky and Southern Indiana.

Largest net paid daily circulation in Kentucky.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper



R. J. BIDWELL CO.

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street SAN FRANCISCO

PUBLISHERS PROTEST CONFISCATORY MAIL RATES

Representatives of Daily Newspapers and Periodicals Before the Senate Finance Committee Present Statistics, Facts and Figures from the Books of Their Publications, Showing that the Proposed Second Class Mail Rates Mean Ruin for the Newspaper Industry of the United States.

PUBLISHEDS appearing before the matter, most emphasically and unamcountry were represented of this hear-Eagle, Horry Chardler, Les Angeles

The Senate hearings were attended by

The publishers opened their books to darrenses are, rues in the case of the The publishers of classic of the

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Arthur Dunn suraking for the small rould not stand the increase in postal

A siggifur view of the situation was teken by Arthur J. Biobrein, of New York, tice-reveldent of the Associated rulerd," he said.



DON C. FRITS

resenting farm papers, said there was no bestiancy on the part of publishers to pay war taxes.

"We will give the Government all the roopey that II is in our power to site, up to our last dollar, but we do protest against our business being

"We for! that at this critical time of every printed page possible. Exreating railroads alone, there is no instructentality so lesportant in this "Surely this will be appreciated as a fact, and yet the measure before you.

rule thousands of publications." He extenditud a statement made by fifty. for farm publications showing that an advance of one cent only in secondfame rates would wipe out all but \$12. not of their profits on the basis of 1916

all around that there is no wordly ingover on the part of publishers to pay wor favor, but they do not want a tax portal rules then, do it." that would be an unbearable burden

to thousands of powereners and period-

S. J. Cudaby, representing the Literary [Agest, spoke of the educational value of magnaines. He self that as soon as the courses bill was introduced HEWSPAPERS TAXED HISHEST.

"This till" he added, "proposes an

and on the next page proposes an increase of over les per cent on the C. E. Keisey, representing the Youth's Companion, said that publication paid the Government last year \$80,000 for Herebl, pointed out the relief work to Beigiges. Chine, and other countries carried on by that paper, and said an increase in postal rates would seriously

COST TO NEW YORK TIMES. said it has been shown to the committee rent. Postage tax and paper tegether, he said, would cost the Times \$1,000,-000 rune than formerly. The tax he declared was an appreciation in view of other increased expenses.

theage McAzeny of the Tiesca declared the tux confecutory. He said the price of paper to \$50 a tax erament can be fauly suggested to the It not fair to ask why the publishing "We of the publishing business ask nothing more than to be treated

Senator Williams suggested that the Frunk P. Glass said the Etrestaphere Ala, perces had to raise their prices 25 per cent, and yet were suffering. He seld there was gassip current to the effeet that the tax was a plan to punjoh the newspapers, Scoater Williams inthe opinion that the Pustmaster-General

PURCEING BUTTON PAPER MILLS. Mr. Glass said the newspapers were doing everything to relieve themselvecould be obtained for years "Let it alone for the present," he madd, "Mante the paper situation to re-

licred, and if it's provingry to role James Keeley, of the Chicago Heraid. told of the advance in the price of paper which he estimated to him at \$400,000.

"Everything that goes into the manufacture of a newspaper has advanced in the last year from 10 to 500 per cent," Mr. Keeley said. "Now, on top of these increases, the railroads ask 10 per cent. Increase in rates. All we want is to stay in business and help you to raise revenues."

Aifred E. Ommen, representing the United Typothetm, appeared to protest in the interest of \$1,500 printing establishments.

UNION LABOR PROTESTS.

Marsden O. Scott, president of the International Typographical Union, appeared for printers employed by the newspapers and magazines.

"If you put this into law you are going to add to the army of the unemployed and make the situation all the worse," said he.

Mathew Woll, president of the International Allied Printing Trades Association and also of the American Federation of Labor, said there were 275 labor publications, and that the law would force about half out of existence.

James J. Freel, president of the International Stereotypers' and Electrotypers' Union, said:

"If this legislation goes into effect we will lose half of our membership by their being thrown out of employment We realize Congress has a great problem, but it can be solved without destroying industry."

Prof. J. W. Lyan, of Chicago University, discussed the effect on the nation of a tax limiting circulation of papers and massaines.

"The committee believes this tax can be passed along," said W. S. Jones, of the Minneapolis Journal, "but this is impossible."

Don C. Seitz, business manager of the New York World and chairman of the second-class postage committee of the American Newspaper Publishers Association, who appeared first, spike as follows:

MIL SETTE'S PROTEST.

"It is not a war tax, but an effort to further repress and embarrass the newspaper industry. A war tax should be something temperary and easily repealed when the emergency is past. This is the arbitrary enforcement of a new plan for ruising postal revenue by increasing rates on second-class matter. It is not a tax, but a charge for service.

"The rate proposed is an increase of from 100 to 600 per cent -- an increase beyond precedent-oven in the price of chemicals or platinum produced by 'war conditions.' It is out of all proportion to the value of the service performed. The normal price of news print paper is about \$40 a ton. This is the sum to be charged for moving a ton of printed sheets to any part of the first zonewhether the distance be one mile or three hundred. Railroads carry print paper as freight 350 miles for \$2.24 a ton, and still pay dividends. For the outer zone the postal charge is \$120 a ton, or three times the normal cost of the news print.

"The charge is out of all proportion to the value of the article carried. Many newspapers sell for one cent per copy, others two cents, and a very few three cents. They are wrapped, routed, bagged, and delivered to the mail car by the newspapers. The sole duty of the Post title. Department is to deliver the paper to the subscriber or dealer. Most of the deders' bundles are 'outside mail.' They are thrown out of the car, and the dealer goes to the platform and picks them to and sends them to his customers.

"Newspapers afford dealers a profit of from 40 cents to \$1 per 100 copies for delivering their publications to subscribers or buyers. It would be possible to transfer this profit to the Government if the Government performed equal service, which it does not. A newspaper is a perishable article; it should have quick delivery. The Post Office is from one hour and a half to all day, and sometimes the day after, behind the express company. It seems to enjoy carrying mail by forgetting to drop the bag at a non-stop station, etc., habits that annoy the subscriber and cause serious loss to the newspaper. It is the studied policy of the Post Office Department and its employees to ill-treat newspaper mail.

GOVERNMENT DOES NOT RETRENCH.

"In the midst of all the money-raising and adjurations for economy sent out by the Government we hear nothing at all about retrenchment on its own part. Why does it not come forward with some provision to do something itself to list the burden on the people instead of adding to it? The rural free delivery is wholly unremunerative, but widely Its chief value is to get beneficial. newspapers to the farmer, that he may know the markets and keep up with the news of the world. The farmer will not be able to take publications at the price papers will have to charge for aubscriptions if the rate passes. The daily load of the rural carrier will be reduced from an average of twenty-five pounds to parcels and a few handfuls of letters. This does not hurt his back very much.

WILL MEAN LOSS OF REVENUE

"Revenue will be lost, and the rural delivery man will be a much less valued personage and preportionately more of a loss than he is now. His bill is about \$50,000,000, a year, or as much as you pay the railroads for their services in carrying all the mail of all classes. And yet it is deliberately proposed to cut his load down to nothing and keep on heaving him and having him walk over the roads empty-handed. I would abolish him. That is \$50,000,000, if you want it. What sense is there in maintaining a benefaction and then depriving it of the chief function?"

HRAVY NEWSPAPER EXPENSES.

"The newspaper business is to-day the most heavily loaded in the country. It pays the highest wages, enjoys no form of protection, sells its product at the lowest cost our coinage will permit, and always at a fixed price. It cannot well turn its load along or change from day to day as the merchant meets price raises. It must appear at an arbitrary hour at all hazards. It is paying nearly twice as much as formerly for white paper, in some Instances three times as much. To this you propose to add a 10 per cent. duty and a cold-blooded proposition to close the mails. Many of the country papers are paying three times as much as they formerly paid for white paper, and to this we are now having added 10 ner cent, of duty, and to that you add the cold-blooded proposition to cut us out of the mails

AREA FUR AN EQUITABLE TAX.

"We are unable to fathom the desire to suppress an industry that performs its part in the community at such low cost to the people and the smallest profit to itself. We do not object to a zone system, where the rates are laid with some regard to the value of the service performed and the cost of the article transported. In making such a schedule we will be glad to ald. But if we are to be taxed, let it be a levy upon income

and profits, not a double tax, unfair, oppressive, and irremovable, as is now proposed. What you are planning will destroy business and decrease, not amplify, revenue, wiping out the ability to pay such other taxes as the necessity of war may levy upon those who derive their livelihood and gains from the press. The postal service is either a privilege or a business. If a privilege, it should treat all interests alike. If a business, it should be run on a business basis, giving value received. To use it as a taxing power is entirely foreign to the purpose of placing it in Government hands. It was designed to serve, not to onpress its users.

"I note with interest Chairman Kitchin's remark that it costs the Department nine cents a pound to carry secanti-class matter. This is an overwhelmink indictment of incapacity and extravagance. Large quantities of secondclass matter are carried by express companies and railroads, who do the routing
and sorting as well. For your information I present this table of the rates
for zones radiating out of New York,
with the name of the carrier:

CUTTER RAILEGAD CHARGES.

"The Baltimore & Ohio Railroad Company carries our papers from New York to Parkershurg, W. Va., 423 miles, for one-half cent a pound.

"The Central Railroad of New Jersey carries them from Jersey City to Scranton, a distance of 192 miles, for one-half cent a pound.

"The Pennsylvania Railroad brings our papers to Washington for a quarter of a cent a pound. We run a special train to Boston, for instance, a fast train, 225 miles, with every facility of train service afforded, and they sort it and deliver it to our people at the end of the route for a half a cent a pound

HEAVY NEWSPAPER CORTS.

"Now, some concrete examples as to the cost feature. I begin with the New York Times. The New York Times has a wider country circulation than any other New York paper. I am allowed to use their confidential figures. The increase in the cost of paper which went into effect on the 1st day of January of this year-their contract ran to April 1. but the contractor told them if they did not begin to pay the higher price on January 1, he would refuse to furnish them any more paper on April 1-that totals up \$500,000 a year. Their paper comes from Canada. The tariff of 10 per cent, will add \$221,000 to their total till, making a million dollars, besides the tax on the N. / York Times on account of the mercase in the cost of print paper. The New York Times has a quall circulation of 59,000 daily and 62,000 Sunday coples-not an enormous amount-on which the total increase in postage will be \$252,878.

"Practically that makes a \$1,300,000 tax that the newspaper is compelled to meet this year, of which nearly \$500,000 is laid on by the Government in a form of tariff taxes and the proposed postul tax.

WOLLD WIRH OUR PROFITS.

"I am somewhat familiar with their earnings, and the highest dividend they ever paid was \$200,000 hat year. By raising the price in the near-by zones, by entting down their size, by going to great limits in the way of comony, they had hoped to go through this year with a riffing loss, but this is simply cain

"Here is a letter from the Daily Oklahoman, printed in Oklahoma, rointing out their troubles. They say the recommendation of the Ways and Means Committee would mean ruin to them.

HOW IT WOULD AFFRET ST. LOUIS.

"I wish to lay special stress upon the percentages against the profits of the newspapers. I want to lay stress on the fact that you wipe them out-take the St. Louis district, and in the office of the Post-Dispatch. The increase in their second-class postage would be \$86,217.49; import duties, \$102,000: freight-bill taxes, \$2,356. On the Globe-Democrat, if this tax is laid on the Globe-Democrat, with its wide range through the South and Southwest, their increase in operating charges would be. for second-class postage, \$200,800; import duties, \$74,100, and for freight tax. \$807, making a total of \$274,907 against that single establishment. Maybe they have made that, but I doubt it.

"The St. Louis Republic would have to pay as increased operating charges on second-class postage \$175,637, import duties \$29,600, freight bills \$1,098, or a total for the whole three papers of \$699,-508 for a single community.

"Take the Clover Leaf publications that emanate from Rt. Paul and Minneapolis, and in the region about, supplying the farmers with an amazing amount of information in the way of market quotations and market news. Their profits, under the group of newspapers under average conditions, was \$204,000, and yet the postal increase alone is \$284,000, and in addition to that they have had to face an increase in the price of white paper of \$147,000, which they are now carrying.

"Take the Minneapolis Journal. They have a similar experience. They have got to pay an increase of \$112,000 in postage alone under this bill. Their white paper will cost them \$21,500 more than it did in previous years.

TAX WOULD RULN NEWSPAPERS.

The point that we want to make is this: We are not here to ask any special favor or any special privileges at We are here to ask you to put us ull. on exactly the same level you would any other business, and not single us out. If the Post Office requires some assistance and readjustments in handling its affairs, we will be glad to combine with them and aid them and get rid of inequities and different things that do not one either of us; but, when you ask something for revenue for it when it is vitally necessary to stimulate all forms of industry, we cannot. We want you to allow us to keep our cow, and you can have all the milk you require, but if you kill our cow there will be no milk. In other words, we will be in position to raise money for you by the continuance of our industry.

WILLING TO OIVE ALL PROPITE

"We had a meeting last night of all branches of the industry, and we said if the Government requires every cent of our profits they can take them up to that point, and we will cheerfully give it. [Applause!] The Bible says that if a man gives his own life, he has given all he had. We do not think we should be singled out. We do not think we should be singled out by this method to remedy a defect in the Post Office Department's plans and methods of doing business, uader the guise of a tax. We say, 'Let us have this machinery which we have had so many years, and the profits of which we have given to the reader."

DECREASE IN WORLD HAVENUE.

"Gentlemen, there is a slump in business coming in this country if you go on on this line that will tyrannize us. I'p to two weeks ago our advertising in

Digitized by Google

NEWS PRINT IMPORT TAX DEFEAT CERTAIN

Publishers Believe that Clame in Propased War Revenue Bill, Which Ha-Complicated the Print Paper Situation, Will Be Eliminated Dunger in Delay

Through the denote and magistique that have been interviewed into the access print infrastron during the post free weeks, there is a more cheerful term, excellent the second of the control term, and the control term, and the control term print, and the control term print the control

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Mentaler Heteroors, of Atlantage, meets with favor, and is in line with effects that were made during the Indice part 1916 or advise that Person and the Indice part of 1916 or advise that Person loop with emitteery to regulate prices should they also provide the Indice part of Indice part

PUBLISHERS PROTEST

Seathern Newspaper Men Will Appear Belare Congressional Committee. The Bulletin of the Seathern Newspaper Publishers' Association organpublishers to protect the additional terdens which it is proposed to levy of the operapapers of the United States to calle the new year overset to trans-

President it 8. Jenes is in Washingten, to appear before the committee in behalf of the organization with beadquarters at the linkelph Hotel where as well be joined by other members of the Amentalian.

The general trend of the protects in to the effect that newspapers cannot pass the increased cost on to their readers and that the number of taxes which it is proposed to bespoos will constitute a tunion which publishers can-

Which man is destined to make the greater success in life, the one who kinese a good thing when he sees it, of the one who recognizes a had thing, and avoids it?

NEWSPAPER MAKERS AT WORK



SAME BL P BREEF

Self-ten establishment of the best of the control of a finite of the control of a finite of the control of the

planed distribution area in the world.

Bassue F. Disch resultant busylot the ladder by starting at the bottom, as a carrier law, atopage and routine on certy ring in his second, visualizate, as carrier law, atopage, and routine on certy ring in his second, visualizate, and supplied in absorb the entrylet contribution, and experience and the contribution of the old Contribution of the old Contribution of the old Contribution of the old Contribution (1992). The contribution of the old Contribution of the old Contribution (1992) and the contribution of the old Contribution of the old Contribution of the old Contribution (1992).

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The same edities to said for the first part of the contract are Septimized and Contract are Variable and Contract and Cont

NO APPROPRIATION FOR U. S. WAR BOND ADS

Serretary of the Treasury Me Adoo Wants to Advertise in the Newspapers, Says O. C. Harn, but Has Net Been Authorized to Do Se by Congress and Has no Funds.

O. C. Harn of the National Loud Co., who is giving his time to the Liberty Loun Chamilton, has the believing to my with reference to the attitude of devertary of the Trensury Medden with reference to investigate the war basels.

"Mr. Mr. No. bettern it is advantable. Reports to the centrary are not religent to the centrary are not The Lexable in, he has not been pertised with finded for that purposes by Conterns, and without are appropriately contents, and without are appropriately sections, and the distract not do no. "Merchart? Mr. Adoless minute to advantion, but below to can do it, but with the content of the contents of the extension of the case of the section of the contents of the contents of the excellented it for our constitute, and distract the case of the contents of Mr. That is the way its which be excellented it for our constitute, and Mr. That is the way its which be excellented it for our constitute, and Mr. That is the way its which is Mr. That is the way its which is the caption of the contents of Mr. That is the way its which is the caption of the contents of Mr. That is the way its which is the caption of the caption of Mr. That is the way its which is the caption of Mr. That is the way its which is the caption of Mr. That is the way its which is the caption of Mr. That is the way its which is the caption of Mr. That is which is the caption of Mr. That is the way its which is the caption of Mr. That is the way its which is the caption of Mr. That is the way its which is the caption of Mr. That is the way its which is the caption of Mr. That is the way its Mr. That is Mr

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FOOD PRODUCTS INCREASE

National Biscuit Co. Advances Prices of
Advertised Products 50 Per Cent.
The prices of the advertised-parkage

Advertised Products 50 Per Cest.
The prices of the interrited-parameters produced at the National Interest changes to have been incovaried to pre-cently.
"The increase was read-creeness to the adversars in all-of the materials that enter faith our products," seld A. C. Mare, advertising manager of that creen.

tony. "Floats for example, has increased the per crist. We hapf our private down for two and sur-half paint." It findly reached the point solves in the same excessive to rathe an observed on a state of the point of the same contraction, as, as there not exact the privcial the prior of things we not used to be weeter this of things we not used to be residents. In this connection, the National State of the state of the last to take this connection, the National theory of temporary to use of the last to take this step. We find so the skill pricess the same account."

Naster conditions and problems.

JOURNALISM WEEK AT THE UNIVERSITY OF MISSOURI MARKED BY MANY FINE SPEECHES

Dean Williams, President Shippey, Oswald G. Villard, Roy W. Howard, Curtis A. Betts, Arthur F. Killick, Katherine Richardson, Charles M. Palmer and Many Others Were Heard in Discussions of Various Phases of Newspaper Making—Plans to Give More Prominence to Missourian Writers and Their Works.

(Special to THE EDUTOR AND PUBLISHER.)
COLUMNIA, MO., May 16.

When Dean Williams called to order the meeting of the Missouri Writers' Guild in Switzler Hall Monday morning and introduced the president, Lee Shippey, the eighth annual journalism week of the University of Missouri began.

President Shippey's message was a tribute to Missouri writers and authors. He showed Missouri's claim to some of the foremost writers of the age, including Augustus Thomas, Winston Churchill, Fannie Hurst, and Rupert Hughes, all of whom are well-known writers, but who are known by few as fellow-Missourians. Mr. Shippey also spoke of the high ideals of literature, how it is the foundation of nearly every great work of construction, and of the great future it has.

The idea of more publicity for the Writera' Guild and the furthering of literary societies in the State was also taken up and a plan outlined by the president whereby a manuscript and stereopticon slides are to be sent out by the extension department of the University to all literary societies of the State, giving prominence to Missourian writers and their works. No charge except that of delivery will be made.

Tuesday's programme of journalism week was devoted to the writing side of newspaper work. Editorial policies and what and how to write was discussed both from the side of the metropolitan daily and the smaller-town newspaper. The importance of the local news received its quota of time. The women, too, were represented.

Henry P. Robbins opened the morning programme with a forceful programme on "The Writing of Editorials." He told of the qualifications of the editorial writer, of the editor-in-chief, and explained the relation of the owners of the metropolitan newspapers.

The political reporter was discussed by Curtis A. Betta, legislative correspondent for the St. Louis Post-Dispatch, who was on the morning's programme. A political reporter, Mr. Betts believes, should be a student of government and current events, to enable him to discuss accurately the news.

Mr. Betts also explained the necessty of knowing legislators in their business life. The political reporter should be fearless in his exposure of graft and should advocate reform. A knowledge of politics, Mr. Betts and, helped the reporter to understand lawmaking.

Arthur F. Killick (Fatty Lewia), of Kansas City, was chosen to "fill up the crevice" caused by the absence of U. L. McCall, of Kansas City, who was to apeak on "The News by Wire." Mr. Killick agreed to talk on the same subject, and explained that he was qualified to talk from experience. His training, he said, began when he carried messages and continued past the service of telegrapher, wire chief, reporter, and deak.

VILLARD ON PURILIC PERVICE.

The public service side of journalism was the theme of this morning's programme. The service of the newspaper in the community as an uplifting force, the manner in which it champions the cause of justice, as an educator and as a weapon against corruption and wrong was thoroughly discussed from various angles and points of view.

"The lure of journalism to-day is the ability to serve and help the oppressed," mild Oswald C. Villard, president of the New York Evening Post, when asked to speak about the public service side of journalism. "The danger in the large cities is that the enormous capital required for the establishment and running of a metropolitan paper throws the owners in the class of persons having the capitalist's point of view."

Mr. Villard explained that a newspaper stands for what it is worth, as it cannot fool the people all the time. He pointed out that success in the field of journalism is like success in all other lines—you must put a willing heart into your work. The history of the Evening Post was traced by Mr. Villard, and some of his experiences in fifteen years of journalism related.

That women should write universally is the firm belief of Miss Katherine Richardson, a reporter on the St. Louis Star, who spoke yesterday on "The Woman Reporter."

Miss Richardson believes that the war will create a greater opening for warmen in the newspaper field because of the dearth of men reporters. "However. no woman," she says "ts going to succeed on a newspaper unless she is equally as good as a man worker. She cannot hope to take advantage of her womanhood to shirk duties and unpleasant tasks and remain a valuable worker of the paper. She must prepare herself for any assignment by reading everthing she can, particularly newspapers, and be familiar with every sort of progress."

THE EDITORIAL PAGE.

Characterizing the editorial as a sentinel set "to watch diligently over the welfare of the people" and summing up the ideals of editorial writing in the one word "service," J. E. Craig, editorinl page. He pointed out the prefergave the last secture of yesterday afternoon's programme, on "The Editortal writer of the St. Louis Dispatch, ence of the crisp, short editorial compared to the long involved one. closing Mr. Craig again emphasized the word "service" as the synonym for good editorial writing. "And then" he said. " not to forget that the finest art in writing editorials is to know when to oult weiting."

"Home news" said E. M. Watson, editor of the Columbia Daily Tribune, "is the backbone of a newspaper."

A highly comprehensive address on "Handling the World News," by Roy W. Howard of New York, president of the United Press Associations, and a remarkable address embodying the wider views and opportunities of the profession in this time of stress by Oswald Garrison Villard, president of the New York Evening Post Company, on "The Profession of Journalism," made up the first evening program of journalism week.

Oswald Garrison Villard, the grandson of William Lloyd Garrison, the supporter of abolition, said that on the shoulders of statesmen, preachers, teachers and journalists lie the responsibility of pointing out the standards to which the country shall cline.

"With the world staggering through space and with passions being let loose working toward the destruction of civilization, there has never before been such an opportunity for the press of America to divest itself of passion, to present the facts as they are, to insist upon caldiness and freedom of judgment and the historic American liberty of free press, free speech and free conscience; to dedicate itself to truth and to truth alone. We must not permit democracy to be defiled."

The speaker spoke strongly against the passage of a censorship bill that will make it seem as though the feelings of the country were united in all its sections. The cry is, he said, to present a united front to pretend we feel alike even if we do not. "Nothing could be more fallacious" he said, "No censorship, no demand, however loud, that debate and discussion must cease will close men's mouths or stifle their consciences.

"If the republic grants freedom of speech as it must, there will be a heavy obtigation on the press to criticise without passion and without malice, to uphold, strengthen and encourage wherever possible and to portray with calmness and honesty. Mr. Wilson has laid down the principle that we are in this war, not only without thought of selfish gain or profit, but also without bitterness. Thus the newspaper man must refuse to translate into coin the wrongdoing of others by appealing to the baser passions of our public.

"Now is the chance for the press to reëstablish itself in the popular confidence by showing a devotion to truth and a readiness to serve the best in our national life. Let us sever fealty snew to our institutions believing them the noblest that exist. Let us say in the words of a great American; 'Not my country right or wrong; but if right, to keep it right; if wrong, to set it right.'

Thursday's and Friday's programme included among the speakers Churles M. Palmer, of New York, one of the owners of the St. Joseph (Mo.) News-Press on "What Makes a Newspaper Valuable;" Henry M. Pindell, editor and owner of the Peoria (III.) Journal-Transcript, on "The Business of the Newspaper;" Henry Schott, advertising director of Montgomery, Ward & Co. Chicago on "The Service of Advertising;" and Hugh McVey, of Topeka, Kan., advertising counsellor of the Capper Publications on "Coliperative Advertising Development."

Journalists Train at Presidio

Among the newspaper men from Pacific Coast cities who have arrived in San Francisco to attend the Reserve Officers' Training Camp at the Presidio are: Carlos K. McClatchy, of the Sacramento Bee, and the following from Portland, Ore: Edward C. Simmons and Lester W. Humphreys, former newspaper men; Edgar E. Piper, son of E. B. Piper, the managing editor of the Portland Oregonian, and Jerrold Owen, an thregonian reporter, who was formerly connected with the San José Mercury and the San Francisco Call.

The man who wants to have a good time now, because he will be a long time dead, generally manages to reach the graveyard years ahead of his time.

Tackle the hardest case first

HOWARD URGES CLOSER RELATIONS WITH ORIENT

President of United Press Associations, in Address at University of Missouri, Suggests Government's Co-operation in Getting American News to Japan and China - Present Press Rate a Handicap.

In his address at the University of Missouri, a feature of Newspaper Week, on May 15, Roy W. Howard, president of the United Press Associations, visualized the effect upon our future relations with the nations of the Orient of a more complete service to these countries of American news.

"China, Japan, and the Far East are to furnish the stage upon which the world's next great international drama is to be enacted following the European tragedy," said Mr. Howard.

"The producers are already setting the stage. In both China and Japan there is to-day evidence of an appreciation by both England and Germany of a great fundamental change which has not yet been sensed at Washington. The old school of diplomacy is dead. The secret diplomacy of reaction and absolutism, with its star sessions and its hush-hush methods is obsoiete. The old methods have given way to a modern school of diplomacy—the diplomacy of publicity.

"The old diplomacy dealt with rulers who forced their will on the people. The new diplomacy deals with the people who are everywhere forcing their will upon the rulers. The United States, with its democratic ideas, never learned the old diplomatic game. As a nation we are trying to do business without advertising in the midst of an advertising age.

"At the present time the British (lovernment is delivering tolls free at shanghal, 18,000 words per month of cabled war news for the Reuter Agency. Reuter, through its machinery, delivers the news to the British press throughout China and to the Kokusai in Japan.

"For the month of March last the cable tells of Wolff's Asiatic connection, the Ost-Asiatische-Lloyd, on matter received from San Francisco, where the German communiques and other world news was dispatched to Shanghal, amounted to upward of \$35,000.

AMBRICAN NEWS AGENCISS RESUPERS.

"Against this sort of subsidized competition American news agencies are helpless in the Orient, so long as we are forced to depend upon a 45-cent press rate. The situation would not be helpless, however, were there in Washington one-tenth the appreciation that exists among American business men and diplomats in the Orient of the necessity for the dissemination of American news among the Chinese and Japaness peoples who are inevitably to play a vital part in our history during the next half-century.

"But there is a way out. The American Government maintains powerful wireless stations on the Pacific Coast, at Honolulu, Guam, Manila, and at Shanghai. The younger men in the Japanese Government, are, for the most part, genuinely destrous of establishing a better understanding and better acquaintance between Japan and the United States. They are writing to consider a system of wireless exchange of American and Japanese press messages.

"To-day our Government is conscripting the men and money of the nation to make war in Europe. Certainly, then, there could be no inconsistency in the Government conscripting its own wireless organization for the purpose of preceding war in the Orient."

THE NEW YORK GLOBE

Offers the National Advertiser the most Intensified-Result Producing Circulation in New York City at Reasonable Rates.

THE GLOBE'S CIRCULATION RECORD

Average (Circulatio	n for	year	ended	April	30,	1912	-	122,981
66									132,194
6.6	6.6	66	66	66	6.6	66	1914	-	148,946
66	44	66	6.6	6.6	6.6	66	1915		184,929
66	44	6.6	6.6	6.6	6.6	66	1916	-	181,617
66	66	66	6.6	66	66	- 66	1917	-	209,307

Average for April, 1917 - - 212,551

The Globe's Service Department offers the distant Advertiser constructive advice for breaking into the largest market on Earth by the easiest and most effective route.

CHICAGO Peoples Gas Bidg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.



The above pirture shows three hig men in the organization of the newspapers of Mr. Henret on the occasion of their sien to Athonia a few days upo. They are from left to right, Arthur Brisman, wifor of the New York Excating Journal; William Mandolph Hourst, swarer and publisher of the chain of pranapagers my arross the country from Boston to Low Angeles, and John Yvergie Graves, editorial representative of the organization, and the first editor of the Atlanta

NEWS PRINT INOUIRY IN CANADA IS CONTINUED

Much Information Has Been Gathered and Covernment Will Fix Schedule of Prices on June 1. Publishers Assured that There Is No Danger of a Paper

Tonovyo, May 14.—The statement was on April 16, 1917, the Minister of than print from March I to June 1, 1917. prounds, f. o. b. mill for sheet news m carrierd lots. This means that no to

Number and incution of plants op-Original of carb plant in earth of the Consumption of output in each of

extend statement of cost of moder-

Nature of contracts in effect with

Capitalization Juning such of the Stock of manufactured news print on

SHREE DATA KEEPOTED. It is expected that the desired date sonia on May 21. Measting it is worth week. The allitude taken by the Spe-

tections to assume the responsibility

shaving how the pools indicated was there was not a serious waste in the unnecessary to produce such large palater of the men who produced it.

Correct for the munufacturers also of that the Irapics should consider was suggested that the publishers

sterd supply of paper for them after cleavement would see that they got

NEWSPAPER ADVERTISING IS A COMMODITY AND SHOULD BE SOLD FOR CASH ONLY

· Guy Emerson, of the Liberty Loan Committee Does Not Expect Newspapers to Give Away Space Free of Charge for the Floating of Government Bonds-The Committee Expects Co-operation in the Matter of News, but Only When It is News of Interest to Everybody.

66 T DO NOT believe that newspapers should be asked to give advertising space free for the purpose of floating the Government loan," said they Emer-sen, of the Liberty Loan Committee, in th Equitable Building, to a representative of THE EDITOR AND PUBLISHER. "There is no more reason why they should be asked to do this than there would be to expect a callroad to transport goods or troops free. Advertising i a commodity, and in some cases as much as 90 per cent, of a newspaper's revenue comes from that source. It is practically the only thing they have for sale. By the sale of it they are enabled to put out more publications for the dissemination of news. This applies to publications of ell classes. It is not the purpose of the Liberty Loan Committee to ask newspapers to donate their advertising space.

WIDTED INCHEASE ADVERTMENT.

"If pessible, we should do all we can to increase the amount of advertising for them. In this respect, we have been are cessful in a small degree, for department stores and patriotic merchants have offered to give us a part of their contract requirements. In some instances merchants do even more than that. · We do not intend to say how this space shall be used. If the merchant wants to write his own cony, he may do so, If, on the other hand, he wants copy made up by experts, we are ready to furnish it to him in copy form, as a mat or in plates. We do not propose to tell the newspapers how they should conduct their business. We only suggest that if concessions are made they be extended to those merchants who are offering to give their space. When space is donated to us outright we will utilize it to the best possible advantage as we see fit. We want suggestions. want ideas. We are open at all times, and anybody can walk in and see us, for we want to make this loan the greatest success ever floated by the Government.

CONDUCTS A NEWS DEPARTMENT.

"The Liberty Loan Committee has organized a news department which is in charge of trained newspaper men loaned by the dailies of New York city. as a result of a meeting held with publishers at the Metropolitan Club Monday night, when the matter of cooneration was discussed. At the conclusion of that meeting it was stated that each of the papers would lend a man to the Committee, whose duty it would be to specialize on news referring to the Covernment loan, to gather features, and to develop news that has to do with the floating of the war bonds. The newspapers are asked to print as nsuch news as the value of it will justify, and if it is not just what is wanted, suggestions will be acted upon.

"This news is given out daily to the morning newspaper men at 4 P. M. and to the evening hewspaper men at noon. The stories are mailed to all dailies within the district embraced by the Federal Reserve System of banks in this section. Similar committees are operating in other districts, and they exchange ideas and plans The committee, in addition to furnishing news, will give cuts, engravings, pictures, or

anything that is desired. It seizes upon anything and everything that can be utilized to arouse the people to a sange of their obligation to make the loan a success. The idea is to fix in the minds of the people that the nation needs mer and money to win the war, and that industries should be united to place the United States on an efficient basis

"The committee looks upon the people as stockholders of the Government. It is our desire to popularize the loan just as similar loans were popularized in France."

Mr. Emerson, who is vice-president of the National Bank of Commerce, of New York city, is secretary of the subcommittee of the Liberty Loan Committee, with headquarters in the Equitable Building. He is a clear thinker, reasons logically, reaches conclusions quickly, and dispatches an enormous amount of business in a short space of time. He has not been at his desk in the Bank of Commerce for more than a week. The chances are that he will not get into the bank again for another month. He is giving his time, without cost, to the committee, and is doing yeoman service.

EXPERTS PHEPARE THE ADS.

Copy is being prepared for advertisms of all seres and descriptions. written with a punch, full of pep, and straight line facts. Some newspapers have given space free, but this has been voluntary on the part of the publisher, and not as a result of a request on the part of the committee. All of the employees of the committee are voluntary, and are loaned by various companies and corporations, who pay their salaries. All of the committee members themselves serve without deithuardner

Sun no-

ne 10414

ing

The meeting of New York Publishers and newspaper makers held Monday night, was called at the request of Frank Vanderlip, president of the National City Bank, where the matter of newspaper conseration was discussed There were present at the meeting: Frank Vanderlip, Martin Egan, Guy Emeron, Allen B. Forbes, of Harris & Forbes, W. W. Hawkins, of the United Press, Frank A. Munsey, of the New York Sun and the Munsey publications, Courtland Smith, of the American Press Association and C. M. Lancoln, managing editor of the New York World, C. Van Anda, of the New York Times, Emil M. Scholz, of the New York Evening Post; Ervin Wardman, of the New York Sun: J. K. Ohl, of the New York Herald: Melville E. Stone. seneral manager of the Associated Press: Bradford Merrill, of the New York American; H. J. Wright, of the New York Globe, the last eight constituting the publicity committee,

Those present discussed methods that may be purposed, and pledged their support in the future, as in the past, to every effort possible on their part to bring the war with Germany to a successful conclusion.

The evil mind always picks out the dark spots in life. The clean mind avoids them.



Cries for Extreme Economy Will Bring Panic.

To the Editor of the New York American;

SECRETARY HOUSTON in this morning's papers makes no urgest demand for extreme economy on the part of the watness of the United States, and save that garments should be repaired to the class and that above should be saved.

to may have and that about shoots be agreed.

He may no the wemen, "Make saving rather than spending your social standard," "Make occurenty fashionable," our

Mr. Houston in doing his best to bring on a financial depression, and what will this econory do if we have financial depression on the other hand?

one hand and tremendously high taxation on the other hand?

The period of panie that the eventry hitsly west through and which, because of war abroad and peace at home, we intally emerged from, will be surpassed tenied if Mr. Henston's plan should be surfaced into general operation by the people of the United States.

A man with an ounce of intelligence, as farth of forewight, can see that if the people who have the rooses to apend outp buying at the stores, the stores will fail and go indo bankruptes, bendreds of umploys will be discontinued, the factories, except those which are supplying Government orders, will be closed up and thousands of their employes will be discharged.

The demandation is about the fail. The stores are already measured to the supplication of their employes will be discharged.

How many thomsads, how many millions, of the people in the country are dependent upon the liberal spending of the well-to-do elements of the community?

How many thousands of people worl, he deprived of their come, deprived of their hiselihood, if that likeral spending by the opic who have the means to spend is understy ended?

people who have the mean to opend is noddenly ended?

Food occomeny is all right and nervosery. Food is MARE E.

We are sending coormous quantities of food abrend which is dilly
making food ocareer. It is necessary that there should be asternite
regulation and runtriction of food supplies. That is a Government
function, and should be exercised by the Agricultural Department
under sufficient powers reposed in it by Congress.

But this alarmist cry of extresse ecusionsy, this appeal to nave
everywhere and opend nowhere, is unliking limit than a demand that
the remainty proceed to do the very thing which creates depression
and panks.

and pants.

Not long ago Provident Wilson, referring to the depression from which the country has lately energied, said that the hard times were psychological. A great mane, people hughed at IM. Wilson's satement, but the fact nevertheless is that the hard times WEHE largely psychological. What IM. Wilson somet was that the people had mosey to spend, but were afraid to spend it, and because they were afraid to spend it, and so a sufficient prosperity.

were and not numerous prosperity. If the late depression was psychological, another depression can be created in the name spechological manner. If the people do not spend money now, we will soon have hard times again, and if in addition to high taxation, which actually deprive people of the money to spend, we have intimidation, alarmiet statements about the necessity of extreme economy, which prevent people from spending the money that they have, we will soon have a financial crise of the country.

We cannot burn the candle at both ends and long have the candle. You cannot take away from the purchasing activity of the community first the money that to removed by takelon, and, second, the money that is boarded through from, and have anything left to session the business of the country.

As a matter of phin fact, the people who can spend should con-tinue to spend. The business of the country should go on an far an groundly as usual. Story man should be kept in his proper and profit-able employ muot, except those that are actually needed and collisted for the defense of the nation.

WILLIAM RANDOLPH BEARST.

POR MERCH INTS AND ALL OTHERS who can use them, the New York Assertion for represented as a posed funder that letter of New House's, together with earlier strong Following from the New York American on the same and yet. A sample of the feating strong Area toposited Blownings at these feelful ger distribution gaming their earliers. A Regard was some in the entering of the Assertice's completing for IR SALESS AS LOCAL to me may have such use compliance in more grounding for IR SALESS AS LOCAL to the place Colombia Trans-TRE SER 1000 A AVERGETA, IRRADIANTS' SERVICE BURGES.

-New Hork American-

CALL TURNED OVER TO AD MEN FOR THE DAY

12

Next Monday's Issue of San Francisco Paper Will Be a Bosmer to Bring 1918 A. A. C. W. Conversion to the Count-Meter Caravan Will Start for St. Louis

On May 21, the members of the stan Practice Advertising that will crowd the regulars of the Cull stuff cut of their otenes for the day and loke over men will handle every detail of the task of producing a metropolitan daily And, naturally, A4 Club men will solicit their own advertising. "my" Rainey, Mayor Bolph's secre-

tary, will be managing editor. He is a former gawapaper man with years of experience on the Fixaminor. With the draw on for his staff, Rainey is yoursteleg an edition that will guirante the most indifferent mortal into taking no-

The entire proceeds of the laste will te dovoted to financing the delegation of San Prancisco advertising men to the convention of the world at clab erganization at St. Leuis, June 5 to T CARATUM LEATER ON STITUTE. The delegates will lower by auton

title Bunday, May 23, forming a motor caravas that should do much to direct Fifty thousand copies of the Ad Club edition of the Call will be obleped about to Rena, where they will be socked up and about thirty more cities have so-

The San Practice men attending the fit. Louis session will go confident of winning over enough of the remaining uninstructed delegates to make the ion of their city certain. The obtest of the campaign is on the verge of achievement. Pends and svectors sepseins for San Francisco. The Ad Club biles the necessary reserves.

Disparch Heads Hance Roll.

The Punitureh Persanch edite Howard Carroll, Sunday coltor, brother Reck, president and editor, is at Port Ningara in the Officers' Training Camp. James Edward Leslie is teking Mr. Curand C. Leonard Stell, reporters.

"To the Colors" The Chause Tallette is denoting its



PRESENTING THE COLD LIBRIES STATES TO MARRIEM, SOFTER The share victors was salen in Central Perk on the occusion of the pre-Burthold's Natur of Liberty to Manufai Joffre by the New York Work. World (center). Mayor John Purroy Mitchel is at the right in the picture.

LOVE FOR MARSHAL TOFFRE Philadelphia North American Presents Sword to Marshal of France.

The love and affection of the American upde for Marshal Joffer, the great toric house of William Penn, in Paireach of the high schools, with deputa-

The prescriation was made by Miss

hat other great democracy. But above

all, what gives me the deepest pleasure sift is a present of the people. Will the chars for Prance the Marahai fashion, on each clerck, a select which A. E. Mackinson, of the promotion Little Mess Philadelphia, 1774, was

Mealth; little Mass Heighum, in asputa mn of 198th Corney, daughter of a little Miss France, Charlette Mulcey, all steel hand chard and level mounted. it is inwriting "To a Soblier of Precdom." On the munch in jewels are the

The Marshut and Visiate were haded town \$00,000 Philadelphiane. They PRESIDENT ENDORSES A. A. C. W. CONVENTION

Wires Herbert S. Houston His Belief that the St. Louis Meeting Can Steady Business and Make for Greater Unity in Winning the War of Democracy and

> convention at this time, is a practical endorsement of the plan. His message "May I not conscribulate the Asso-

> steady business and clear the air of

PRESIDENT PRAISES MISS CUSSON. And Mrs. Wilson Estins in Wassen's Army Against Waste-

CLEVELAND, G. May 14 -- Made McClinde. littmes, special writer for the Clearland -

The plan you propose for calling

In answer to an eight column spread "I breeks culist in the Wasser's

of the war I pledge susself to make the renservation of food my special duty (Bland) "Borns Bostony Wilson."

Goors in Training Carep.

Mr. tionnes, who left for the Pote-

Tribute to Dr. McKelway

been officially named "the McKelway years outre of the Brooklyn Eagle.



TO SELL ADVERTISING, TALK YOUR BUSINESS, NOT THE OTHER FELLOW'S PROPOSITION

Salesmen Who Knock Boost the Business of a Competitor, and Injures His Own Chances of Making a Success, When the Solution is Really a Simple Matter—The Type of Man Who Fails and the Reason Why.

to look wise.

By B. E. WOOLSTON,

Advertising Mar, Butte (Mont.) Miner.

T OO many advertising men are on the wrong track when it comes to selling space. Not very long ago, while in a store talking with the proprietor, an advertising salesman came



B. E. WOOLSTON.

in smoking a long pipe and approached the manager in an apologetic man-

"I notice you are doing a little advertising." he began, almost arrogantly, "in one of the other papers, and I came in to see why you have not given it to our paper."

The manager told him that he had not placed the advertising in his paper for the reason that his firm had not been able to get any substantial information regarding the distribution of papers by carriers, mail, etc., and began asking questions in rapid-fire succession which the advertising man could not answer without bringing in his competitor's circulation, advertising rates, etc.

That salesman did not know his business or he could have answered every question. Instead of his teiling the merchant of the merits of his own paper, he went on the assumption that he should have the business because the other newspaper had it. He knocked his competitors in a manner that was nothing less than a sin and crime. I wish I could have taken that man to one side and told him of the folly of the method he was using. I am not sure that I could have changed his mind, as he was the "know-it-all" kind.

MR. ADVERTISING SALESMAN.

My experience has taught me that if you do not know your own business thoroughly, you must study it until you do. Don't go out with a hammer. If you think that high-class salesmen employ such tactics, you are as far from the truth as the East is from the West. Cut out mud-slinging or you will end up in the tramp class. Put your heart into your work. Have faith in it. It is up to you to talk your own proposition, and when you get down to that baels you will not have so much time to spend in talking the other fellow's business.

Come out straight from the shoulder

I want to emphasize the fact that
the greatest asset a newspaper has, is
an advertising staff that is game and
is not afraid of competition. I mean
men on the staff who think more of the
truth than they do of a few "measty"

is not afraid of competition. I mean men on the staff who think more of the truth than they do of a few "meanly" inches of space; men who do not headtate to answer straight-forward questions; without a single doubt in their hearts regarding their proposition, nor the paper's method of doing business.

who thinks he does not have to keep

informed in his line, and I will show

you an old model hot-air machine.

If you do not have the courage of your convictions, you have no moral right to expect to convince the merchant with whom you hope to transact business.

When your client asks what your rates are don't start in to quote the rates of the other papers. The average business man hasn't time to listen. Talk your own business.

Southern Publishers' Convention

The annual convention of the Southern Newspaper Publishers' Association will be held at the Park Grove Inn. Asheville, N. C., July 9 to 11 inclusive. BARRED IN 24 STATES

Liquor Ads' Circulation Further Limited After July First.

Washington, May 16.—Newspapers and other publications containing liquor advertisements will be barred from twenty-four States in their entirety, and a portion of six others, after July 1, according to an announcement of the Post Office Department, stating the provision of the "Done-dry" law enacted at the last session of Congress applying to newspapers and periodicals.

The Government's data, the order announces, is incomplete for Maryland, where there are many local taws on the subject.

The absolutely barred States are: Alabama, Arizona, Arkansaa, Colorado, Georgia, Idaho, Indiana, Iowa, Maine, Michigan, Mississippi, Montana, Nebraska, New Hampshira, North Carolina, North Dakota, Utah, Virginia, Washington, and West Virginia. The area also includes Kent County, Delaware, and ninety-one towns in Connecticut. The ban is effective in Utah, August 1 next; Indiana, April 3, 1918; Michigan, April 30, 1918; New Hampshire, May 1, 1918, and Montana, December 31, 1918.

BLAIR & AUSTIN

Have just put over another tremendous success—their "Salesmanship Club" for THE NORTH AMERICAN, Philadelphia.

NOTICE

To:-

with some good, strong merchandising

arguments that drive home. Unless a

salesman knows his business he should

not start out to sell anything. This

is true of an advertising salesman, as

there are innumerable questions which

arise with the space-buyer who knows

his business. Get wise before you try

If you don't think enough of the ad-

vertising profession to uphold its stan-

dards. It is then your duty to have some

respect for your fellow-men, who are

in the profession. Every time you make

a misstatement, it not only gives you

a black eye the rest of your life, but

it demoralizes the business generally.

Keep informed on every detail in or-

der that you may answer every ar-

gument. Show me an advertising man

Publishers who have (or are about) to advance subscription rates.

WE feel that present conditions warrant publishers in asking an increase in selling price, both retail and wholesale. (This holds true generally but there may be exceptions, owing to favorable newsprint arrangements.)

An advance in subscription price when once announced, cannot be withdrawn. It must carry through, and for safety show an increasing volume. (A larger subscription at 2 cents gives your advertising department just the lever it needs.)

All of which brings us to our topic—SUBSCRIPTION INSURANCE. Why not insure a larger circulation at the new price? To a limited number of newspapers, we will engage ourselves to deliver a policy good for a larger circulation at your new and advanced rates.

We employ only the highest grade methods in our selling campaign, and can refer by permission to many publishers known nationally. We invite correspondence today.

BLAIR & AUSTIN

721 Paul Jones Building

Louisville, Kentucky

PALMER PILLORIES PETTY POLITICIANS

(Continued from page 4.)

300 per cent, and so on until the unfortunate publisher, who has contracted for the delivery of his paper or magazine In the eighth zone must pay a war tax of 800 per cent, during the life of the contract he has made with his subscriber. Of course, such a tax is designed as a punishment, and not solely for revehue purposes. No such war tax was ever imposed in any country, however stressed by war or familie, for revenue purposes. It is an axiom that to tax an industry unfairly is to drive it out of business, and that is what this tax will do in numerous cases. Many publishers, especially of magazines and periodicals, will be forced to suspend. This will accomplish the intent of the bill, no doubt. as some members of Congress have admitted, but it will not produce the maximum of revenue to the Government, for a shut-up shop will produce neither postal tax, capital-stock tax, income tax, or excess-profit tax. Its freight, express, letter-postage, telegraph, and paper-import duty tax will also be unpaid, and the net loss to the country will be greator than the tax brings in from those publishers sufficiently wealthy to be able to pay it out of capital, and not out of carnings. The newspapers are entirely willing to pay increased rates and their full share of the costs of war, but they object to confiscation for the high crime of criticiang Congressmen who have failed in their duty.

I am glad the bill exempts you gentlemen who publish weekly papers, as heretofore, from paying any tax or any postage on your own county circulation. But I do know you will feel the injustice of it to the publishers of daily papers of wide circulation just the same. Some of you may go so far as to write to your Representatives in House and Senate about it, and suggest that some other industries be asked to divide the burden with the publishers. The sugar manufacturers, who have been making a hundred to three hundred per cent, on their product; the steel and iron makers, whose profits have exceeded the wildest dreams of the most intoxicated promoters. But it will be of little too except as showing your kindly feeling. The elections were over on the 5th of last November, and those gentlemen in Washington who loved you so and paid auch flattering heed to your suggestions for the good of the party, or indeed for the good of the country if you went so far, won't need you again for a long time. When they do, however, you will be astonished to learn how much regard they have for your wisdom, power, and

COWARDICK OF CONGRESSIEN.

The course of Congress, the members of which in theory represent the people. has been in the present, as in all great emergencies, full proof that the majority of its members represent only themselves, and that the thought of their continuance in office is of more importance than the continued life of the United States as the great free nation of the world. It is hardly necessary to recall the frenzied attempts of a notable number of them to subject us to Prussian domination, and to have us lie supine under continued insult, injury, and outrage to American principles, and to American men and women for the make of a minority of foreign-born and foreign-sympathizing voters, who have since shown their loyalty in almost all cases by repudiating the acts of their misrepresentatives. We can, however, with profit review the conduct of these

and other petty politicians in office since war was declared, because it makes plainly manifest the duty which newspaper men, the real loaders of the people, have laid upon them by the failure of the politicians to perform theirs. Bix weeks and more after the declaration of war, the country is without the beginnings of a new army while Congress in committee and in liouse debates schemes and plans for personal advantage rather than for the good of the nation. This is no new thing. You will remember Washington's struggles with the Continental Congress sitting in Philadelphia-his earnest appeals for money and for men who would stay in the ranks and not run home as soon as danger threatened. Lincoin, too, had his troubles with Congress as serious as those with the enemy which he was combating. He was obliged, in order to attain the end that he sought, to sanction the appointment of political incompetents as officers, to wink at warcontract steals in which he knew that men high in office were interested in order to get their support in pushing the war to a successful finish.

PRESIDENT MUST MELY ON PRESS.

That gental philosopher, Abe Martin, says: "It's funny that an ex-Congressman never gits a \$7,500 job agin." Failure, or only very moderate success, at the bar, and reasonable facility on the stump can hardly be expected to make wise and patriotic statesmen every time. The burden must fall on our President. who will have three instruments with which to work. The first and most important is the press, for it alone can unite the people solidly behind him in patriotic determination to stand by him and the country through thick and thin and to sacrifice themselves without limit for success. The second resource is found in the great and successful business men of the country, the men who are leaders among our inventors, manufacturers, merchants, railroad and steamship men who have in a comparatively short time made this the most powerful, wealthiest, and resourceful nation the world has ever seen. These men could not be induced to accept political office in times of peace. But in time of war they will give their time and means without stint to the service of the nation. Then comes Congress, which under the guidance of the President will do its best, though at times it will have to be operced into doing it. Fortunately, the President has the power of coercion, and will exercise it when necessary.

But it is quite time to say something more definite about the newspaper bustness in a technical sense. First, we may say that, great as it is and conspicuous as it is for examples of very successful enterprise, is, as a whole, bekind many other lines of business in this country. It has been marked in the past by lack of stability in pottey and methods. The endeavor to please particular classes by the appeal to popular prejudice has been frequent. The uncertainty of tenure of office on the part of newspaper workers in many cases worked to discourage good and useful men and has lost to the husiness many men of high value who have sought other fields because the reward was greater, the uncertainty of employment

Sticking more closely to my text, I must try to answer the question:

'That makes the newspaper valuable? Character is the answer, despite the fact that newspapers without it make money and many times have been sold at good prices. But the making of a profit is only an incident to the operation of a really valuable newspaper, and immediate profit to the last deliver.

that can be somegred from the business is not the policy of the most valuable newspaper properties. I want to emphastze this assertion and to deny most emphatically that the newspaper is a burely commercial enterprise. It is a favorite assertion on the part of politicians that the leading newspapers of the country are venal, that they are controlled by British or other objectionable gold; that they are banded together in the interest of Wall Street to make war, and that their columns are for hire and their opinions are for sale to those who would use them for intproper purposes. These allegations and others equally false have been made in both houses of Congress during the past session, and I presume in a dozen State Legislatures during the past winter. But in no case has there been offered a fact in proof of such assertions.

It is a fact that we like to talk about our neighbors, but that we resent their talking about us and our affairs. This explains the two mental attitudes of the public mind towards newspapers. One is general and favorable resembling the friendly feeling you, as an individual, have toward the good gosaip you meet upon the road who entertains you with the news of the neighhorhood. This is undoubtedly the feeling of the ordinary average newspaper reader toward his paper, a feeling that increases in strength with years and which multiplied by thousands of individual likings constitute the great asset of the newspaper good-will. Your individual feeling toward the man who tells you the neighborhood news with evidence of kindly feeling toward neighbors is very different from that with which you regard the man who tells you all the disagreeable things in a malicious way. You are always glad to meet the cheerful and helpful one and you avoid or get away from the grouchy and ill-natured one as soon as possible. In his case, in fact, you "stop the paper" and restrict the circulation all you can.

This lesson should be plain to the man who makes a newspaper and hopes to build up good-will value. Cheerfulness, hopefulness, and a sincero belief in the good intentions of the great majority of mankind, are qualities that the newspaper-maker should possess and oxpress if he hopes for success. Pessimism has no place in an expanding and growing country.

IN THE BUSINESS END.

No advice to a young newspaper man who has anything to do with the bustness management would be complete enough to be valuable unless it insisted he be as honest as the editor and have a fixed, inflexible, and unvarying ratecard. More newspapers are limping along losing some money, or making only a little, from their failure to obey this rule, than from any other source. So far as I know, there is no newspaper property of real value in the country in which the strict rule is not followed. I have had occasion to examine the affairs of many papers, and do not remember a case where the books showed a clean record in this respect, that the property did not have sound value, even though the report of operations showed a sad deficit on the money side. And many a fair-seeming structure has gone down in disaster because the foundation was bad-bad because based on preferential rates; this price to one and that to another, given until even the closest huver of space was afraid to use the naper because of the fear that some other advertiser had got a lower rate than his.

tion of a really valuable newspaper. When a company or association of and immediate profit to the last dollar merchants or general advertisers get to-

gether they talk sixty minutes about advertising rates to ten minutes about anything else. And nothing gives one space buyer so much joy as to show another that he has got a lower price from some medium than his neighbor secured. There is no such thing as a secret rate. Like murder, the crime will outmore surely, in fact, for many murderers go unpunished, but no rate-cutters At this time when print paper is as fine gold, it is hardly necessary to tell you not to cut subscription rates, or to give premiums or credit to secure readers. The one bright spot in the news print and advanced postage-rate situation is that the evil of forced and free circulation is probably cured for all time. If a man will not pay the full fair price for a newspaper in these stirring times. It is obvious that he does not want one, and the felly of trying to make him a regular reader by giving him a premium. a special low price, or a free paper for a time, is so obvious that I have no need to caution you against these follies of former times. The man who believes in their efficiency now belongs not in the counting-room, but in the insane asy-

I wish I could as easily dispose of the advertising rate-cutter, but I feel that he will crop out here and there for another generation, at least. A pound of white paper costing five, six, or seven cents, according to the buyer's need for it, is a concrete fact that any man can see, sense, and feel; but a line of advertising space worth the same number of cents is an intangible thing, and many men who produce them can't see that the sale of these lines at half their value, when a larger price cannot be had, is not simply picking up so much money that otherwise would be lost.

It will be given to but few of you to conduct great newspapers. But to each of you who is carnest, industrious, and fairly canable there will doubtless comthe opportunity, if you make newspaper work your life work, to direct the fortunes of some kind of a newspaper. All that you have learned here, and all that you may require between now and then, will be of use to you when the responsibility falls upon you. The newspaper deals with all things and no scrap of knowledge but will be of use in newspaper work, and I can my with truth that the conduct of a small paper requires more knowledge than the conduct of a large one. In a small paper one man must know everything; in a large one there is gathered a corps of specialists, men who know. knows about politics, another law, another history. In the business office are specialists in advertising and in circulation. In the mechanical departments there are specialists in typography, sfereotyping, and presswork. In the distribution department are men who know the streets of the city as you know the pathway to your own dwelling, and men who know the leaving time and connections of every train and electric car that can carry papers to distant readers. In all this great organization of specialists each worker has assistance and time in which to do his work. He has rensonable hours and provision for regular vacations and days off in which to rest and recuperate himself. In the averagecity or small-city paper, all or some part at least of these burdens fall upon one or at most two men. This state of affairs furnishes a reason why most of the editors, managers, and heads of departments of our great newspapers get their training on small-town and small-city newsturers, where they learn to do everything. If they survive the test in small offices, they are invaluable in large OBEA

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BUST IN MEMORY OF OTTMAN MERGENTHALER

Masterpiece by Sculptor Schuler Unveiled by Daughter of Dead Inventor, at Public Exercises in Chicago, Under Auspices of Old Time Printers' Association.

The spacious assembly hall of the Shepard public school, Chicago, was thronged with men and women prominent in newspaper, printing, and educational circles when, for the first time, the anniversary of the natal day of Ottman Mergenthaler was celebrat-



OTTMAN MERGENTHALER

ed, under the auspices of the Old Time Printers' Association of Chicago, with cooperating organizations, on May 11. Sixty-three years after his birth.

Mrs. Emma F. Mergenthaler, widow of the famous inventor of the linotype. came on from her Baltimore home, accompanied by an only daughter, Mrs. Rudy Patterson Perkins, a bride of three months.

The bust, a bronze masterpiece by Hans Schuler, a Baltimore sculptor and intimate friend of Mergenthaler, was placed in a bower of palms, two American flags concealing it from view until released by Mrs. Perkins, who spoke feelingly of her appreciation of the honoring of her father's memory.

A shaft of light from a remote corner of the baleony illuminated the bust for a moment or two after its unveiling, the audience joining in the Mrs. Mergenreverential applause. thaler made a few brief but graceful remarks, thanking the assemblage on her family's behalf.

Principal J. Katherine Cutler, of the Shepard school, then presented the chairman of the day, Acors Wells Rathbun, who introduced the various вренкеть. The programme as previously outlined was carried out in its entirety as follows:

Procentation of Rust of Otiman Mergen-theire—By late daughter, Mrs. Rody Patterson Perkins, of Baltimore, Md Arceptance of the Bust. Charles Simon Pe-terson, seember Heisel of Education. Address. "Mergenthaler"—Miss Ruth Russell, associate editor of the New World.

Seccied. - Publis Stepard School, Address: "Mersenthaler as An AM in Blu-cation." John D. Shoop, Super utendent of

Reading of Alexandres' Letters -- William C.

Address: "Mergantinier at the World's Co-lumbias Exposition." -(5), M. H. Mahlen, Typ-graphical Usion So. 18.

Introduction of the Incorpor of the Old Time (duters' Mannorlal Window Thomas Augustin Influters" tr'Staughneser.

Remarks.-Miss J. Katherine Cutler, principal Henry O. Sheavert School, Song. "America."-Ly the audience

Remarks Mrs Emma P. Mergenthaler, Bal-

TRIBUTER IN LETTERS

Letters from Congressman Medill Mc-Cormick, who is part owner of the Chicago Tribune, and Melville E. Stone, general manager of the Associated Press, who could not be present were rend, and afterward presented to Mrs. Mergenthaler and her daughter for preservation. Letters from President Philip T. Dodge and Treasurer Frederick J. Warburton, of the Mergenthales Linetype Company, were also reed.

Medill McCormick, Congressman-at-

Large, wrote from Washington, D. C., on May 10:

"The gathering of the Old-Time Printers in "The gathering of the Old-Time Printers in bonor of Ottama Mergorthaler to morrow visid-ly rucally the evolution of the craft. Our own 'Old Printers' will need to commence to the most signal contribution to the modern whence most signs) contribution to the modern microsof printing. Have you thought that the art of printing. Have you thought that the art and science of printing runs through the heart of our cividzation as a great river runs through the heart of a continent? Along its commercianter the memories of continten; it probles at one point or another all the varied interests of society. of seclety. Its current extrict these anand laughter, told and libeness

too little contemporary invention, we realise tingt, when man invented powder to destroy fortunately, he deviced printing as a construluvested powder to destroy, tive furer to protect himself from his own in-vention. The evolution of successy has been programatively more and more rapid. Professor theirms has chosen that, in the single care of Altaniers, in Sonis, man lived for thirty thoumand years in harmarous old stone age, the has advanced further in the last one handred and fifty years than he did during a whole period

fifty years than he did during a whole period of his life at Altamera.

"I often hear men suggest that modern methods of operation and transportation are chiedy responsible for the anhien increase in the development of civilization. Let us, who have proudly horne the brand of printers' lisk, remember that if others have contributed to medicate the contribution and the contribution and the contribution of the contribution and the contribution of the contribution and t cise, surgery, government, meesawics, and lit-erature, the number of those who would have benefited by these contributions would have been small, but for the service of the craft in which we have enrolled."

P. T. DODGE'S APPRECIATION.

letter of April 14th, containing an invitation to address your gethering on May 11th to con-memorate the hirth of Ottanta Mergentinier. is a matter of deep regret that other current ments which cannot be escaped will preven by attendance. Nothing would have given me greater pleasure than to be present and to cupress appreciation of Mr. Merpenthaler as a man and us an inventor. The whole world is indebted to him this invention has worked a revolution in the printing world, second only to

the laventisa of movable type and the printing

Norman Dodge, after expressing thanks for the invitation, wrote:

"I should like very much to be with you, but om ufraid it will be impossible for me to be away at that time. I want to express my best wishes, and an oure that the celebration will be a great success."

F. J. WARBURTON'S PRAISE.

Frederick J. Warburton wrote to Chairman Hollister:

"Alas! I cannot come in enswer to your confrous invitation to be present and take part in the birtiday celebration of my dear old associate, Otiman Mergenthaler. I wish in deal, tast I could, and I have deferred a response, thinking that I might. But I may from afar join with you in acclaiming the great-ness of Mergenthaler's work

"Eloquet words will be said in his praise, and they will be applieded by a numerous complany of men and some who appreciate the revolution in our art which his labors crawned May I, with reverence, July in the chorus Y

New A. N. P. A. Members

The Independence (Kan.) Evening Star has been elected to associate membership in the American Newspaper Publishers Association.

The Editor and Publisher for May 26th, 1917

will carry an important section devoted to

Food Advertising

dealing with this subject with

Its Relation to Newspapers

Statistically this number will be very valuable.

It will reach the important food advertisers of the United States and Canada, and will carry a message that cannot fail to hit hard.

It will contain articles by the leading food advertisers in the country.

It will carry stories covering the experiences of the big advertising agencies in placing national food advertising.

It will explain the plans on which various newspapers have cooperated with food advertisers.

You should, by all means, be represented in this issue, and represented in a thoroughly representative manner.

Get your space reservation in now.

The Editor & Publisher Suite 1117, World Bldg. NEW YORK

CONFISCATORY MAIL RATES PROTESTED

(Continued from page 6)

New York was increasing from \$10,-000 to \$15,000 a week. One week later it had dropped to \$5,000 a week, and last week it dropped to no increase at all, and we print more than a million help wanted advertisements in a year, an unfailing barometer. They began to drop two weeks ago. They are now dropping at the rate of one thousand a day. We want to follow the wise plan of the Canadian Government, which has kept all privileges, raised nobody's relations to the Government, the post office unchanged, and stopped no industry which would allow the industry to become a sourcé to collecting revenue for the country, and we ask to he allowed to be an industry collecting revenue for the country, to save our business. Where people are extra tax collectors, extra people to go around and to do this and that and the other thing, we may this thing is destructive. If we are going to may that the post office shall be a non-competitive, do-aswe-please. charge-as-we-please monopoly, it is difficult to see why the Sherman law should be allowed to stand or why we should speak disparagingly of Prussianism."

COUNTRY PAPERS OFFOSE THE RATE.

"I represent the American Press Association and through that association 5,000 country weeklies and small dailies. I want merely to add to what has already been said, that while this is vital to the big papers, on the small papers it is going to be very much harder, because they have less resources. I represent the same papers which I did before the Federal Trade Commission on the paper situation, and I had the correspondence of hundreds and hundreds of these papers from all over the country, showing the very great increase in the price of paper.

"If this present zone rate goes into effect, it will double their postage
rates. It will drive a lot of them out of
business. They cannot stand the increased rate of tax, and I just merely
wanted to put the country papers on
record as very much opposed to this
increase."

PROPOSED RATES CONFESCATORY.

George McAneny of the New York Times, told the Committee that the proposed postal rates were nothing less than confiscatory.

"To put it in fairly exact figures," he said, "the proposed extra rates on second-class mail matter would mean an increased annual cost to the newspaper and periodical publishers of \$19,000,000. The proposed 10 per cent tariff on news print paper imported from Canada and upon pulps and wood imported for paper manufacture here would add annually from \$25,000,000 to \$30,000,000.

"To the American manufacturers whose present high charges would go higher if a new tariff wail permitted would go many militons more. All of this added to the greatly increased cost of paper the publishers have already had to meet would create a condition so intolerable that many of them must go to the wall. The capacity of the press of the country for service to the country in the time that it is most needed would be cramped and cut down. Why this should be considered either expedient or fair the publishers cannot understand.

"One-third of the news print paper consumed in the United States is made in Canada. This is under a species of

reciprocal tariff legislation approved and adopted by our Government only a few years ago. Now the promoters of this bill would have the Government penalize those who acted under the assurance of reciprocal protection, and lay upon them alone prices that, quite literally, will prove to be crushing.

WHAT CANADA HAS DONK

"The Canadian Government has shown a willingness to support its own newspapers in war time, rather than to weaken them, by compelling Canadian manufacturers to sell paper to them at not more than \$50 a ton, a figure from \$10 to \$12 less than those charged to others. At least our tiovernment, moved by a similar spirit should do what it can, under existing laws, to keep the burden on the American consumer as low as it can be kept, and not, in this trying time, to add to \$4.

"It cannot be made too plain that the publishers ask no special privilege or exemption of any sort. They are more than willing to pay from their income or profits whatever tax is paid by other industries—to give more if necessary—but they cannot understand why they are singled out for a double taxation that would wipe many of them out of existence."

Mr. McAneny referred to the amendment introduced Monday in the House by Mr. Moon, exempting news print altogether from the new duties. He expressed the hope that the Senate Committee would recommend the same exemption, and that it might include in it as well wood pulp and raw woods destined for American manufacturers.

In answer to questions from members of the committee, he said that the remedy of raising selling rates had already been largely exhausted by the publishers of the country in their effort to meet the losses of the present year.

ENORMOUS INCREASE IN PRICES.

Louis Wiley, business manager of the New York Times, informed the Committee that many newspapers would have to suspend if the postal tax and the 10 per cent. tariff went into effect.

"To impose such taxes would be arbitrary and unwarranted," he said. "The publishers don't shrink from responsibility in this war, but they have been put to a severe strain. Not only has the price of paper gone up, but also nearly everything else that enters into the production of the newspaper, ink, twine, oil, all have advanced.

"The contemplated postage tax, with the proposed duty on print paper and other increased expenses, would mean a cost to the Times of \$1,400,000 a year more. It would amount to nothing Jess than oppression."

Frank F. Glass, of Eirmingham, Ala., said publishers everywhere were still struggling to get the price of paper down when Congress came along with its postage and tariff tax proposals.

"If you put that 10 per cent. tariff into effect," he insisted, "you'll yield \$30,000,000 to the Government next year for imported paper and wood pulp. But you'll give the American paper manufacturers the opportunity of putting an additional \$50,000,000 on the papers. The manufacturers are going to take advantage of any raise in the tariff, and the publishers will be the victims. subjecting the publisher to the extra tax and the raise of the manufacturer you would drive the publisher to the wall; you'd be giving protection to the American manufacturer instead of getting revenue for the Government."

Mr. Glass said there was gossip that the proposed tax was a plan to punish

the newspapers. Senator Williams Interrupted that there seemed to be an opinion that the Postmaster-General was responsible for the tax, but that the Senator denied.

ESTABLISHING TWO-CENT PRICE

Experience of Chicago Doilies Following Closely the Philadelphia Precedent.

(Parcial to THE EDITOR AND PUBLISHEE.)

Chicago, Mny 17.—With the return privilege for dealers to continue in effect for two weeks, conditions are so uncertain that none of the publishers of Chicago newspapers are willing to make any definite statement on the effect of the two-cent rate, which was established on Monday, Mny 14. W. H. Frield, business manager of the Chicago Tribune, and it would be three weeks before any real conclusion could be reached.

Hopewell Rogers, business manager of the Daily News, said:

"I estimate there has been a circulation loss for all the papers of from 20 to 25 per cent. The effect in Chicago appears to be about the same as in Philadelphia, where there was ultimately a rebound to about 12 per cent. Of course, the summer season is the down season for afternoon papers, while the winter season is less favorable for morning papers."

GUY HARDY IN MANHATTAN

Publisher of the Canon City (Col.) Record Will Write News from New York.

Guy U. Hardy, publisher of the Canon City (Col.) Record, who is visiting in New York for the first time, says that the newspapers of his State are prosperous. The small-lown newspaper advertising accounts are holding up well. with a number of gains being made, the State being in an unusually prosperous condition. Mr. Hardy is one of the bestknown newspaper men of the State. He is prominent in editorial association affairs, and publishes, in addition to his daily, a little monthly magazine devoted to the newspaper interests of Colorado. in which he tells the news of the men actively engaged in newspaper-making in Colorado, stories of old-timers, and men who have gone over the Great Divide, besides keeping track of former Coloradoans who are in other fields of activity. Mr. Hardy travels the country from end to end, and writes interesting letters to his paper, keeping his readers informed on events of importance. When the Mexican trouble accupied the centre of the stage, Mr. Hardy went to the border, and wrote coipmins of matter for his paper.

He is in New York to gather information about America's largest city, and to send back news of military and naval preparedness.

Advertising Comparisons in Baltimore

THE BALTIMORE NEWS leads in six principal lines of advertising. Note the summary below covering March and April of 1917, and its standing in two other important classifications:

MARCH and APRIL

		NEWS	M. Sen	American	E. San	Star
1	Automobiles (display)	115,208	99,004	56,494	22,081	696
2	Leading Dept. Stores	450,042	279,003	299,207	218,049	47,009
3	Men's Clothing	111,394	31,394	18,538	57,069	9,829
4	Shoes	57,308	31,381	23,632	39,080	11,944
5	Motion Pictures	35,562	1,650	19,200		
6	Church Advertising . (April only)	18,427	6,880	1,220	6,809	936
	Financial and Legal .	74,920	72,099	*80,733	47,717	43,217
	Furniture Stores	81,178	74,235	86,469	25,621	2,276

*These figures include many thousands of lines of financial advertising not accepted by THE NEWS.

The reason for the supreme leadership of THE BALTIMORE NEWS in the above summary is the fact

THE BALTIMORE NEWS has the largest local circulation of any daily or Sunday newspaper published in Baltimore. The honsewife depends on THE NEWS for her information regarding local store advertising and in addition the national advertiser finds a responsive audience by reason of the effect of the prestige given any advertising campaign appearing in this, the leading afternoon newspaper of Baltimore.

This is the present Baltimore situation, which the discriminating advertiser can verify at any time and thus be safely guided in placing advertising in the Baltimore territory on the most economical basis.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Circulation April, 1917, 99,942 A GAIN of over 25,000 over April, 1916

DAN A. CARROLL Special Representative Tribune Building New York J. E. LUTZ Special Representative First Nat'l Bank Bldg. Chicago

a total U

WORKING OUT AD PLAN TO SELL WAR BONDS

Co-ordination Necessary, and Plans Being Made so that Banks and Other Institutions Offering the War Loan May Interest the Small Investor of the Country.

Banks in the Metropolitan area have been advertising the purchase of war bonds. The extent of the publicity given in this section has been greater than in any other portion of the United States. The advertising however has not been co-distinated and is likened, by those who have discussed the matter, to the volunteer army system. It shows a splendid spirit, but lacks cuhesion and united effort along a given line. During the past few days the greater part of it has been taken out of a number of Eastern papers, until a plan can be worked out by which identical copy may be used and the best effect obtained. The advertising so far has been at the expense of the banks, which handle the bonds at no expense to the nurchasers.

Added to the publicity given by the hanks, department stores have taken up the subject, some of them devoting as much as a page of space, in a number of instances extra space being carried. Many of them give a portion of their space to the loan daily. The extra advertising, which has cost considerable money, cannot be accurately estimated in dollars and cents, because it has been intermittent, scattered and not as concentrated as it should benot in accordance with a plan that would be worked out carefully by agencies working to get the heat re-

TO INTERCOST THE SMALL INVESTOR.

It seems to be the opinion of advertising men that not sufficient stress has been laid on the fact that \$50 bonds may be purchased, and that these should be purchased, and that the aggregate will reach millions, that the war is a war that must be paid for by rich and poor alike, and that the \$50 man occupies a place in the finances of the country fully as important, and more so in proportion to his earning capacity, as the millionaire. The rehas been large subscriptions. which are necessarily fewer in number, and very few small subscriptions, compared with the number that would be possible if greater expense were hild on this phase of the flotation.

It seems to be the opinion of advertising men that if "Baby War Bonds"—that is, bonds in denominations of \$10 and \$20 are offered, that vast sums of money will be invested, go into general circulation, improve times, quicken business and stir the industries of the country, since the bonds themselves will form the best security it is possible to get, and are as good as and will always pass for cash.

BETTER THAN MONEY,

It should be shown, they say, that war bonds constitute money in another form, that the man who invests \$50 still has his money—has as a matter of fact something better than money, for he has an interest bearing piece of paper from the richest government in the world, and that by so investing he increases his own wealth, helps to win the war, increases bank assets and comes into the possession of securities that will aid him in business later on. In addition, all of the money will be expended in the United States, so that the man who buys the \$50 bond is

improving his own opportunity and making it possible to circulate more money and the more money there is in circulation the greater the prosperity all will enjoy.

NEWSPAPER MEN TO COLORS

Seventeen Milwaukee Journalists Drop Their Pens for Swords,

The Milwaukee Press Club tendered a farewell reception the evening of May 9 to a party of newspaper men who are to go to Fort Shoridan, Ill., as candidates for the officers' reserve corps. The presence of several army and naval officers lent added patriotic enthusiasm to the occasion.

Lieut.-Col. J. A. Watrous, retired, an old newspaper man, offered counsel to the departing soldiers. Sergt.-Major Albert Wood, of the Canadian army, told of personal experiences on European battlefields. Lieut. J. L. Riheidaffer, naval recruiting offers stationed in Milwankee, described the work of Uncle Sam's sea forces, and President P. E. Dutcher, of the Military Training Camps Association of Milwankee, also spoke.

Entertainment provided as a feature of the farewell smoker included an original poem, "The Call," by Mark Forrest; selections by the Lyric Glee Club, and Nestitt's "Your Flag and My Flag." by Frederick W. Carberry, the tenor.

Among the Press Club members who have received notification to report at Fort Shortdan are: Joseph W. Bollen-beck, of the Sentinel force, and Warren Bullock, head of the Bullock News Service. Inc. Mr. Bullock has left Milwankee for Fort Sheridan, and during his absence Mrs. Bullock will look after his business interests.

The war summons hits Milwaukee newspapers hard, a total of about seventeen being called to the various training centres. The Sentinel will lose six workers, the Free Press three, the Journal four, the Evening Wisconsin three. and the Daily News one. Those who have already gone, or are awaiting call, J. W. Bollenbeck, E. R. Monk, mme! G. B. Norton, C. A. Boyd, Al. Harvey, John Pallange, Victor Rubin, Charles Benson, C. Willoughby, Douglas Swiggett, James Doyle, J. Plotcher, D. Coloman, Harold Wtehen, A. Steinkopf, James Colby, and A. Lauer.

HONORS FOR HENRI BAZIN

Philadelphia French Colony Makes Him an Honorary Member.

PHILADRIPHIA, May 15.—Henri Bazin, who tarried for an all too brief space in this city as a member of the staff of the Evening Ledger, and who went back to France in the summer of 1916, whence he has since been sending editorial-page articles for that paper, has been made an honorary member of the central committee of the French Colony here in recognition of his splendid service in the cause of the country of his birth.

He was born more than 50 years ago, and was educated chiefly in England, He is the Nephew of René Bazin, the distinguished French author and journalist, and has accomplished noteworthy things in journalism and bookmaking, one of his volumes having for its subject the old French cathedrals. It is worth while to note that much of his criticism has been in the art field, where he has done work of high value, and that contrary to some ideas, it has not at all interfered with his general usefulness; though his paper in commenting on his latest honor and his career, totally ignored this conspicuous

side of his achievement. To the artlover, his illuminating and moving descriptions from the French front, are side in no large measure to his experlence in the gentler demense.

The French committee states that M. Bazin's articles have faithfully reflected the spirit of France and are among the very best of those sent to this country. His interviews with prominent Frenchmen, doubtless owing to his Anglo-French-American point of view, are especially commended. His wife is a Philadelphia girl. At the outbreak of the war he was American correspondent for a number of French and English newspapers. When they were no longerable to use his letters, he came to this city and joined the Ledger Maff.

Soon after his arrival in France he was slightly wounded, and more recently has been given the Croix de Guerre and elected a member of the Société de Gens and Lettres.

PHILADELPHIANS RESPOND

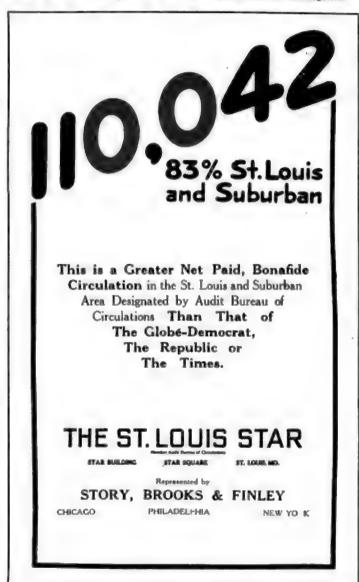
Many Quaker City Newspaper Men Enlist for War Service.

PHILAUSEPHIA, May 17.—Quaker Philadelphia was a little slow at first to get into the war game, but in her own way and time she can be depended to do her share in the national defence, and to do it just as thoroughly and just as effectively are any other part of

trained at Fort Niagara for commissions in the regular army, local newspaper circles are splendidly represented by the two sons of William L. Me-Lean, publisher of the Bulletin, William 1... jr... and Robert: Paul V. Hanson, son of Michael F. Hanson, business manager of the Record, and Warren M. George, sons of Samuel Calvin Wella, dean of editorial writers on the Press. The three sons of Col. Samuel W. Meek, who has just retired as general manager of the Press, as was stated last week in THE POSTOR AND PUBLISHER, are under arms. Samuel Meek, jr., a senior at Yale, is one of ten men picked from 2,500 in the entire University for a commission as second lieutenant in the Marine Corps. Wilson Meek, who went to the border with the First Virginia Cavalry, was never mustered out, and the voungest son has also enlisted

Raymond Considine, son of the business manager of the North American; Denny and Honbright, who served at Platishurgh: Ashby Paul, of the sporting department, all of North American; Edward Krusen, of the Record, son of the Mrector of Health, have enlisted, as have Walter Long, J. O. Dubarry, Evening Ledger; John Russell Young, fames Bready, Morning Ledger.

it just as thoroughly and just as offectively as any other part of the the magnet, indoicnes the negative.



PERSONAL

PUT AN END TO BUNGLING IN THE GREAT BOND SALE

N adopting the selective-draft method of organizing the man-power of the nation for war, we have elected to profit by both the failures and the successes of our albed democracies. As our allies have found the volunteer system disnstrous, and the draft successful, we have discapled the volunteer method and established the draft.

In selling the first issue of the great Liberty bonds, amounting to two billions of dellars, we have thus far-elected to follow the plan which has failed whenever tried. There are less than three hundred thousand people in this country who are known to be bond buyers—the areat majorits of Americans do not know what a bond looks like. In France there were, before the war, about twelve million people who were in the habit of inventing in bonds, and in Great Britain nearly as many. Yet both of these countries found it necessary, in finating their war bond issues, to USE PAID ADVER-TISING SPACE to spend adequate sums for advertising. Great Britain made the great Victory Loan a success through spending five millions of dollars for advertising it.

With the need to sell two billions of dollars' worth of bonds within a few weeks, in order to demonstrate to the world that the material resources of our nation are mobilized and ready for the emergency confronting civilization, we are paltering with what is equivalent to the discarded volunteer system of recruiting in applying an equally ineffective method to our financing.

The National Advertising Advisory Board has recommended to the Secretary of the Treasury plans for SELLING this great bond issue IN THE ACCUSTOMED AND APPROVED AMERICAN WAY- through an adequate campaign of coordinated advertising and selling. The members of this Board are men trained in the task of sellingmen capable of advising as to how advertising should be done. It would be as great folly to ignore their pseommendations as to ignore the recommendations of the General Staff of the Army in military matters.

Yet, thus far, their recommendations have not been followed. The Liberty Loan Committee finds no difficulty in mobilizing the bond salesmen of the country for the work but they are forced to rely upon DONATIONS of advertising space. The simple fact is a public scandal. It is more than that-it is a national menace, threatening humiliating failure In the first attempt of the Government to emphaelse the financial preparedness with which we must atone to the world for our tack of military preparedness.

That many newspapers have volunteered free space for the advertising of the bonds does not mean that the success of the offering is assured Many volunteers came forward at the first call for recruits but not enough for the national need. Many donations of free advertising space may be made -but they will not be enough to meet the national need. All honor to those who make the patriotic offers-but we must not full ourselves to steep in the notion that these donations have solved the problem, or that it is possible for the nation to escape humiliation if we shall rely upon donated advertising for accomplishing the most important selling task in our history

If the New retary of the Treasury has no available funds for a campaign of advertising such as has been planned for the country by the National Advertising Advisory Board, then It becomes the patriotic duty of all citizens to bring pressure upon the Congress to vote an adequate appropriation at

To follow present methods is to invite failurenimest to assure it. To follow the same and safe recommendations of the Advesty Committee is to neour, so far as anything may be assured, the complate success of this first great band sale,

National interest and self-respect are involved for 16th are bound up in the success of this effort to make the national resources count for the victions of democrass

70D takes men's hearty desires Gand will instead of the deed, where they have not power to fulfil it; but He never took the bare deed instead of the will.

-Baxter.

TO CLOTHE THE COMMISSION WITH AU-THORITY

ENATOR ROBINSON, of Arkansas, has intro-Siluced a bill declaring news print to be a public utility, and authorizing the Federal Trade Commission to fix the maximum price at which it may he sold.

The Federal Trade Commission is in a position to tix this price on a basis of even justice to both manufacturer and consumer. The Commission knows the actual costs of making and of marketing news print; knows the factors which have contributed to the present uncertain supply and excessive prices

Not a single manufacturer who is content with fair and reasonable profits from his business will question the desire of the trade commissioners to assure those profits for him in any arbitration of selling prices. Those manufacturers who may still be inclined, in the face of recent events, to play for excessive profits will oppose the plan of price regulation by an authorized agency of the Government as a step toward Socialism and "confiscation."

Senator Robinson's proposal is in line with the policy urged upon the Congress in these columns for many weeks. The Euror and Punishes does not support governmental regulation of commodity prices as a peace-time policy. But we are at war, and the present conditions in the news print market are a menace to a free press. Any menace to a free press is a menace to the national welfare. The proposed measure is a war-time measure, and offers perhaps the only immediate relief for an intolerable

Editors and publishers should urge upon their representatives in Congress prompt and strong support for this legislation,

"AN IMPOSSIBLE BUSINESS SITUATION"

THETOR F. LAWSON, in his statement to the readers of the Chicago Dally News of the reasons which have made necessary the abandonment of the one-cent selling price, cites the fact that the increased cost of white paper for that newspaper for 1917 over 1916 will be \$1,381,574.30, figured on equal tonnage for the two years.

Mr Lawson rightfully characterizes this as "an impossible business situation." He therefore adopted the two-cent selling price, which, he admits, will not bridge the difference in news print cost between the two periods, but which will go so far in that direction as to obviate the necessity of saddling the chief part of the burden upon advertisers.

Adherence to the penny price means that any newspaper, under present cost conditions, is in the grasp of "an impossible business situation." If a publisher of Mr. Lawson's genius could find no other solution of the problem than that afforded by an incremed selling price, may any other publisher hope to do so?

There are other economic difficulties facing newspapers not so serious, perhaps, as that of the price and supply of news print, but menacing. The studied hostility of certain politicians in Congress to a free press reveals itself in endless efforts to cripple the industry of newspaper-making. Measures of taxation based upon no sound economic foundations are urged, and new ones are probably in the making. Legislators of a certain type apparently see an opportunity in the present crisis, not only to annul the constitutional guarantee of a free press, but to impose upon the publishing business burdens aimed to destroy rather than to conserve the prosperity of the industry.

It would seem that, for the first time in their history, it will be necessary for the newspapers to use their full power in defence of their own interests. They should accept the challenge hurled at them by reactionary Congressmen, and fight the men who are lighting the newspapers. They will be strengthened for this struggle through abandoning the policy of trying to sell their papers at a losing price.

CONGRESSIONAL HOSTILITY TO NEWSPAPERS

WHAT would be thought of the patriotism and loyalty of the Congress if its members should devote precious days and nights to devising ways and means by which the army and navy establishments might be hampered, crippled, and made ineffective in the present crists?

Is it not literally true that, after the army and nasy, the press of America is the greatest asset for national defence? Is it not true that any effort to weaken, to empple, and to make ineffective the newspapers of the country is an effort to weaken the netion at war"

Aside from crushing military defeat in the war, could there be any greater disester to the cause of American democracy than would result from taxing to the verse of ruin and restricting to the verse of impotency the newspapers of America?

He who would, from whatever motive, attack the press with a view to destroying or curtailing its power and influence and service would hardly hesttate to betray the nation's interests in any other It is idle to contend that members of Congress join a fight simed to weaken the newspapers even to visit disaster upon many of them-without a full realization of the intent and nature of the assuult. For an attack upon the press is an attack upon the third arm of the nation's defence. Patriotism would urge, at this juncture in the country's crisis, that the Congress should take cure that the institution of a free press be strengthened -- that the business of newspaper making should be sareguarded from unjust burdens of taxation, so that the influence and power of the press might grow instead of diminish in the hour of the national need

The press of America asks nothing from the Congress but justice, a recognition of the nature of the service it is rendering and may render to the Government in the successful prosecution of the war. and immunity from the studied hostility of those reactionaries in public life who regard an independent and fearless newspaper as a personal menace to themselves.

THE CENSORSHIP

HERE is a prospect that the consorship provisions of the Espionage bill will be climinated. thus resting the matter of press censorship on the basis demanded in the resolution passed by the American Newspaper Publishers Association. In that resolution it was urged that newspapers were fully responsible for the publication of information of value to the enemy under the laws governing and nunishing treason

As an instance of the careful regard for national interests which newspapers are showing in the present crisis, the news of the departure of an American fleet of destroyers for the North Sea was not published until several days after the safe arrival of the expedition at a British port. It is safe to predict that information of this character will, at all times, be quite as rigorously safeguarded as in this instance

Congressman Thomas U. Sisson, of Mississippi, in speaking on the proposed consorship on Tuesday. said that he was- speaking as a man long in public life-not afraid of a newspaper when it lies; that he was afraid of it when it told the truth. For refreshing common-sease and undiluted Americanism it is doubtful if Mr. Sisson's speech has been equalled in the course of the long debates on this measure.

THE EDITOR AND PUBLISHER seemed to be voicing an extreme radicalism, in the view of some of its friends. when it suid, several weeks ago, that any restrictive consorship law would be ILLEGAL. That view however, seems to have been shared by the most progressive members of the Congress, and it seems now likely that it will prevail in the national councils.

P ROPOSED consurship regulations would, if they had been in force at the time of the Spanish-Unerwan War, met with the cordial approval of the centlemen who sold embalmed beef to the Government.

PERSONALS

N FW YORK-William E. Haskell, jr., of the Giliam Service, is "doing his bit" with Company No. 14, New York Division, in the training camp at Plattsburgh, N. T.

Julian Harris, one of New York's bestknown newspaper men, arrived on May 12 at Platteburgh Barracks, where he is training with Company No. 1, in the Officers' Reserve Training Camp.

Carl Byok, formerly circulation manager of the Cosmopolitan, has joined forces with Samuel P. Hooth, and will establish a merchandising department for the Interborough News Company, of New York city.

Elmer Roberts, of the Paris bureau of the Associated Press, accompanied the French Mission to and from this country.

George Wood, of the re-write desk of the Evening Sun, has enlisted as a driver in the American Ambulance Corps, and will sail shortly for France.

Joseph Brady, of the Evening World staff, is at the official training camp at Plattsburgh, N. Y.

Stainey Stuart Richardson, of the Herald staff, who was with Gen Pershing in Mexico, is at the officers' training camp at Plattsburgh, N. Y

OTHER CITIES—John J. O'Rourke, for yearn an associate editor on Paterson. Passaic, and Newark newspapers and a correspondent for the New York World, has been appointed Field Income Tax Deputy by Internal Revenue Collector Charles V. Duffy. Mr. O'Rourke, who lives in Paterson, is now editorial writer on the Newark Ledger.

John Nicholas Beffel, of the Chicago Examiner, is publishing a monthly magazine called Living Men.

Homer A. Guck, vice-president of the Mining Gazette Company, publishers of the Houghton (Mich.) daily Mining Gazette and the Calumet (Mich.) Daily News, has entered the Fort Sheridan training camp near Chicago.

Frank Knox, editor and publisher of the Manchester (N. H.) Leader and Union and prominently identified with the New Hampshire Committee on Public Safety, has been ordered by the War Department to report on Monday to the commanding officer of the reserve officers' training camp at Madison Barracks, New York

Wayne C. Smith, advertising manager of the Meriden (Conn.) Record, has enlisted in the naval coast patrol at New Haven. Newell A. Ritchle, of the Record staff, and John Seaman, of the Meriden Journal staff, have enlisted in the National Guard.

Miss Sarah Macdougall, formerly with the Milwaukee Daily News, is now club editor of the Sentinel.

Chester W. Vonier, reporter and copyrender on Milwaukee newspapers for several years, has assumed a desk position on the Minneapolis Journal.

John L. Davis, of Sacramento, Cal., a well-known newspaper man and legislative writer, has been appointed by State Corporation Commissioner L. H. Carnahan to take charge of special work in the statistical department of the Corporation Commission.

O. H. Bailey, who has been assistant manager of the Monterey (Cal.) American for the past two years, has reported for duty at the Reserve Officers' Training Camp, at the San Francisco Presidio.

J. E. Hogan, who has held positions on newspapers in San Francisco, Tueson, and other cities, has joined the staff of the Nogales (Arizona) Dally Horald. A LL opinions, properly so called, are stages on the road to truth. It does not follow that a man will travel any further, but if he has really considered the world and drawn a conclusion, he has travelled so far.—Stevenson.

Harry W. Walker, for several years actively identified with the Hill Publishing Company of New York, and widely known in the publishing field, has accepted the position of business manager of the International Trade Press, Inc., Chicago.

Lieut.-Cd. James D. Clark, who has been on military duly for the past year, has returned to his work as business manager of the Gult (Ont.) Reporter.

Earl Bains has resigned as Columbus, O., correspondent of the Associated Press, to become publicity man for the State Board of Health. C. E. Collins, of Little Rock, Ark., succeeds him with the A. P.

A. E. McKee, until recently Columbus correspondent for the Cleveland Plain Dealer, has been appointed by Gov. James M. Cox. of Ohio, as one of two members of the new Clemency Board, which will have charge of the reorganization of Ohio's parole and pardon system for criminals.

George E. McCann, formerly of the Elmira (N. Y.) Herald, is now on the editorial staff of the Syracuse (N. Y.) Post-Standard

Donald K. Miller, of the Baltimore (Md.) Star, has enlisted in the United States Naval Reserve force.

Philip E. Lawavill, newspaper man of Cincinnati, O., has enlisted in the First Field Hospital Corps.

Almer Sanborn, a Des Moines, Ia., newspaper man, who drove an ambulance on the battle-front "Somewhere in France" last summer, is returning to resume his duties there.

Frank Knox, editor and publisher of the Manchester (N. H.) Leader and l'nion, is in the reserve officers' training camp at Madison Barracks, N. Y.

Capt. John Reid, R.E., formerly of the Montreal (Que) Herald, and lately attached to the Highland Brigade in England, has been appointed a staff interpreter and will proceed to the Russian front.

Lieut. W. M. Scanlan, formerly of the Montreal Herald, Toronto News, Regina Leader, and Ottawa Journal, has given his life for his country. On April 16 he was reported in the casualty list as "died from wounds."

(teorge F. Burba, formerly editor of the Dayton (O.) Daily News, will become an editorial writer on the Columbus (O.) Evening Dispatch on June 1.

Bligh A. Dodds has been made local editor and advertising manager of the Lowville (N. Y.) Democrat.

C. J. King, traffic chief of the Associated Press at Louisville, Ky., has been transferred to the Birmingham, Ala., office, where he takes charge of the news department.

Francis McMullen, of the San Francisco (Cal.) Bulletin, is now an ensign in the United States navy, doing duly as assistant naval cable and telegraph censor.

P. J. Knowlton, city editor of the Manchester (N. H.) Daily Union, has been appointed a member of the new commission to control and manage the State institutions.

Harold W. Helcher, associate editor of the Nyack (N. Y.) Evening Star, has resigned and gone to Chleago to do newspaper work.

A. E. McKee, for several years Columbus correspondent of the Cleveland ((i)) Plain Dealer, has been called to Eleveland by his paper. Walker Buell now represents the Plain Dealer in Columbus.

Lorenzo Ferguson Woodruff has left the Atlanta Journal to become managing editor of the Montgomery (Ala.) Advertiser.

Robert Crozier Long, one of the Associated Press staff men in Russia, is recovering from a mild attack of smallnox.

Morrison R. Toomer, city editor of the Oklahoma City News, has become a member of the Officers' Reserve Corps and gone into training, as has Paul R Cottrell, former reporter on the Oklahoman-Times.

The following newspaper men of Atlanta, tia, have joined the Officers' Reserve Corps training school at Fort Mc-Pherson: Quimby Melton, city editor of the Constitution; John Paschall, city editor of the Journal; Archie Lee, special political writer on the Georgian; Lawrence Stellings, of the Journal is going into the Marine Corps as a commissioned officer; James S. Moon. of the Journal, has passed his examinations for a commission in the arm; George Battey, of the advertising staff of the Georgian, has gone into the United States may.

Paul A. Martin, city editor of the Battle Creek (Mich) Evening News; Harold Webber, reporter of the Evening News, and Carence S. Bartels, of the advertising force of the Enquirer and News, are among those who have gone to the military training camp at Fort Shoridan.

St. Elmo Messengale, of Atlanta, Ga., former president of the Atlanta, Ad Club, is in Wushington in conference with other members of the National Board of Advertising on the best method of advertising the bond issues authorized by Congress for carrying on the war with Germany.

A. E. McKee, for several years Columbus, O., correspondent of the Cleveland

Plain Dealer, has been recalled to Cleveland by his newspaper, which is being represented in Columbus by Walker Buell.

Earl Baird has resigned as Columbus, O., correspondent of the Associated Press to become publicity man for the Ohio State Board of Health. C. E. Collins, of Little Rock, Ark., has succeeded Mr. Baird.

PHILADELPHIA—Richard J. Beamish, who is never happier than when he is taking his pen in hand, has been in Washington much of the time lately, sending back to the Press corking stories of the French and English Missions and the doings of Geogress. He cause with the French envoys to Philadelephia, wrote a poem or two and a big descriptive story, and then hied him to the national capital again.

M. Katz, editor of the Jewish World, was one of the speakers at the Jewish town meeting held at the Garrick Theatre, at which the future of Palestine was discussed. Louis Edward Levy, inventor of the process which led the way to half-tones, and one of the oldest Zionists in the city, presided.

The Women's Press Association, the oldest organization of women writers in the State, held a "National Friend ship Night" at the Adelphia during the when French, English, Helgian, and Italian speakers of note told what the entrance of America into the war meant for their respective countries. He Ferdinand Buisson, of the French Mission, Director of Primary Education in France for twenty years, was a distinguished visitor and made an address. Curtis Wager-Smith arranged the programme. On the same night the Women Writers' Club gave a dance at the Rittenhouse.

James Barnes, war correspondent and author, lectured at the Princeton Club a few nights ago on "Aviation."

Visitors to New York

Joseph Pulitzer, jr., publishe. St. Louis Post-Dispatch.

Guy U. Hardy, editor Canon City (Col.) Record.

Frank P. Glass, editor of the Birmingham (Ala.) News.

J. W. Chew, of the Xenia (O) Gazette.

A. E. Grozier, of the Boston Post



The Pittsburgh Gazette Times has renewed its contract for The Haskin Letter for another year.



BOSTON—Harold F. Wheeler, Eugene H. Steeper, and Theodore E. Hedlund, all of the Post staff, have gone to Plattsburgh, where they will train with the hope of getting officers' commissions.

H. Lyman Armes, Joseph Hurley, and Frank Hurley started Tuesday in an auto for Enosburg, Vt., where they will spend two weeks catching trout and swapping vacation yarns.

Harry B. Metcalf, head of the copy desk of the American, has one of the most wonderful gardens among the newspaper fraternity. He lives in Arlington. He has peas up and straw-herry plants which look the part. He is secretary of the Arlington Association for Conservation of Food.

Mayor Curley distributed personal cards to the newspaper men covering the Joffre parade, deciding that they would work better than fire badges for admission to the lines.

James C. White, political editor of the Herabi, is in Washington for a stay of some months' duration.

PROVIDENCE, R. I.—Henry E. Relieck, formerly of the Providence Journal, but now advertising editor for the Burroughs Adding Machine Company in Detroit, was a visitor here over last Sunday.

George M. Hall, a newspaper man in Edmonton, Alberta, a former reporter here, has been renewing old acquaintances during the past week.

Robert Lincoln O'Brien, editor of the Boston Herald, was a speaker at a konquet held here last week. He spoke on "The Economic Mystery of the War."

Thomas H. Dinneny, who has recently gone to Detroit, was given a gold watch, suitably engraved, by his fellow-workers on the Pawtucket Times, on the eve of his departure.

Albert A. Bruell, of the Journal, has been confined to his home with German measles. F. H. Hopkins, copy desk man, has also been ill.

PITTSHURGH-John E. Wheeler, president of the Portland (Ore.) Evening Telegram, was a recent visitor in Pittsburgh.

Sherrard Ewing, formerly a well-known newspaper man of western Pennsylvania and lately associated with the American City Bureau, New York, is at the Officers' Training Camp at Fort Magara.

The Trade Boosting Tour of the Pittsburgh Chamber of Commerce had the following newspaper representatives: Pittsburgh Dispatch, H. Brownfield Scott; Pittsburgh Gagette-Times, Guy L. Raiston; Tri-State News Bureau, Thomas H. Miller.

Robert A. Goshorn is now editor of the Pittsburgh Hotel Journal.

Pittsburgh Allied Bazaar at Motor Square Garden, Pittsburgh, June 23-30, has as honorary patrons, Alexander P. Moore, Pittsburgh Leader; Col. C. A. Rook, Pittsburgh Impatch; Col. O. S. Hershman, Pittsburgh Press.

CHICAGO Carolyn Wilson, until recently Paris correspondent for the Chengo Tribune, gave a talk lost Friday before a group of clubwomen in the home of Mrs. J. Ogden Armour.

Chicago newspaper men who are covering the Fort Sheridan Officers' Reserve Corps training camp include: Charles G. McArthur, of the Tribune; "Jim" Lowder, of the Herald; Ben Kendall, of the Examiner, and T. A. Ballentyne, of the Daily News.

J. Loy Maloney, for nerly of the Tribune editorial staff, was taken sick with chickenpox shortly after he registered at the camp. He hopes to get back into the harness after a few days.

Kenneth C. Beaton, who has achieved fame as a writer of "Ye Towne Gossip" for the Hearst newspapers, is now in Chicago, where he will remain several weeks, with the exception of a few days when he returns to New York to participate in the "K. C. B. Afternoon" at the Actors' Fund Fair.

Dr. J. A. MacDonald, editor of the Teronto Globe, delivered a lecture last Sunday before the Chicago Sunday Evening Club in Orchestra hall. His subject was "The World Conflict of Ideas."

H. H. Evans, brother of Dr. W. A. Evans, health editor of the Chicago Tribune, has been given a commission as lieutenant and assigned to an Eastern navy yard.

Charles N. Wheeler, of the Chicago Tribune staff, is on his way to Russia to report war conditions there. Mrs. Floyd Clibbons has sailed for Europe to join her husband, who is London correspondent for the Tribune.

Walter Howey, consulting editor for the Chicago Examiner, is the author of a new photo-play called "Should She Obey," which is being shown at a local movie theatre.

ST. PAUL-Nine members of the editorial staff of the Minneapolis Journal have enlisted in the war. Two of them have left—Louis L. Collins, with the Norton-Harjes Ambulance Corps of the American Red Cross in France, and Jefferson Jones, with the army aviation school. The other seven were given a dinner by their associates. They are: Raiph Campbell, Clarence B. Winter, Nell H. Bwanson, James L. Markham, Ernest A. Rovelstad, Charles J. Bradley, and John P. Stewart.

Charles T. Kelley, editor of the Menahga (Minn.) Advertiser and secretary of the All-Minnesota Development Association, has undertaken to raise a volunteer regiment in advance of the selective-draft drawing.

Frank Wing, the well-known Northwestern caricalurist, has begun a series of illustrated articles on public men for the Sunday Pioneer Press of St. Paul. For the first time Mr. Wing writes the stories for his pictures.

DALLAS, Tex.—Silliman Evans, for some time city editor of the Fert Worth (Tex.) Record, has accepted a place as reporter on the Dallas Morning News.

Glein Dosa until recently is the employ of the Whitewright (Tex.) Sun, has accepted an appointment to a cierkship in the adjutant-general's office at Washington.

J. L. Henson, until recently reporter on the Fort Worth (Tex.) Record, has accepted a position of reporter on the Dallas Morning News.

Judd Mortimer Lewis, of the Houston (Tex.) Post, gave a series of readings at Waco under the auspices of the Waro Ad Writers' League.

J. L. Switzer, reporter for the Dalias (Tex.) Evening Journal, has resigned.

Newspaper men of Dallas, Tex., who accompanied the seventeenth annual trade excursion of the Dallas Chamber of Commerce and Manufacturers' Association on its tour through parts of Texas, Oklahama, Arkansas, and Louislans, were: M. W. Florer, circulation department, A. H. Belo & Co.'s publications, Walter C. Esry, editorial department, Isalias News; Glenn Pricer, Dallas Dispatch; Emmett Hambrick, Dallas Times-Herald.

M. J. Williams, an expert printer who has been employed in various printing

offices and newspaper plants in Texas and Oklahoma, has been selected by Governor Williams of Oklahoma to become State Industrial Commissioner.

W. C. McGintie, who has been secretary to Mayor Henry D. Lindsley, of Dallan Tex., for the last two years, and who has been with the Dallas Kvening Journal since the expiration of Mayor Lindsley's term, a few weeks ago, has accepted the position of director of publicity for the Texas State Pair Association at Dallas. Mr. McGintie was city editor of the Dallas Morning News before becoming private secretary to Mayor Lindsley.

If. C. Pearson, publisher of the India Rubber World, has arrived here from Manita, after having made a tour of the Philippine Islands for the purpose of investigating the possibilities for the production of rubber. He will make a report in Washington on the results of his survey, which, he hopes, will lead to the establishment of extensive rubber plantations in the islands.

SAN FRANCISCO—Albert J. Porter, assistant city editor of the Chronicle and a member of its editorial staff for the last eleven years, has been commissioned an ensign in the United States. Navy Reserve and has reported as assistant naval censor in San Francisco. He was one of the few reporters who sailed with the American fleet to the west coast of Mexico in 1914. Francis McMullin, also of the Chronicle's staff, is also now an ensign, and is now attached to the censor's office as an assistant cable censor.

Harold W. Ross, night city editor of the Associated Press in San Francisco, has returned from a short vacation, spent with relatives in Salt Lake City.

Kenneth C Adams, political writer of the San Francisco Examiner, who is also president of the Newspaper Men's Club, is enjoying the fishing near Orland.

H. J. Kirk, of the San Francisco Call, has returned from a week's vacation in Sonoma County.

E. A. Charlton has taken the waterfront beat on the Call staff.

William J. Bryan, editor of the Commoner, who is touring California on a Chautauqua circuit, is filling a number of speaking engagements in San Francisco and vicinity, on topics that have a bearing on the successful pros-cution of the war.

Frederick G. Bunch, Lester Martin Kilgarif, Arthur MacLennan, and R. C. Saunders, all of the San Francisco Examiner staff, are training at the Reserve Officers' Training Camp at the Presidio, having been accepted for commissions.

Stuart Dunbar and W. H. Gratton, of the San Francisco Call staff, have Johned the navy service as "radio-gunners," with duties connected with signal work

Among newspaper men in San Francisco as visitors are Chester H. Rowell, editor and publisher of the Fresno Republican; Editor Reginald Fernald, of Santa Barbara, and F. W. Leadbetter, one of the owners of the Portland Oregonian.

Stuart Olivier, owner and publisher of the Baltimore News, is here as a tourist, with his wife and two daughters. In the party, which is travelling by private car, are Mr. and Mrs. Philip L. Poe, of Baltimore.

SPOKANE, Wash.—J. Newton Colver, Sunday editor of the Spokesman-Reylew and formerly sporting editor of this paper, has been appointed tencher of journalism at the Lewis and Clark High School, Spokane. Wilbur C. Tuttle, for many years photographer and cartoonist on the Chronicle, has resigned. He has met with marked success in short-story writing, his humorous tales of the West being featured by Adventure Magazine, and he will devote his full time to this work.

Arthur L. Perry, of Medford, Ore., formerly a reporter on the Spokesman-Review and later on a North Yakima newspaper, has enlisted and has been called to the Portland, Ore., office of the navy to serve as yeoman clerk during the recruiting rush.

N. W. Durham, of the Spokesman-Review, has been elected president of the Spokane Historical Society.

CANADA - R. L. Richardson, editor of the Winnipeg Tribune, who has been in eastern Canada on business for several days, returned home last Saturday.

John M. Imrie, manager of the Canadian Press Association, has accepted an invitation to speak at the Newspaper Departmental of the Associated Advertising Clubs of the World Convention at St. Louis, his theme being, "How the Governments of Canada Are Using Advertising."

Frank F. Patterson, of the Baltimore Sun staff, was in Toronto recently getting a line on financial and industrial conditions in Canada under war-time conditions.

Roy Quinlan's New Connection

Roy Quinlan, formerly publisher of the American Youth, later connected with Modern Electrics, and more recently with the J. Walter Thompson Company, has joined the field staff of the William D. McJunkin Advertising Agency, Chicago. The McJunkin Agency has removed its offices from the Crilly Building, where they have been for the past fifteen years, to the thirteenth floor of the Malters Building. The addition of a number of new accounts necessitated larger quarters.

Letters to Successful Publishers

THE TIMES

Louisville, Ky.
Dear Friends:

When we are asked to give a list of representative clients, we are always careful to include the Louisville Times.

We like to have it known that your paper, one of the strongest and most vigorous in the South, has been with us for years.

We have never received a complaint from The Times about our service. This does not mean that there has never been room for complaint. Far from it, since we are but human. It does mean that you know we are always trying to deliver our best, and that you keep the general batting average in mind when we hit a pop fly.

Frankly, we like to do business with you, and hope that the relationship may continue for many a year.

Very sincerely, The Central Press Ass'n. New York and Gleveland.

URGES PUBLISHERS TO GO TO A. A. C. W. MEETING

P. S. Flores, Secretary-Tressurer of the Advertising Clebs, Tells Why Newspaper Men Should Vivit St. Louis-New Assessabling Available for the Selling

There will be synch of vital interest sectated Advertising Clubs of the lity to P. S. Flores, accretary-manager

"If I were a newspaper publisher," be "I would not feel that I could mill that I could use all the year. would gather impiration and take it luck home and inject into my willing erganization a part of what I had gathered. Thereby I would pay for the

I would take some of my men. which advertising will do for a concern of brase tack facts which the convention will divelge. I would get new arrounding for my appeals to the pub-

"I would go if I were a general of-Hogh Chalmers, H. J. Henn, John N.

Woodhead, Samuel C Dodds, Merle St-Thorne E. Wilson, Louis W. Hill, Surely these even will have a measure that will be worth going to \$2. Louis advertising, will make some wonderful stories. Then there is going to be an epportunity to suk questions and develop the point of greatest interest to the person in the audience. There will be bless galore in the include the big representation of adver-

the British war loan. The exhibit, on the authority of John Hart, of London, the heat even at any previous conven-

There will be a pairiotic air througheat-it will start with the first remion

Audited by the A. B. C. The Aven Dureys of Circulations reports the audit of the following news.

Reissol (Va.) Herald-Center, States (la) Hawk-Kyr, Gleas Falls Springfeld (Ma.) Lender, Springfeld (Ma.) Misseum Republican, Springfeld (O.) Blade, Teledo (O.) Tiesen.

After all the struggle for riches, above stel puers, in the final arounding it be discovered that man works for his board and cirilies.

LITTLE TRACEDIES OF A NEWSPAPER OFFICE



PERRY'S IDEA OF A TRACEDY

Funny Man of the Nous City Journal Her Bern Up Against It, and Knows. After you have slaved all day to prodors a cartoon that will make 'em all of yo until midnishs talking about it, and a telegraph editor with plenary powers walks in and "holds it over dification for trievesing the spectacled martines who presides over the "make H. Perry, cartoonist of the Steux City, (In.) Journal. He knows. He's been What he thinks of the fellow

who plays him a trick like that, would be interesting reading, if it could be stated diplomatically. It would take a stated dipoceratically. It would take a geofice like Mark Twalt or Eugene Field to do justice to the job, and as bey're both dead, the world will never a newspaper office. Every to a man who books forward benor 300 years which is some look. It's when he captured the first prize in an

this way: He was born in Lemans, amatrus control in Judge-

erected a statue in recognition of the has wrapped around himself. To tell the truth, they don't even get out the village band when he goes through on the 'limited.' And Perry is Yers and made good. During the eight-

buys called their fathers up to them to be sure and bring home the was doing. The kids didn't know that yep grabbed the first edition binself exactly the same idea in view. Which is the reason for that two or three-century look mentlessed above. the town dispy with featency. lure by received real rathey for was

Perry thinks that by that time they'd Lemars that will make the first citizen has been spent to the Middle West, which he says is the finest country to the world bur name. The first etc.

him a bit "chesty," and is order to live climbed so steadily that the Chicago Tribune run his picture in a group N. B.-Lemara, In., papers please C033,

Triaute from the Trenches A disputch from Paris says that the the United States of Murskal Joffer, M. Versant, ansion has so pleased the soldiers of the decided unanisecusty on the insurance o

Berlin News Print Shortage Newspaper publishess of Bertin, to alappeal to the Chancellor, state that unless they obtain news print by the on-Respect to warth more than money



Papers using NEA service get the work of the best writers and artists in the country.

NEA staff members are so able that the government grabs one of them off, every once in a while. It is not long since Herbert Quick, of the NEA staff, was taken to be a member of the Federal Farm Loan Board, and now

PRESIDENT WILSON

has named Charles Edward Russell, of the NEA staff, as a member of the U. S. Govern ment's Commission to Russia

It is the work of men like Quick and Russell that papers get in the NEA Don't you want to give

your readers this sort of service? THE

NEWSPAPER ENTERPRISE ASSOCIATION

1279 West Third Street Cleveland, Ohio

INTERTYPE CORPORATION Terminal Building Brooklyn, N. Y.

INTERTYPE

"The BETTER Machine"

RESTEER because it is sinustee.

BETTER because it is built for sale on a quality businessers buyer a believer-

Send for literature about the Intertype side

CANADA TO INAUGURATE GENERAL AD CAMPAIGN

Will Sart a National Thrift Propaganda in All Classes of Papers - Large Copy to Daily Newspapers - Province of Quebec Already in the Field - Tips for the Ad Manager.

A. McKim, Ltd., of Montreal, will place the advertising to be launched by the Canadian Government through the National Service Board. Contracts are being made with daily newspapers for a total of 6,720 lines. The first section of the campaign is now running in thefarm journals of western Canada. Its appeal is to the formers to prepare now to till more land in 1918. The general campaign will be commenced within the next week or ten days. All daily news papers and certain class publications will be used at once, and it is likely that rural weekly newspapers will be used at a later date. The advertisements in the general campaign will be illustrated, and will occupy space ranging up to 672 lines each. The purpose of the general campaign is to advertise the idea of thrift from the standpoint of a reduction of waste in every department of Canadian life! There will be a special campaign at a later date in the form publications of eastern Canada. This campulga will have to do with a special phase of production.

The Canadian Advertising Company, Unity Building, Montreal, Can., is runrong its first advertising campaign in the newspapers of that province for the Government of the Province of Quebec. All daily and weekly newspapers are being used. The campaign consists of three insertions, suggregating about 1,200 lines in each publication. The purpose of the compaign is to secure farm help.

THE GRORGE BATTEN Co., Fourth Avenuc Building, New York city, is placing reading notices with newspapers in New York city and vicinity for H. T. Dewey & Sons, wines, 123 Fulton Street, New York elly.

BLACKMAN-Russ Co., 95 Madison Avenue. New York city, will place full pages and half-pages in color and pictorial a ctions of daily newspapers in New York city. Boston, and Philadelphia, for the Alfred H. Smith Co., "Djer Kiss Perfurne," 35 West 23d Street, New York city.

THE COLONY APPERTISING Co., 1 Madison Avenue, New York city, is placing orders with newspapers in New York city and vicinity for the Kloo Manufacturing Co., "Kloo Metal Shoe Tree," 345 Wes; 22d Street, New York city.

THE WEXDELL P. COLTON CO., 165 Brombay, New York city, will place the advertising for the Hudson River Day Line, Deshrosses Street pler, New York effy.

THE W. S. HILL ADVICEDRING CO., VAILdergrift Building, Pittsburgh, Pa., in placing unders with hewspapers in selected sections for the Pull-Mor. Motor Truck Co., Pittsburgh, Pa.

THE WALTER L. HOLGITUS ADVERTISind Adency, 404 Fourth Avenue, New York city, is placing orders with newspapers in scheded sections for the Alcome Manufacturing Co., "Kor-Ker The Filler," Newark, N. J. and New York city.

THE MCLAIN-HADDEN-SISTERS Co., 220. Broadway, New York city, is asking rates in newspapers on a national bank a count, the advertisans to run this month in metropolitan papers

Too McAsor Advisionant Co. Conway Building, Chicago, III., is making 2 660-Ime contracts with some Western newspapers for the Universal Motor Pro- CLERGY AND LAITY ON ducts Co., Indianapolis, Ind.

THE MOORE INTERNATIONAL AGENCY. Pourth Avenue and 30th Street, New York city, is placing orders with newspapers generally for the Rumford Chemical Co., "Horsford's Acid Phosphate," Providence, R. I.

THE HARRY PORTER Co., 18 East 41st Street, New York city, is placing orders with a number of New Jersey in waterbers for the Emerson Shoe Co., Resident Mass.

THE FRANK PRESERVY Co., 1001 Chestnut Street, Philadelphia, Pa., is making contracts with a number of Pennsylvanua newspapers for the Quaker Kola Co., Philadelphia, Pa.

THE SACKS Co., 171 Madison Avenue, New York city, places the advertising of the Raybestos Co., Bridgeport, Conn.

SHIGHMAN & BRYAN, TO FIGH Avenue. New York city, are placing orders with a number of large city newspapers for the Tulloss School of Typewriting, 1825 College Hill Springfield, C.

THE STALKER ADVERTISING Co., Nashy Building, Toledo, O., will start an advertising campaign, it is reported, for the Rowe Manufacturing Co., Detroit, Mich.

VAN PATTEN, INC., 50 East 42d Street, New York city, is placing orders with Pacific Coast papers for "Adams Pepsin Gum." manufactured by the American Chicle Co., 1 Madison Avenue, New York city, and also the account of the "Chalmers automobile," of the Chalmers Motor Co., of Detroit. Mich.

NEWS OF LIVE AD CLUBS

The Brooklyn Advertising Club recently opened its new home, Nest," atop the Temple Bar Building, 44 Court Street.

Charles W. English, of the Better Business Bureau of the Portland, Ore., Ad Club, "got" J. F. Schwankovsky, of the Schwan Plane Company, for fake advertising. He tried to put a \$375 value" on a \$250 piano, which he offered as a "bargain" at \$281,25, on the instalment plan.

Detroit, Mich, Aderast Club expects to send about 75 people to the St. Louis convention. About half that number have already signed up for the trip.

Davenport, In., will send a delegation to St. Louis down the river on the steamer Morning Star, which will remain docked there during the conven-

CHANGES IN INTEREST

Commissioner, Ill. J. O. Monroe, edltor of the Jacksonville (III.) Courier, has purchased the Collinsville Herald, and has taken charge of the property, He is succeeded at Jacksonville by Frank Strucker.

Sympose, Me. The Sanford Tribune Publishing Company, of which Byron E. Bennett is owner, has purchased the Sanford News and merged it with the

VAN BURES, Ark -- Frank Anderson has revived the Van Buren Pass- Vrgus daily edition, which has been surpended for about three months

Evidently Well Pleased

R E Bennett, business manager of the Bingh (miton (N. Y.) Press, writes to THE ELECTION AND PUBLISHER BY follows: "In our est mution. The Emton and Popassum is almost indispensable to those engaged in the newspaper business, and we consider it one of the best trade journals in its line "

CHURCH ADVERTISING

Every Phase of Important Topic Will Bo Discussed at A. A. C. W. Convention by Men Who Have Studied the Subject Theme in Sixteen Pulpits on Sunday, June 3.

A remarkable array of eminent clergymen will occupy prominent pulpits in St. Louis on Sunday morning, June 2. Each one will speak on the exact subject "Why Should the Church Advertise?" Everyone is practicing church advertising and is an expert as well as a strong pulpit speaker. The churches to which they are assigned will be printed later:

Pichop E. R. Hendris, J.-D., Methodist Epis-copus Church Scoath, Kansens City, Mo.; the Rev. W. H. Foulker D.-D., secretary the Com-bined Boards of Missworth's Relief of the Presby terian Church, Philadelphia, Pa : the Rev P. Mactinerals, D.D. elemen efficiency (organising advertising campaigns over countries in the Ber. theorpe W. Barasev, D.D., Grace Methodist Eriscopal Church, San Fran-chen, Cal., the Rev. B. y. L. Smith, St. Paul'a Bleifudder Church, Chickeyn, H. the Rev. L. T. B. Smith, D.D., Publichty anamager, Board of ties Cialmants, Methodist Execupal (Blengo, H.; the Rev. D. E. Weigle, Conference Messiah Lutheran Church, Philadelphia. On ; the Rev. Christian P. Reisser, D.D., tirger Methodist Episcopal Church, New York city; the Rev. B C Kearr, Lyons Mathedist Church Clinton, Iown, the Rev. W B Norton, religious editor Chicago Tribune, Chicago, W B Nortes, D D . the Rev. H K, Bombel, D D Ciurch, Belvidere, 211.; the Rev. W. Ciurch, Belvidere, Ill.; the Rev. W. B. Mac-Paerson, D.D., St. John's Enversalist Church. Juliet, 11: the flev. George M. Powlos, D.D., treasurer Board of Foreign Missions, New York (Methodist Church); the Rev. ham. D.D., Andrew Presbyterian Church, Minne spole, Miss; Nat Spencer, sucretary tion of Churches, Kansas City, Mo; Dusiel II Martin, D.D., Fort Washington Pres-letteries Church, New York City

TALKS OF VITAL INTERNST

On Monday, June 4, every phase of church advertising will be discussed by competent speakers. The session will be opened with prayer by the Very Rev. C. M. Davis, D.D., dean of the Protestant Episcopal Cathedral, of St. Louis, Mo. The "What." "How," and "Why" of advertising will be presented as fol-

WHENTS

"What is a Church?" the Rev. D. H. Marin, D.D., parter Fort Washington Presentation Church, New York city: "What he Advertis-Church, New York Care; "Many manager, The Merrell-Scale Company, Syracter, N. Y.; "The Church the Ideal Advertiser," William L. Ruh-Church 1th Idea Advertiser," William I. Rob-erts, associated editor Advertising and Schiller Marsaine, New York city; "Advertising Rig Bostiness," the Rev. though M. Fowles, D.D., treasurer Board of Foreign Massiers, Medi Let Church, New York city; "It Can Reaca the truming heart of furgin thesess, seek left Church, New York edit; 'It dan Resea the Farmer,' R. T. Messalth, editor Successful Farming, Des Meines, lown; 'Does Advertising Hurt the Church Message'' the Rev. J. L. Mauni, D.D., paster Central Presbyterian Church, 8t. Louis, Me ; "Putting a Beneralent Recei on the Map," the Rev. W. H. Fonkes, D.D., see retary the Combined Borrds of Ministerial Relist of Presinterian Churches, Philadelphia, Paeditor the American Printer, Oswald Publishing Company, New York city: "Worthy Clurch Stopy," George Erusch, editor Advertising News, New York city: "Our First Big Job." H. S. Houston, precident A. A. C. of W., New York clir

"It Is Religiously Sane," Goorge Wirren Brown, president Brown Shor Company, St. Lanis, Mr.; "Results Speak," George W. Hopkins, sales and advectising manager, American this is stompany. New York city: "It Succeeds with Pedecated Churches," A. F. Macricrati, with Pederated Chreches," A F Macterials, church efficiency expert torger/king computationers the country); "The Advertising Club's cherch efficiency expert lorgarizing constallant error the country; "The Advertising Clubia Rifforts Genet Wilson H. Lee, passident Wilson H. Lee Company, publishers, printers, and advertising agents New Haren, Country "The Sunday School Wiss with It," S. H. Lowbroll, accommondent publishers department, Michigan State Souday School Association, Kinarcason, Mah. 11 Orders the Money "the Rev. D. F. W. ab. D.D. ... or Wes has Letherton Choice.

Philadelphia, Pa.; "Church News Is Acceptable," J. T. B. Smith, publicity manager, Board of Conference Cialmants, Methodist Estimutal Church, Chicago, Hi ; "The Newspaper Needs the Church Advertisements," James Weight the Church Advertisements," James wrights. Brown, editor of THE Europe AND PUBLISHER, New York edg; "Haursely Ishabited Regions are Renched by It," the Rev. R. C. Kenge, pastor distance, loss; "White-Igons Methodist Church, Clinton, lown; er's Inh Presches," B. E. Elliott, C. er's inh Preschee," B E Elliett, Christian Bourd of Imbilication, St. Leuis, Mo.

THOUSE !

"Have Something to Advertise," the Box. F. Jorden, D.D., paster Evanston Christian Church, Chicago, III; "Biouring News Space," W. B. Norton, religious editor Chicago Tribune, Chicago, III; "The 'Revival' Meetings," the Rev. H. E. R. mpel, D.D., paster Pirst Methelist Church, Reladere, III; "'Hillerthing the Chry's Church, Belvidere, III; "Hiffsetting the City". Attractions," the Rev. George W. Barney, D.D. Grace Methodiet Episcopal Church San elseo, Cal.; "Electricary Beckering" (Flus-trated with stereoutless), T. J. McManus, ad-vertising manager, Edison Lamp Works, Har rises, N. J.; "Exhibition and Explanation. The Painted Sign," the Rev. Roy L. Smith, paster St. Paul's Welbellet Reiscopal Church, Chemie. III ; "Combor Methods," A. M. Briggs, poster III; "Combor Methods," A. M. Brigge, poster advertising, Chicago, III.; "Preparing Copy for Newspaper Ada," James R. Hopley, editor Buryran Telegraph, Buryran, Ohio.; "Mail Meth ads in Church Advertising," M. J. Ha. Buckley-Demont Commany, "direct-by-man" J. Buckley. perts, Chicago, I.I.; "Practical Demonstration of a Statematic 'Follow-up," " H. R. Barren, estretary Barnen Commercial Method, Desver, Col.; "Starosptices shoring Varied Samples," Chiletian F. Selener, D.B., paster Grace Medicalist Episcopal Church, New York city.

Changes on Globe Democrat

Changes on the St. Louis Globe-Democrat staff include the appointment of A S. Briscoe as acting night editor; Earl Meyer, acting city editor; Michael Haley, recently of the St. Louis Repubhe s'aff, assistant in sporting department, and William Hutton, acting Sunday editor.

New Orleans States

oro Net Pald Circulation for 6 Months Ending April 1, 1917

36,670 Daily

contrastee the largest white home evoluting circulation in the trade of New Orleans. To reach a large majority of the trade prospects in the local certifiery the States is the legion and even unio medium. Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY

New York Chiengo St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST,

22 North William St., New York. Tel. Beekman 3636

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AD FIELD PERSONALS

dress before the student body of the

of the outdown and of the Sovery for who has kined the collects' foreign

Beaser H. Buscary is now consected Haven Jaurral-Courier, Mr. Bonney with the J. W. ers of the classiful telephone direc-

PACE G. HOLLEY, formerly the editor gun of the Slewart-Warner Speeds-PAPER THRIFT IN CHICAGO

Dally News Encourages Housewises to Sell B Waste Stock.

Dolly News. This week the News in litherto wanted delly in Chicago, Av-

FOUR-PAGE LODGE SECTION

Arksosas Democrat Sets Example Other Papers Might Follow Profitably. The idea of a four-page section to



G. F. CHAMBER the charge of the later in Arkeens

"The Eugeneene Leeber serving in Latthe bakers in every State," says Mr. their approviation of the master works: NUTREMPLE PARMING Dec Moises

two men hold to-day towards myself puses of space per month advertising

solutions funds for such a westen it

Paper Plants Burned

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization o examine, through qualified and iters or interpretent auditor concerns who are carrifed public accountages ony and all bills, news-agents' and dealers' reports, papers and other records

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ILLINOIS		-		

SEASINISTES

INSTRUCTION GIVEN IN

RELIGIOUS JOURNALISM
Department of Journalism of Howard
College, Birmingham, Ala, Offere
Course to Divinity Students Which IsUnille Anything Given by Any Other.
Institution in the United States.

Institutes in the United State.

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Country newspapers repectally deting out their papers, according to Janper C. Hutto, hend of the department of Journalism at Howard College, Hesays the average small-town flouthern daily or weekly expects the ministers to turn in stories of draths, funerals, weddings, all church appenarements and often to write stories of public muctings and of civic matters. He mays the minister reast do this, she he dors not measure up to the full requirements of his field. Reyard that, he declares, the civarch papers have great difficulty foding in their countytuesdes contributors who know how to write and how to prepare their

We far as I know, I have no pererdent for opening such a course," Mr. Hutto saya "A combination of matters suggested the idea to me. I offer three reasons to support me is su etcp: Heward Culber has in its student body every year from fifty seventy young men preparing for the years in newspaper work I have wen the need; my father to a retrieter and has always had to deal with the newspapers, and it is a matter of regret to him that he did not have the advantage early in life to learn something of the technical side of Journal-

Inst.

"Over distribly sindents ascet do what
avery minister must do—they must
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Is it not window to prepare them to
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do want to give them some anowther
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technical features involved in the writtime of news and articles for related.

"My experience on the streets used at the detail issupht my the value of a service who do not understanding of there and who exact send in cupy the control of the control of the three flows. One that is in control of the three three great missisters that had become trace for the control of the control of the partial questions that had become trace feature. Out of the group only one had any sudentendrist of the receives, per reveta point of view. I have always thought of their missister as 's ways thought of their missister as 's

NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

COLLEGES AND UNIVERSITIES

Edited by CARL II. GETZ,

Secretary, American Association of Teachers of Journalism



M. P. Hassaconia.

Associate ta Jauringlism at the l'asrenty of Historie, Who Was Elected a

Member of the Recoulty Community of the American American Community of Jermanium Mr. Harmanium Defeated cloting to the University of Hisson Was at the University of Kingson and Maelection Than at the Othe Histor Colors (Mr. 1998).

rack in a weary load." As Baste editor of a Bushbern answapper: I forunately held to cover registron meetcomment of the cover registron meetalticolous and the cover of the country and the country of the country of the Mr. Butto says Adabama, norswapper was been decided the covers for the country of the country of the listense portained the covers for listense portained the covers for the country of the country of the listense portained the covers of the country of the proposition of the country of the c

WISCONSIN TEACHER RESIGNS

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lowe, has left college to go to Pierr
Neellegt, Minn, to begin training for
a commission to the Officer's Deserver
Corns.
Whether Mr. Beanside will return to
Whether Mr. Beanside will return to

GIRL APPOINTED WAR EDITOR

Notion's Call for Man Dipatron Ranks of Scall of Olio State Learners. The Olio Bittle Learners the dealy recommended to the electricists of the dipartment of journalisms of the scale of the state of the scale of the same state of the scale of the call beam half of its own reporters and two assertant entires on account of the call of the scale of the scale of the call journal of the scale of the call journal of the scale of the call of the scale of the scale of the sometimat (sty editor). Miss lateries of the rank after the appointed to this learner to the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the season of the scale of the learner of the scale of the scale of the learner of the scale of the scale of the learner of the scale of the scale of the learner of the scale of the scale of the learner of the scale of the

Foulther. Miss term records officers of the following state of the f

TEACHERS START MOVING

Summer Schools Attract Instruction from One College in Anothers.

With the scal of the cubing year in sugar, hearbers of pourtaines in many institutions are proporting for the animal movings about.

C. V. Upperst. of the University of Washington, and English Cong., of the Animal College of Montana, will be at the Spitteristy of Montana, the Lattering of Montana, will be at the Spitteristy of Collifornia, for the colling designer, remains.

J. W. Evens, of the University of Kansan, will go to the University of Wangusian.

Eric Alien, of the University of Dayson will be all the University of Washrigitis.

Jan. M. Corner, of the University of

one larse, will go to the New York (recently. When appointments to sampler school is whise staffs will be made this month.

To Publish Style Reak.

The Association of Agranutural conless Editors in personner a style hour,
to be used in circling agricultural Liditims. The constitute engaged in perpering it constitute of V.C. Publish;
North Dakota Blate Gallege; P. C.
Bott, Dakota Blate Gallege; P. C.
Bott, Dakota Blate Callege; P. C.

Bott, Dakota Blate Callege; P. C.

Indiana University Coarme In news writing—the relatertal, advertising, newspaper feature, and essecutive writing—will be offered by Indiana University during the contine

to an equationity to do practical mark its paddishing a daily paper. J. W. Provey, head of the department of Journalism, will be in charge.

TEACHERS RE-EXPRESS FAITH IN FRATERNITY

American Association of Torrhers of Journalism Adaps Resolutions Concerning Signas Bells Chi. Colling Javenalism Fasterilly Suggestions. Mule for the Restgassimation of Society. Intent oppose adality alternal Delta, vina intitional college Bernalism Frateristy. In auditoria, the American Association of the Health of the Southers of the six in the Society of the American Association of Ventileers.

following routstance:

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Whereas, the Asservable Asservable
Whereas, the Asservable Asservable
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Cepties of the resolutions have been sent by the scentury of the American Americans at Americans in the secretary of each of the transport field chapters of the frastrutty and is all of the past and present great officers.

Frankova of journalism was not also.

mentions of the frasternity hove not very do to be frasternity the opinion that in their goldeness, the frasternity to conside that in their goldeness, the frasternity to consider a position to the government of the property of possessions. The present of posternition flows in the property make its visual public, and that the present closely of the property of the

WAR HITS JOURNALISM WORK

Unional Conditions Resard Development of Instruction in Colleges. War conditions are retarding nervously by the development of instruction in jeveralism in many colleges and oriversalism. However, notice few are going should with engined plans.

University of Affenness will odd a runto its tracking short who will decade
asset of his time to instruction in journation.

The University of Undersity hopes to
be able to educage its instruction in
journalists in the man future so that a
separate description.

The instruction in Journalism at the University of Hillinds will be expensed, and due new intersector probably added to the bracking staff. It is desirted that the it is desirtful whether the Celevraty of lowe will continue the instruction in continuous next seem.

postinatine next year.

A reparate department of pursulares will precedely be catalizated at the this receipt of showing a particular of the testing of showing of selection, and has be used.

The throwesty of Selection and has observed the selection of the selection of the selection of portunities. Not an expense school and has been always to the selection of t

Publishers Cannot Long Continue One Cont Daily and Five-Cent Senday Rate Under Present Conditions Little Prospert for Future Improvement

Currenty O. May 15 -- Although no definite expression of judicy can be se-Indicates that under present conditions. pers will not long continue to sell at For some time past a definite policy mage of news common to advertising columns having been greatly reduced, and every posible economy of this ratio hold to from day to day that an unexpected inflox of advertising at

during the past week for news print

second-class rates, as in suggested, if will be impossible for daily papers to 92.35 PER CENT. RISE IN DAILY PAPER COSTS Figures to Show That Practically Every

thing Purchased by a Newspaper Has

Advanced, in Some Cases 582 Per

Cent., Since 1914 Chicago Herald Gives Facts to Readers.

fewspaper have advanced approximate-

does not take into account news print

stid wagen which vary with the con-



mechanical deportment, and produced seven creditable editions during

will longer at their present price W. H. Indge, president of the Scripps-Meline League of Obio, Iowa, and Okla-

mensy to charity is never offended when he would kick up if the papers teld how he got his money.

the advance in the price of all things Herald \$600,000 more this year than last for news print paper, and that the price of excepting used by a newspaper except tobble regulationed but gone up. The figures given by the Hercuttend with. The figures, exhibiting

prices in 1916, the cost to-day, and the percentage of increase, as printed by the

Circulators Hope to "Get Topethe which points are easily accessible to a majority of the Eastern membership White it would be a non-edition meeting, nevertheless it would enable the peoplers to have an interchange of more movementy than if the quantity

Facertained its Newsagents The Alliany (Ga.) Hernida new agents from thirty-four towns attended a beg Herald's agents' and carriers' The spents renventian on Menday. owner to Albany as the Herabl's guests. entertained them while in Albany. Many assertation were provided, recioning a local ride down the Plint river, a harbecus at like Springs, athletic contents automobile rides, etc. All the

Technical Paper Men to Meet Palo and Paper Industry will hold the to be read before the convention will CUBA HAS ESTABLISHED NEW YORK NEWS BUREAU

J. V. Knight, Metropolitan Journalist and Publicity Man, has Been Put in Charge by Executive Order of President Menocal - Examples of Several Other Nations Followed

foreign Government having interests relating to tintent affairs, and to bring By an executive order of President

Offices have been catablished in the Woodworth Building, in New York, where mirrorly the Hussian and Japareaux. Mr. Knight has also opened a creased relations with the United Status

Mr. Kenght is overdiarly fitted to con-News bureau, as he has made many

can ded time to do asything worth

UTAH The Ogden Examiner The big daily and Sunday paper file big daily amended its new northern I tak, covers its new The only daily in Newday like a blanket like a blocket. The only daily narthern Utah unblishing Nami

uglo section featuring auto nens 6. LOGAN PATNE CO., Representatives Kernage Bidg., Detroit Maragette Bidg., Chicago

e.Announcing the

CHARLES F. W. NICHOLS COMPANY

General Advertising Twenty East Jackson Boolevard CHICAGO

Successors to The Johnson Advertising Corporation

ews engraving plants. As news print costs vary with the distance of the

of the difference in freight rates, that

80,000

One of the unique features of "The Paper That's Different" is its limited Saturday circulation.

THE MINNEAPOLIS & Per DAILY NEWS &C Line

through co-operation and service is "The Friend of the Advertiser."

G. D. BERTOLET

Boyer Building, Chicago

The Bittsburg Dispatch

Possesses a clientele all its own representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago

H. C. ROOK, Real Estate Trust Building, Philadelphia

A Gain of 73%

liuring the past four years the Detroit nering the past tent years the Derrott Free Preas has enbeyed a gain of 73% in circulation. Character and solidity embals this increase. Advertising MUST par in a medium which calls forth such a fre-mended response from the public.

The Betroit free Press "Michigan's Greefast Newspaper."

CONKLIN

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Dutrett, Rezens City, Chim



DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE" GEORGE A. McCLELLAN

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

DECLARES PRINT PAPER TO BE PUBLIC UTILITY

Senator Robinson's Bill Also Authorizes Federal Trade Commission to Fix Maximum Price and to Institute Inquiries tinon Publishers' Complaints at Auv.

WASHINGTON, May 14.—Senator Robinson, of Arkansas, has introduced in the Senate a bill declaring print paper a public utility, and authorizing the Federal Trade Commission to fix the maximum price.

The bill is an outgrowth of the efforts of paper manufacturers to exact exorbitant prices for paper, with the result that newspapers and other publications have suffered severely.

"The bill is introduced for the purpose of bringing before Congress the very oppressive conditions regarding the trade in print paper," said Senator Roh-"These conditions threaten to inson. destroy the business of many publishers.

"Some doubt may arise as to the power of Congress to declare this commodity a 'public utility,' and, also, as to whether the Trade Commission can be authorized to fix the maximum price.

"The subject is a very important one. My investigation leads me to the conclusion that Congress should speedily take action regarding this matter. The industry is Trust controlled, and the most exorbitant charges are now being made, and unless some relief is obtained, thousands of publishers will be driven out of business."

MHANT'RE IN PAR-REACHING.

Under the Robinson bill the Federal Trade Commission may call a hearing upon the complaint of any one in relation to the charges of print paper. These who fail to comply with the Commission's orders, following the investigation, are made subject to prosecution.

The bill reads as follows:

"That paper used for printing newspapers, magazines, periodicals, books, and other publications is beauty declared to be a public utility, catours is betche declared to be a possile utility. The Federal, Trade Commission is hereby autilined and empowered, after full bearing, to fix a reasonable price as a maximum to be charged for such paper. All charges made for print raper shall be just and reasonable, and every majoral and unrecommande charge for such paper is prohibited and declared to be unlawful.

INQUIRES AT ANY TIME.

Section 2. That the Federal Trade Commis-Section 2 that the persons and power at any time to incline an isophry upon the compilet of any corporation, puriocoship, indicidual, or community, or on its own motion in ribinal, of remonstrity, or on its own motion in any cases as to any matter or thing in rela-tion to or connected with the charges for print paper. And the said commission shall have the same reserve and authorities to proceed in any inquiry instituted on its own motion as liad been appealed to by complaint or port I them

Section 3 That the Federal Frade Commisdon to bereis authorized and empowered to make an usder or orders, after full hearing, that the dealer who deals in print paper shall that the dealet from charging for print paper on amount above the maximum found by the Commission to be resemble. Any dealer or manufacturer of print paper, or officer represen tatice, or agent of mentioned and of deal-er, or any resident injuries, leaster, or agent of wither of them who knoning's neglects to obey wither of them was minuted to be considered any order made under the pervisions of this act shall forfelt to the United States for sum of \$5,000 for each offstee, every distinct violation shall be a separate offstee, and in case of a continuing violeties each dat shirt be deemed a separate effence. The forfeliere shall be pay she jule the Treesury of the United States, and shall be reconstrained in a civil suit in the name of the United States, brought in the district where the manufacturer or dealer has its or its principal office it shall be the duty of the various thistiet Attorney, under the 41 rection of the Attorney, teneral of the University ed Mintes, in proposite for the recovery of for-

Section 4 .- Every maxifacturer and dealer in prist paper shall he with the Federal Trade Combossion within city data offer the plan-age of this act and keep ogen to get be lasper-tion a prope last showing all the prices and

charges for orbit paper of different grade and No changes shall be made in the harves which have been filed in prices or charges emplanes with this net except after thirts ays, notice to the Community, which notice shall plains state the charge proposed to be made in the price schedule then in ferre, and the than when the changed prices and charge s will go into effect; and the proposed changes prices and charges shall be shown by printed malicate on or sitall be pintuly cuted upon the schedules in ferry at the time and kept open to public importisti: Paybled. that the Commandon uses to its discretion end for good cause shown, allow changes upon been shou the notice berein specified, or modify the shard the notice berries against the respect to prin-requirements of this section in respect to prin-lishing, seasing, and filing of price achiefules, either in particum instances or by a ga-eral order applicable to special or peculiar cir-

mistaness or conditions. Section 5. That all hearings by the Federal Trade Campdesion under this are shall be public

Senator Robinson is a member of the Interstate Commerce Committee to which the bill was referred. He is one of the most active and vigorous members of the Senate, and many publishers have expressed their satisfaction with his guarding of their interests.

FOURTEEN DIFFERE 1 '1 TAXES ON NEWSPAPERS

Emil M. Scholz, of the A. N. P. A.'s Paper Committee, Gives a List of the Burdens the Daily Papers Will Have to Bear, if the Paper Tax, Is Imposed--What the Government Will Receive.

With the proposal in the War Revenuc bill in the national House of Represcutatives to abolish the free list, the newspapers will have fourteen different They are enumerated kinds of taxes. by Emil M. Schols, of the Paper Committee of the American Newspaper Publishers Association Bulletin, as follows:

- 1. 10 per cent. import duty on paper.
- 2. Double postage rate.
- 2. Zone postage rate. 4. Excess profits tax.
- 5. Income tax.
- 6. Personal property tax (municipal).
- 7. State corporation tax.
- Capital stock tax.
- 9. Tax on freight shipments of paper.
- to. Tax on papers sent by express.
- 11. Miscellaneous stamp tax.
- 12. Tax on telegraph and telephones.
- 13. Employees' liability and insurance (State law).

14. Request to advertise Government war loan and other free publicity.

Mr. Scholz points out that immediately such a tax becomes operative, publishers may expect an advance on the part of American manufacturers, and that while the Government will receive about \$4,000,000 for its own revenue, the American manufacturers will obtain between \$7,800,000 and \$8,000,000, from which it will only receive the usual excess-profit tax of 16 per cent.

INTERNATIONAL PAPER PLAN

Directors Announce Back Dividend Readjustment Is Overative.

Directors of the International Paper tompany have announced that the plan for the purpose of consolidating the company's indebtedness under one mortgage has become operative. The plan proposes to discharge all the back dividends on the cumulative preferred stock maturing this year and during 1918. Holders are asked to deposit their stock with the Bankers' Trust Company of New York before June 1. Deferred dividends will be settled by issuing to those who deposit their stock Tig per cent, in cash, 14 per cents in preferred stock. and 12 per cent. In common stock of the corporation.

Leader in Display Advertising

In April The New York Times published 997,598 lines of display advertisements, a gain of 45,181 lines over April, 1916, and a greater volume by 288.836 lines than any other New York newspaper, morning or evening.

> Food Medium of New Jersey

Trenton Times

A. B. C.

2c-12c Per Week

KELLY-SMITH COMPANY

Lytton Building CHICAGO

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all theother Washington papers combined.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. John Glass, Peoples Gas Bidg., Chicago Foreign Advertising Representatives

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Building. NEW YORK
HARRY B, LASHER
Tribune Building CRECAGO

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffalo newspaper that on-sars its edvertising columns. Many of our advertisers use our columns exchaver by. The above is one of the many rea-sone very." MEMBER A. B. C.

Forman Advertising Represent KELLY-SMITH COMPANY

Lytton Building NEW YORK

Better Prices

For circulation entitle your readers to BETTER FEATURES

Our matter is used by Chicago News, Philadelphia Bulletin, Boston Globe, Detroit News Tribune, Kansas City Star, Pittsburg Press, St Louis Republic. Baltimore News

The International Syndicate Established 1889 Raltimore, Md.

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE by experts means material and methods that have been PROVED.

Let us send you complex of our colored comics, doily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager at west suth et. . New York

The McClure Method

Our features are sold on individual morit.
Any solvice may be ordered singly.
THIS MEANS:
The greatest peemble variety from which
to choose.
The submitting of each feature to your
own efficient judgment.
The opportunity to order a headest consisting only of what you want.
A material reduction from individual prices
on budgets.

Write us for eampile of our Bunday Col-ored comics, daily comics, warner's for-tures, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate

123 West 32nd Street, New York City

The True News -FIRST-

Always-Accurately

International News Service World Bldg., New York

There is always room for the best

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

USE

UNITED **PRESS**

Afternoon Papers

orn) Offices, World Bldg., New York

TO HELP ADVERTISERS AND LIKEWISE READERS

Plan Operated by the Tri-County News Bureau Brought Success by Arousing Widespread Interest in Unique Presentation of the Needs of Newly Weds Starting Housekeeping.

In response to a request by THE EDI-TOR AND PUBLISHER AS to the successful plan of the Tri-County News Bureau, of Greenfield, O., Pearle C. Hiser, secretary of the Bureau, has sent the following enlightening and interesting information as to the Bureau's method of boosting ad placers and ad readers:

"There was nothing of the unique or unusual in our problem, it was that met by newspapers, especially those published in small cities, everywhere. Our but of advertisers was of reasonable length, but did not contain all the names it should, nor were those already patronizing us, always certain that advertising pays. To prove that their ada were read, and that the publie was interested, and at the same time to show our appreciation of their patronage, we launched our plan-

"The week following Christmas, we made an accurate list of all our advertisers with the idea of expressing to them and to the public the confidence we placed in them, and by some free advertising solicit their support in fu-

"We framed a story of simple plot, with local touches to make it timely. Briefly stated, it recounted the experiences of some newly weds, who starting their housekeeping, found everything necessary for perfectly equipping their house among our advertisers. From the real estate man who sold the property, to the fruit man who furnished their luscious oranges, we found something destrable and appropriate to purchase from each one, without duplicating a single article, or giving one any more prominence than another. Relatives-in-law were introduced as were found convenient to round out certain phases or buy certain articles not exactly essential for those just starting a home. For instance, three different firms who sold nutomobiles were represented by selling machines to various members of the family, who proudly and triumphantly drove them home to show there what splendid values were to be purchased in our midst. In later stories we used various accessories, as it would be obvious that such would soon be required.

PRECIATION IS USED.

"Special care was taken that the characters portrayed were so omalpersonal that their identity could not he fastened on any possible newcomers. This was casential, as every small city includes in its population certain credulous-minded people with no more profitable occupation than connecting every story with some hapless individual.

"We observe Pay Up Week, and have an occasional Dollar Day. All of these and other events are met with a Newly Wed story, complete in itself, yet continuing their experiences, and introducing whenever possible, the special offerings of each merchant.

The Newly Weds have been employed in other ways: A certain fraternity was working hard for increased interest and membership and during this campaign gave a banquet. Thither our friends went, and while the adjectives they spilled might have made an ordinary account almost too effusive, they 'get across' in this manner, and made friends of and for the fraternity.

"And what about the results? After all the only safe measure of the success of any plan is in the results accomplished. It has done all that it was intended to do-made friends of the advertisers, who, naturally, appreclated the special attention; attracted the notice of people who wilfully overlook the regular advertisements, and abolished any unfriendly spirit of rivalry, since all are treated exactly alike.

"People read the stories if from no better motive than a curiosity to see how some business friend is introduced and discuss them with on another. In a word, it compels their notice, and impels them to investigate, and that is the chief aim and purpose of all successful advertising.

"What is more, it enlarged our list of advertisers and thus reacted to the advantage of both newspaper and those taking space."

CHICAGO HERALD SOLDIERS

Nineteen of Paper's Staff Have Entered Military Service.

The following men from the Chicago Herald stuff are in military service:

Capt. Grover F. Sexton, 7th. Ill. Inf.; 1st. Lt. Stirling Parkinson, 1st. F. A.; George Sahagian, 2nd. III. Frank De Vaney, 1st. III. Inf.; C. Embick, U. S. A. unassigned: Samson Horn, U. S. A. unassigned; Louis Chicoine, 1st. Ill. Cav.; R. G. Thackwell, U. S. N.; Chester Foust, chief yeoman. U. S. N.; Don Stewart U. S. N.; E. Dundas U. S. N.; Kieth Jones, George Shor, Herman Seely, Paul Williams, J. Arthur Swinson, R. O. T. C.

Of the foregoing, Captain Sexton was in the foreign advertising department, when he entered the service; Lt. Parkinson was in the local advertising department; Sahagian and Chicolne in the engraving department; De Vancy, Stewart, Embick, and Dundas from the composing room; Hwinson from the financial department; Foust from the sporting department; Horn, Thackwell, Jones, Shor, and Williams from local editorial department.

In addition these are in the Illinois National Guard Reserve, who saw service on the Mexican border last year, John Carroll and John Morrison, local editorial department and George Truax. Sunday editorial department.

Buffalo Advertisers Most

National Advertisers of Buffalo have decided to hold monthly round table discussions on sales and advertising problems. The Art Metal Construction Co., Buffalo Specialty Co., H-O. Co., Pierce-Arrow Motor Car Co., Pratt & Lambert Co., Welch Grape Juice Co., and the Beaver Board Co. representatives were among those who attended the first gathering.

Ad Men Urge Trade Boom

That natural business activities should he continued at this time as a patriotic duty, and that every business house should help keep business normal, is urged in a resolution adopted by the Milwaukee Advertisers' Club. The resolution calls upon manufacturers, jobbers, and retailers, as well as farmers, to keep their business up to the highest standard of effetency.

Money is an exact measure by which things may be bought, but it is a poor rule with which to measure the worth of the things a man may need.

HIGH LIGHTS ON THE **FOREIGN SITUATION**

The kind of reading that appeals to all classes with the United States now in the world war. Festing articles from leading soldlers, actions and soldlers of Energe. We handle more important articles of this description than any other agency is

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Edite 16 School Street, Boston, Mass.

"America's Largest and Best Newspaper Industrial Advertising Agency."

JOHN B. GALLAGHER CO.

11 South La Salle Street Chicago

QUALITY **CIRCULATION** BUILDER

225 Fifth Ave., New York.

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER

Write for Details. SINGER TOWER, NEW YORK

The Evening Mail

Last year GAINED 178,965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

Canadian Press Clippings

The problem of covering the Caundian Puld is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over \$5 per cent of the newpapers and publications of CANADA.

We cover every foot of Canada and Newfoundiand at our head office.

16-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press elipoleg rains—appeint rates and discounts to Trade and Newspapors.

SAMUEL P. BOOTH OF THE NEW YORK GLOBE

(Continued from Page 7.)

he a specialist. In other cases, to reach outlying districts, less frequently used streets were followed.

Then there was the matter of newsboy and dealer cooneration, something we hear a great deal about to-day, but which was little understood fifteen years ago, when Mr. Booth was pioneering along that line. There are other cities where newspapers are sold entirely through newsboys and newsdealers, and not directly by the newspapers, but none of them present the same problems that are encountered in New York's everchanging population, with its divisions of society and interests. To satisfy each class was a work of gigantic proportion. and in finding a solution, Mr. Booth procould without excitement. There was nothing banhazard in his campaign. He Interested the newsboys and the dealers. and made them realize that they were part of the Globe, and that in helping the paper they were aiding themselves. He aimed, in return, to give them a little more than he agreed to, by getting the namers to them a few minutes earlier. and by maintaining the standard of his

One illustration of his analysis of the people by groups in nufficient to show how deeply he studies the problem. The school population of New York is the greatest in the world. Consequently, the teachers and those interested in educational subjects outnumber those of any other community in the world. Educational news, he concluded, was of interest, and at his request this class of news was printed in one edition of the Globe only. Here he struck a responsive chord, reaping immediate results Thousands buy the Home Edition every day, the only one that carries the message of the schools. This edition was bushed by the boys and the dealers, and to-day every one of the 6,000 distributers have calls for it. In preference to all others, because it contains news that directly concerns that class of readers.

There are a thousand and one things that enter into the complex method of distribution in New York and its outlying sections, where within a twentymile radius of the Post Office there are 10,000,000 people. It is a man's-size job to meet the requirements, and do it every day, regardless of weather condi-HOBE.

With the increase in the price of news print one of the most serious questions ever presented to publishers arose. It was a puzzle complicated by constantly increasing sales, due to unusual demand on the part of a people who were drifting into the greatest war in the history of mankind. To increase circulation, and at the same time cut news print consumption, publishers were told, could only be done by the working of a miracle. While others talked and conferred, Mr. Booth, with the same deliberation that has charactermed all of his work, changed his entire front in the face of danger, just as the military strategist realigns his army to meet and withstand a new shock on the field of ligitle. He was one of the first to do the thing which many believed, one

short year ago, was next to impossible.

Mr. Booth had experience in Chicago before coming to New York, where the same method of distribution that obtains here applies. He was schooled in hard work. He started as carrier on the Free Press in Detroit, and worked up through the circulation department, then, as now, specializing on distribution, establishing new routes, where boys carried ten or fifteen papers, and building them up to maximum by sheer ment of good service. He did the same thing for the old Kansas City News, the San Francisco Chronicle, the Denver Times, the Chicago Journal, then for the old New York Morning Journal, before it became the American. In this way he obtained a wide range of experience, from one side of the continent to the other

Mr. Booth has a bobby. He loves horses, and they love him. He is president of the Interborough News Company, which owns seventy-four fine animals. They all nicker when they see him com-They all know his voice and have felt his touch, and they rub their soft noses against his shoulder when he stands before them. This gives an insight into his character, for the dumb brute is never mistaken in the man.

He has taken vacations, but not for the past five years. He is one of those men who is lost without work, who only finds himself when he is busy, and who goes about his task along well-thoughtout and previously planned lines.

Advertising Club Elects

The following officers have been elected by the Advertising Club of New Orleans: President, Paul Renshaw, advertising manager of D H. Holmes Co; vice-president, H. E. Groffman, resident manager of Cluett-Peabody Co.; seeretary-treasurer, G. A. True, of the Robert H. True Co.; S. O. Landry, T. H. Taylor, A. G. Newmeyer, G. W. Reese, H. G. Tood, and L. R. Putnam, with the officers above, constitute the board of di-

Ad Men Seek Bankers' Aid

A strong effort is being made to induce Texas bankers to join the Financial Advertisers' Association, a branch of the Associated Advertising Clubs of the World. The object of the association is to improve the quality and add zest to financial advertising. Ernest H. Tennant, Dallas banker, is a memher of the committee on membership.

You MINT Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWEST MORE THAN 150,000

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement)

Sunday 68,942 55,365 Daily

INVESTIGATE THE STARR COST SYSTEMS.

Some Quotations From Publishers-Names on Request

' Fells Cost at a Glance." "Its Simple sty Commends It."

"Investment Paring Handsome Dividends." "Employees Interested in the System."

PIERRE C. STARR, 548-9 Transportation Bldg., Chicago

FROM CLEVELAND TO WAR

Six Plain Dealer Men, With Other Journalists, Among Recruits.

CLEVELAND, O., May 16 .- Richard T. P. Harding, night editor, is the sixth Plain Dealer man to leave that organization for the colors. He left May 14 to enter the Officers' Reserve Corps at Fort Benjamin Harrison, Ind., for three months' training. He has been associated with the Plain Dealer for eleven) ears as reporter, copy-reader, Sunday Magazine writer, State, telegraph, and night editor.

Four other Plain Dealer men who have been called for the Officers' Reserve are W. Ward Marsh, copy-render and Sunday writer; Merwin Walker, four years with the classified advertising department; his brother, Harry W. Walker, of the credit department, and H. O Hoffman, advertising solicitor.

The sixth Plain Dealer man, Philip A. von Hion, police reporter, is now on his way to France with the Lakeside Hospital unit, recruited entirely in Cleveland.

John J. Rabshaw, secretary to W. K. Stewart, advertising director of the Leader-News, has enlisted in Company E. Ohio Engineers. He is son of Chief of Detectives Rabshaw.
Thomas C. McKee, Cleveland Press

reporter, represented that paper on the expedition of the Lakeside Hospital unit of Cleveland, now on its way to France. He is keeping the Press posted on the progress of the expedition.

President W. J. Raddatz, of the Cleveland Advertising Club, has received a telegram from Herbert S. Houston, president of the Associated Advertising (July of the World, notifying him of his appointment to the National Board of Advertising, auxiliary to the National Council of Defence.

Topeka Daily Capital

Average net paid circulation for the six months ending Sept. the six 30, 1916, as sworn to in Government report.

And as confirmed by report of The Audit Bureau of Circulations

Publishe TOPEKA, KANS.

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday-a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

200 Fifth Ave. New York People's Gas Building Mutual Life Building Chicago

Word comes from Paris that G. W. Penton, son of John A. Penton, Cleveland publisher, was a member of section No. 18 of the American Ambulance. which left Paris for the front May 9. flying the American flag. Penton is thirty years of age and left Cleveland in March, John A. Penton is president of the Penton Publishing Company, publishing the Iron Trade Review, Daily Iron Trade, Foundry, and other trade journals.

BLETHEN INVITES WRATH

Editor of Scattle Times Advocates Importing Oriental Labor.

Editor Clarence B. Blethen of the Scattle (Wash.) Times, has called upon his head the wrath of the labor unions and many farmers by suggesting that Oriental labor be imported to meet the shortage of farm hands.

Many well informed persons believe Blethen to be perfectly right, and they present reasons to show that the use of Japanese and Chinese labor would be of particular value in the development of the State of Washington.

HE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

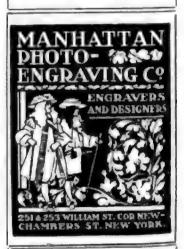
The Shaffer Group:

CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR ROCKY MOUNTAIN NEWS DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP 12 S. Market Street Chicago



We can increase your business-you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City Established a Quarter of a Century

a supplied.

HOW WAR HAS AFFECTED NEWSPAPERS OF CANADA

First Slump in Advertising Was Very Severe, But Lately There Has Been an Improvement Pay for Official Publicity Has Helped Circulation is About Normal.

What effect has the war had on the newspapers of Canada"

Broadly speaking, it has had no more pronounced effect than the war has had on the newspapers of the United States. Except for the fact that Canada has recruited some 400,000 men and has sent the bulk of them to Europe, she has virtually been no more a participant in the war than the United States herself during the two years and a half between the original declaration of war and the entry of the Republic into the conflict. Business conditions in the two countries have all along less pretty much on a par, and the progress of the newspapers has been fairly identical.

During the early stages of the war, conditions in Canada were probably worse than in the United States, and the slump in advertising was very severe. Numerous manufacturing plants shut down and cancelled contracts. American manufacturers, believing that the Dominton was in bad shape, cut out their Canadian contracts. British advertising fell to pieces because the goods couldn't be supplied, and manufacturers in Canada, who had been advertising to meet the competition of foreign manufacturers, stopped their publicity carnpaigns because they had the field to themselves

HEAVY ADVERTISIND LOSS.

The slump may be thus illustrated: One large advertising agency cancelled five-sixths of its business. Another lost all but six of forty-two accounts A third dropped 60 per cent, of its business. The six Toronto dailies, which carried 139,684 columns of display advertising in 1913, went back to 127,143 columns in 1914 and to 100,092 columns in 1915.

Since the dark days of 1914 there has been a considerable improvement in advertising, but papers are not yet back to the pre-war level. So many manufacturers have gone into the munition husiness that the number of national advertisers has been very considerably reduced. Fortunately, a new class of advertiser has been developed, 2

Government advertising in Canada has been largely a war-time development, and it is one of the effects of the war which has been peculiar to Canada. There have been to date seventeen national campaigns, one campaign by the Imperial Government, and ten provincial campaigns. The Dominion Government has become the most extensive general advertiser in the country, and last year spent on display advertising more than any other three Canadian general advertisers.

In the early stages of the war circulation boomed, but it was most unprofitable circulation. With diminished advertising, it was folly to issue half a dozen war extras a day and swell circulation in that way. A weeding out and a cutting down of circulation followed, and to-day Canadian dailles are not showing more than what might be regarded as a normal increase over figures before the war. Concurrently, the necessity of transferring a larger portion of the cost of production to the reader led to general increases in subscription prices, and up to the present time fully 50 per cent, of Canadian dailes have raised their rates.

An early effect of the war was to flood newspaper offices with innumerable patriotic appeals. The patriotism of the publisher was appealed to and he was requested to do an immense amount of publicity work for this that, and the other cause without charge. Under the difficult circumstances with which he was contending, it was impossible for him to continue to accede to these requests, and this led to the definition of the attitude of Canadian publishers towards free space. It is safe to say that had it not been for the war, it would have been a long time before there would

Another effect of the war has been to reduce almost to the vanishing point the employment of premiums and other schemes to increase circulation.

have been the same comperation in win-

itus out the free-succe evil

Where possibly Canadian newspapers had a somewhat different experience from American newspapers during the past two or three years is in the item of labor. There was a heavy enlistment from newspaper offices. The work of producing newspapers has been performed by smaller staffs. Considerable new material has had to be broken in Women have been pressed into service in many cases, and there is to day the spectacle of newspapers being turned out by staffs composed entirely of men who are inclicible for military service, aided by a few women.

From the editorial standpoint, probably the chief effect of the war has been to cut down the amount of local and provincial news used. War news and war features have been presiminent ever since Canada entered the conflict

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

A second meeting of the abstraktors of THE FIGURE AND PUBLISHER COMPANY will be hard. Therefore morning, May 20th, at excess check at the concest office of the Concenty. Politics Find-ling, State 1117, 63 Park Row, New York for the purpose of electing theredirectors and two investors of electing the directors and two investors of elections in magteriority of the concentration of the treasure of the transaction of outside the meeting.

THE EDITOR AND PUBLISHER COMPANY,

JAMES WRIGHT BROWN

President

EDWIN D. DEWITT. Secretary.

New York, May 14, 1917.

FOR SALE

Advertisements under this classification, fifteen cents per line, such insertion. Count als words to the line,

LINOTTPE-Meriel No. 3, Serial No. 10100, magazine, assortment of matrices. Furt Wayne Printing Co., Fort Wayne, End.

LINTTYPE—Madel No. 1, Regial No. 2016, and Medel No. 1, Regial No. 2011, with 1 mag rise, times, decise blades, four of matrices for each machines. Tribune Printing Co., Challeston, W. Va.

LINOTYPE-Model No. 6, Serial No. 11690, magnities, matrices, spacebonds, liners, and blades. Wisston Printing Co., Winston-Salem. N. C.

LINGUTTER—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

Field SALE-3 deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhanded and rebuilt. The those Printing Press Co., Chicago, 111.

FOR SALE- 4-deck press, grints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 rages. Will be over-hauted and rebuilt. The Gress Printing Press Co.

CHANGE OF OWNERSHIP

Affords an extraordinary opportunity for promotion of both circulation and advertising none to equal it, if made the most of -a like chance may not occur again in many years.

EFFECTIVE METHODS

For improving the opportunity to the utmost, in a comparatively short campaign, I will both plan and execute

CHAS. S. PATTESON

Expert in Newspaper Publishing Methods. Prince George Hotel, New York City

REPORTERS DESK MEN

If you are seeking advancement, now in the time to set. We are in rough with excellent organizations, cast, south and west. Write us at once giving age, education, newspaper positions you have held and time in cash position, alon walny expected.

Advertising solicitors and copy writers can find good positions by registering with us There is no advance fees. We can make tectains, if we fall to clare you

FERNALD'S EXCHANGE, Inc. Third Noticed Bank Bidg. Springfield, Mann.

HELP WANTED

Advertisements under this classification, fittern cents per line, such insertion, Count giz words to the line.

words to the time.

NEWS EJITPHE, Able news editor on live slayings duily. Most be thoroughly dependable and able to take plante news service on type-writer accorately and papelly found head writer and competent judge of new stains especially accorately supported the high grade into wonded. Surroughillags pleasant, equipment sufficient per judge out rachd, disad culters small city got judges out rachd, found influence small city feeling seamount to base who can obstrue. Address Michigan care follow got Publisher.

CIRCULATION MANAGER for fruit growers' publication of untional reputation—one experienced and progressive capable of getting the bigsiness within expensive propositions. State full particulars in first letter. American Fruit Grower, Charlottestille, Va.

SITUATIONS WANTED

Aurerinements under this classification, tencents per line, each insertion. Count sixwords to the line. For those unemployed, and to exceed 50 words, two insertions FREE.

MANAGING EDITOR is city of 20,000 wants place as manager-editor or editorship is larger city. Metropolitan esperious and conversant with every phase of modern journalism. Sentiment preferred. Address P, 3370, care Editor and Publisher.

NEWSPAPERIMAN—I ung man, 70 with fire years' intvertisting ageing experience would like possible all ageing or grounders it the possible all ageing or grounders it devertises. Knows lagousts, pesofa, cats, otc. with small live cuts. Good strongerpler of an ibbe to handle responsible overlis. Address It, 3241. care Editor and Publisher.

FEATURE WHITER.—Venng energetic newspaper recent is rendy to fill ranks depicted by convertigation can bless, for full with six years' exprisence to Metropolitan dallies, for ture writer of present. Wante job in log city 24 terrs of age. Address R. CSZ, care Editor and Dablisher.

BUSINESS MANAGEMENT of good live daily unnted to experienced men who could invest two or three thousand dollars, end also work on part cash, part alsock hashs if dostred. Address R. 1283, onre Editor and Publisher.

ED110bl'S AbsthitANT—Well educated young man 1-22, with energy and original tobas wishes econoccion with trade usper of magazine. These years a-shighat oldine on technical publication and edited seniolated to the control of the property o

CIRCULATION MANAGER with excellent reference upon date bloss, 17 years' experience, wishes qualified as such with fire paper, country preferred. Address Box P 3207, care Editor and Publisher.

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

\$8.000 cash available for first payment on a daily newspaper property. Missouri, Kansas, Iowa, Nebraska, Minnesota and South Dakota locations preferred.

Proposition O. Y.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, halance deferred. This proposition will stand the acid test.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York

On "Easy Street"

Only paper in rich Central West city of 18,000, amply equipped and showing profit \$25,393,53 last fiscal year to owners for time and investment. Three-fifths interest offered for \$75,000 cash. Minority owner perfers to stay, but will sell on demand. Ask for Proposition No. 326x and kindly give financial references.

H. F. HENRICHS

Newspaper Properties LITCHPIELD, ILL.

PUBLISHERS' NOTICE

The Editor and Publisher maintains as efficient curse of paid correspondence at the following important trude centres. Beaton, this disphia, Detrick, Cleveland, Pittaburgh, Cincinnate, St. Louis, Citteape, Atlawa. We Orleans, Dallas, Indianapolis, Washington, Battimere, and San Francisco Other, externous will be satisfy from time to time. Advertisers will be satisfy from time to time. Advertisers and sewapaper from will find a ready market for stockes of electricing achievements, new bests, etc., by addressing the main office, 1117 World Building, New York City.

Brunch office San Prancisco, 162 Market St.

Brunch office Ran Francisco, 742 Market St., T. Hiffwell, manager, binna Kearner 2321.

The Editor and Publisher page containe 672 agate thee, 168 on four. Columns are 13 picas wide and irelier inches deep.

Advertising Rate is 25c. au sgate line. \$100 a pure, \$75 a baif, page and \$42 a queror page. Position extra. Time space and cash discounts are allowed on confracts.

are allowed on contracts.

Small advertisements under peoper classification will be charged as follows: For Sale and
Help Wanted, differencests a line. Business Opportunity and Mincellaneous. Stores cents a
line, and Situation Wanted, ten crotts a line,
count alx words to the line. For these whem
adopted a Situation with a situation will be published two times FREE.

Readers are arged to have the paper mailed to the home address. This will insure prempt detivery.

The Editor and Publisher cells regularly at 10s a copy 37 00 per year in the United Rinter and Colonial Forenessees. \$3.50 in Canda and \$4.00 foreign, and is on sule each week at the following sews stands:

at the fallowing news stands;
New Totk, World Building, Trimne Building,
Park Row Ruilding, 140 Nassun Sirvet, Manbling's topquelte the World Buildings; RS Park
Row; The Woodworth Buildings; RS Park
Row; The Woodworth Buildings; Rimse Building,
Porty-second Sirvet and Breadway, at basement
entrumve to Subway; Rrestands flook Store,
Tweaty sixth Street and Fifth Avenue and
Mack's, Macy's corner, at Tultry fourth St. outrapes.

Batthrows R. S.

Pattimore—R. R. Edwards, American Building, Philadelphia—L. G. Rau, 7th and Chestnet Streets; Wm. Sobel, Bulletin Building News

Boston-Parker House News Stand.

Pittsburgh-Davis Book Shop, 416 Wood

Washington, D. C.—Bert M. Trenis, 511 Pourteenth Street, N. W., Biggs Bidg., Nows Stand. Calcago—Fowner's Book Stars, 27 N. Vark Street: Post Office Nows Co., Monroe Street; Chus. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Stere, Superior Street, opposite Post Office; Solomen News Cu., 1111 Walnut Street.

Detroit—Rolemon News Co., 58 Larned St., W. San Francisco—R. J. Eddwell Qu., 745 Market.

THE EDITOR & PUBLISHER FOR MAY 19, 1917

HARVEY L. WILSON DEAD

to Cerebral Hemorrhage.

Harvey L. Wilson, vice-president of the Norfolk (Va.) Ledger-Dispatch Corporation, editor and half-ewner of the Ledger-Disputch, died suddenly of cerebral hemorrhage at his home in Norfolk on May 7, aged fifty-eight years.

Mr. Wilson entered newspaper work in Richmond, Va., twenty-six years ago as a special writer for the Richmond Times, Later he made for himself a wide reputation as Washington correspondent of that paper. He remained in Washington as correspondent of the Times for a number of years, a portion of which period he was also assistant United States Librarian. In this dual position he availed himself of the opportunity to know prominent men from every section, and his acquaintance was literally nation-wide.

Mr. Wilson was recalled to Richmond to become city editor of the Evening Leader, an afternoon edition of the Times. He resigned that place to found the Richmond News, which he sold to a Richmond syndicate. On March 20, 1902, Mr. Wilson became editor of the Newport News Times-Herald, and in confunction with S. L. Slover, its business manager, achieved signal success in that field. February 1, 1906, Mr. Wilson and Mr. Slover went to Norfolk and purchased the Public Ledger. Later they acquired the Norfolk Dispatch and conpolidated the two papers. Since that time Mr. Wilson had made his home in Norfolk, continuing his success in the newspaper field and adding to his wide circle of friends.

OBITUARY NOTES

HENRY D. WINTON, aged sixty-nine. who owned and edited the Hackensack (N. J.) Bergen County Democrat for more than forty years and who was fifty years with that paper, retiring a few years ago, was buried at Hackeneack on May 12. He was president of the New Jersey Editorial Association in 1887, and was long a member of the New York Press Club. He served alx years in the New Jersey Assembly and five years in the State Senate.

MRS. ELSIE BARBER, aged thirty-two, a Milwaukee newspaper woman, drowned herself in the Milwaukee River on May 8. The body was recovered next Mrs. Barber formerly was employed on the Milwaukee Journal, where she wrote under the name of "Jane Norris." Later she was employed on the Sentinel. A few weeks ago she suffered a nervous breakdown and gave up active work to recuperate,

H. C. Sigler, formerly of the art department of the Cleveland Plain Dealer, died in San Francisco on May 13. Mr. Sibley was with the Plain Iwaler one year and left to join the staff of the Portland (Ore) Oregonian.

M. Jewerr McGown, aged fifty-five. one of the best-known newspaper men a co-worker with the shaper of the in Ohio, died at his home in Youngstown. For many years he was editor of the Telegram and was an editorial Vindicator-both of writer on the Youngstown. He had also worked on Chicago and Kansses City papers. He was secretary of the Youngstown Chamber of Commerce and for twelve years a deputy probate judge.

Colorado Springs

THE TELEGRAPH An A. B. C. Paper J. P. McKINNEY & SON

New York Detroit Chicago

Widely-Known Virginia Editor Succumbs

WHALAM ADDISON MADER, for many years one of Pittsburgh's best-known citizens, died at Atlantic City, aged sixty-two. With his brother, Christopher Lyman Magee, he acquired an interest in the old Pittsburgh Times and served for a time as treasurer. He was also connected with the Pittsburgh News, published 1898 to 1901.

WILLIAM PARRY, father of P. A. Parry, editor of the Hammond (Ind.) Times, was killed May 10 when his automobile went "dead' in front of a street car.

FRANK P. RICHARDSON, of the circulation department of the New York American, and a brother of Stephen J. Etchurdson, managing editor of the Portland (Me.) Daily Argus, died suddenly May 12, from apoplexy.

CHARLES A. GRECO, well known in Canadian journalistic circles, died at Victoria, B. C., April 28, from a hemorrhage.

JAMES C. MACKENZIE, formerly sporting editor of the Brackville (Ont.) Recorder, is dead at Sydney, Australia.

Francis J. CLARK, vice-president and Northwestern editor of the Northwest Miller, of Minneapolis, Minn., died May 12, aged sixty years.

JOHN WALLACE, formerly city editor of the Cohoes (N. Y.) Evening Dispatch, died recently at Cohoes, N. Y.

ROLAND B. GELATT, publisher of the La Crosse (Wis.) Tribune and Leader-Press, died May 11 from an attack of heart disease, aged sixty-one.

MRs. Sarah WRAY, mother of Daniel J. Wray, city editor of the New Brunswick (N. J.) News, died May 4.

JOSEPH H. SMITH, an old-time reporter in New London, Conn., died May 7 in that city.

CHARLES A. PILLEBURY, of the Belfast (Me.) Republican-Journal, died May 15, aged seventy-eight.

C. P. A.'s Annual Convention

TOBONTO, May 14.-From present indications there will be a record attendance at this year's annual meeting of the Canadian Press Association, which will be held in Toronto on June 14 and 15. Already the head office has been advised of the proposed attendance of more members than were present at last year's convention The announcement that J. R. Rathom, editor and publisher of the Providence Journal, had accepted an invitation to be present, has proved a drawing card, as Canadian newspaper men have been greatly interested in his work on behalf of the Allies. He is to speak on editorial night. when "The Press in the War" will be the general theme of discussion. He will also participate in other sessions of the Association.

Bit by bit atoms of good work build up the universe. The humblest worker, if his labor be honestly performed, is earth and the stars.

WEDDING BELLS

The wedding of Miss Dorothy Hackett to Capt. John Holabird, of the First Illinois Cavalry, took place on Saturday. Miss Hackett is the daughter of Karleton Hackett, music critic for the Chicago Evening Post.

Charles C. Hart, former city editor of the Spokane (Wash) Spokesman-Review, and inter Washington correspondent, and Miss Ruth Agnes Limond, of Minneapolis, Minn., were married at Scattle, Wash., April 21, and are now on their honeymoon on the Pacific Coast.

Announcement has been made of the engagement of N. S. Fleischer, sporting editor of the New York Sun, to Miss Gertrude Phillips, of Pittsburgh. The wedding is to be held in the fall.

Frank G. Eastman, an advertising man of New York, and Sarah E. Moore, an artist, were married last Monday.

Manning Vaughan, sporting editor of the Milwaukee Sentinel and secretary of the Wisconsia State Boxing Commission, and Miss Mattie Rowley were married at the home of the bride's brother, O. Krembs, at Glencos, Ill., on Saturday, April 28. After an automobile tour of two weeks through the East Mr. and Mrs. Vaughan arrived in Milwaukee, where they now are at home to friends.

James R. White to Wed

Mr. and Mrs. R. R. Wilkes, of 194 State Street, Flushing, announce the engagement of their daughter, Arline, to James R. White, of Detroit. Mr. White is the assistant advertising manager of the Detroit Journal. The wedding is set for June 30, in the home of the bride.

A. B. C. Reports Finished

The circulation of the following newspapers have been audited by the Audit Bureau of Circulations: The Anacon-

Boston Evening Record

Government statement six mos. ending March 31., 41,961

Average net paid month of March over 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

I. A. Klein

Metropolitan Tower

FLAGS THAT ARE WANTED

"Our Flag." of cotton bunting in fast colors, sewed stripes, 3x5 feet, price 88 cents (retail value, \$2.50). Same, printed stripes, 75 cents in quantity orders. Six-foot pole and rope, 25 cents additional.

Just received new line of Silk Flags, 1174x16 inches, mounted on brown finished stick with gold spear head, 30 cents (retail value, 75 cents). Same, 6x8 inches, 15 cents (retail value, 50 cents), in quantities.

FLAG PICTURE

Beautifully colored, with National Anthem, 11x15 inches, 7 cents in quantities (retail value, 25 cents).

Fing transparencies 4 %27 inches for automobile bendlights, \$28.20 per 1,000.
All Prices for immediate Delivery. Don't delay Write to-day for other national

S. BLAKE WILLSDEN,

1606 Heyworth Building, Chicago

da (Mont.) Standard; the Boise (Ida.) Statesman, the Butte (Mont.) Miner, Kingston (N. Y.) Daily Freeman, Parkersburg (W. Va.) Sentinel, Winston-Salem (N. C.) Journal and the Twin City Sentinel.

J. S. Brown Goes to the Front

J. S. Brown, advertising manager of the Charlotte News and Observer of Raleigh, N. C., is now at the Officers' Training Camp, at Oglethorpe, Ga. Mr. Brown has been with the News and Observer for seven years, and is a native of New York city. He is the fourth of the young men of the News and Observer to answer the call to the colors.

Liberty Statue for Russia

The Pittsburgh Dispatch is actively cooperating with Dr. Herman Bernstein, editor-in-chief of the American Hebrew, and the New York Herald, in the national movement to secure funds for the erection of a replica of the Bartholdi Statue of Liberty, somewhere in Russia. Col. Rook is a member of the national advisory board.

THE sound of The Herald as it thumps against our door, sounds like the knock of an old friend."

That's the way most of our readers feel toward "the paper that goes home" in Kentucky and Southern Indiana.

Largest net paid daily circulation in Kentucky.

THE LOUISVILLE HERALD

Kentucky's Grentest Newspaper



R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street SAN FRANCISCO

Why New England is such an Excellent Field for Food Advertising



Every manufacturer of food products looks to New England with longing eyes. Many have ventured there with big success. Why?

New England is not a farming or gardening community. It is not half-way self-supporting as regards food. If this territory were cut off from the remainder of the country and block-aded by sea, the people would quickly starve.

A large part of New England is too hilly and rocky to farm and what agricultural facilities remain are not half-developed. The people have been too busy manufacturing shoes, hardware, textiles and what not for other states. This has brought more than 80 per cent. of the population into cities and towns.

But New England has the money. Oh, yes! Food can be bought and the best known foods are best purchased. In addition to its own population, New England has a million odd Summer visitors who stay from two to four months. And a big army of fishermen and gunners to feed. This requires prepared foods in large quantity.

More than a hundred manufacturers of trade-marked food products advertised their wares in New England daily newspapers last year. Some of the leaders were Brer Rabbit Molasses, Chase & Sanborn Coffee and Tea, Clysmic Water, Clicquot Club Ginger Ale, Cottolene, Crystal Domino Sugar, Fleischmann's Yeast, Force, Franco-American Soups, Grape-Nuts, II-O Oatmeal, Kellogg's, La Touraine Coffee, Moxie, National Biscuit Co., Postum, Shredded Wheat Biscuits, Ward Baking Co., Sunkist Oranges, Sealdsweet Oranges, California Raisins, Armour's, Wilson & Co.'s and Snyder's Meat Products.

It has been demonstrated time and again that daily newspaper advertising makes easy distribution and profitable sales in this territory. It is the quickest, most responsive and surest method of reaching the millions of wage-earning consumers.

Advertise in New England Daily Newspapers

By Foul L. Louis

MASSACHUSETTS. Net Paid 2,500 10,000 Circulation lines tines							
Boston American(E)	380,291 321,493	.40	.40 .85				
Boston Globe (ME)	254,820 303,592	.30	.30				
Boston Hernld-	*196,794						
Boston Journal (M)	*58,931	.26	.25				
Boston Post (M)	478,970	-45	.48				
Boston Record (E)	344,303 41,901	.12	.35				
Boston Transcript(E)	30,455	.16	.18				
Fall River Hernid (E)	7,900	.02	.02				
Fitchburg Sentinel (E)	5,107	.0215	.0172				
Lynn Item (E)	*13,227	.034	.0357				
Lowell Courier- Citisen (ME)	16,400	.038	.085				
New Bedford Standar	81.031	.04	.04				
Pittsfield Eagle (B)	12,503	.0228	.0178				
Salem News (E)	18,035	.03	.03				
Springfield Republica (M) 15,65	5 }						
Springfield News (E) 21,70	36,758	.00	.00				
Springfield Republican (5)	18,116	.965	.04				
Springfield Union (MES)	81,511	.09	.66				
Wercester Gazette (E)	28,816	.06	.045				
Mass. totals,	2,431,671	3.4083	3.2257				
Population, 3,604,5							
	ISLAND.						
Providence Bulletin (E)	51,663	.09	.00				
Previdence Journal (M*5)	25,355	.07*06	.07*09				
Providence Tribune (E)	28,473	.06	.03				
Woonnocket Call- Reporter (E)	*11,842	.0428	.0293				
Rhode Island totals,	112,002	.3628	.2385				
Population, 501,211	l.						
	ENE.						
Portland Express(E) Population, 762,783		.08	.048				
	MONT.						
Burlington Free		0.00	6.0				
Population, 361,300	10,184	.025	.0170				
	CTICUT.						
Bridgeport Posts							
Telegram (ME) Daubury News (E)	31,451 6,205	.075	.055				
Hartford							
Courant (M8) Hartford Times (E)	19,261 27,413	.06	.04				
Meriden Journal(E)	*4,897	.025	.0143				
New Haven Times- Leader (E)	117,332	.045	.085				
New London Bay (E)		.0285	.08				
New London Telegraph (M)	*3,750	.0058	.0071				
Norwich Bulletin(M)	0,296	.04	.00				
normica Dancing (Si)							
Connecticut totals,	128,063	-3589	.2032				
	56.						

Back of Uncle Sam



is Michigan

Probably the most prosperous State in the U. S. A.

- -87 Automobile Factories
- Hundreds of Other Industries
- —Millions in the Banks
- -Resources Second to None
- -Everybody Prosperous
- -Every Condition Favorable

You can reach 95% of Michigan with

14

Evening Newspapers

Here's the "Blue List" of Papers That Will Deliver Your Message

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

44 Pages in Two Sections Including A Survey of Food Products Advertising

Part One

\$3 a Year (Copyright, 1917, by The Belter and Publisher Co. 1

NEW YORK, SATURDAY, MAY 26, 1917

10 Cents a Copy

For the maker of food products: In 1916 The Chicago Daily News printed more advertising of food products on its six publishing days a week than any other Chicago newspaper printed on the same days. The figures (in agate lines) are:

The Daily News (6 days) 256,158 lines
The Tribune (6 days) 254,168 "
The Herald (6 days) 121,176 "
The American (6 days) 103,700 "
The Journal (6 days) 93,366 "
The Examiner (6 days) 89,585 "
The Post (6 days) 70,499 "

The wise food manufacturer will consider these figures carefully in planning his campaign in Chicago.

The Chicago Daily News "It Covers Chicago"

Making Money "Hand Over Fist" in the South Gives the National Advertiser an Exceptional Opportunity

THERE never was so good a time for the national advertiser to tackle the South!

The people down there are literally rolling in wealth and the war is speeding up food production to an extent that is going to surprise even

the Southerners themselves. But they are doing more than merely grow food.

All kinds of raw material that the South produces are being called for both here and abroad.

It is not generally known that the South, in addition to its great farm output, which in 1916 amounted to \$4,650,000,000, annually produces over \$465,000,000 worth of minerals, \$5,000,000 worth of sulphur, \$16,000,000 worth of aluminum, \$25,000,000 of turpentine and rosin, \$3,698,000,000 worth of mill and factory products, \$1,000,000 worth of marble, \$350,000,000 worth of lumber, besides millions more worth of fish, oysters and game.

These figures, while incomplete, are absolutely trustworthy and serve to give one a hint of the varied and colossal resources of the South.

From one Southern port district alone (Savannah) last March was exported \$9,399,654 worth of merchandise. Thru another Southern port annually passes merchandise of greater value than that of any other port in the United States except New York and Philadelphia—and the Southern export trade grows greater every year.

The manufacturer who wants to popularize his goods in territory that seems more inviting than any other section, should consider the advisability of an immediate publicity campaign in the Southern field and the logical media to use for this purpose is leading Southern dailies.

If you would like to know how your proposition appeals to the Southern people, any of the papers listed here will gladly give you such information upon request.

These Newspapers Reach Centers of Southern Inaustry

		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	• •	
Papers Welcomed				holds
ALABAMA. Birmingham Ledger (Net Paid Circulation 33,259	1ines	10,000 lines .06
Birmingham Ledger (Birmingham Age- Herald (M)	17,000	.07	.08
History Co. or D. or Mr. A. Cro	(8)	28,000	.06	.04
Birmingham News (Birmingham News	(S)	30 MA . SA 38 MA	.05	.04
Mobile Register (35)	41,106 16,500	.40-4	.04
Mobile Register	99.3	22,000	.05	.05
Montgomery Ad-	E M	18,500 22,000 9,500 18,213 20,783	.03	.49-6
vertiser ()	191	TUCKY.	.0-6	.06
Loniaville Consiers	ME)		.10	.07
Louisville Courier-	(8)	49.058	.12	.00
Loniaville Times	E b	43,503 49,073 42,880	.10	.08
Louisville Herald (M)	49,073	.07	.0T
lesington Herald (31)	6,289	.0179	.0179
I exington Herald	(8)	6,239	.0179	.0179
Chattanooga News	EG)	18,951	.03	.03
Chattanooga Times ()	18)		.06	.040
Chattanooga Times (3 Chattanooga Times (3 Memphis News- Scimitar Memphis Commercial	E	45,000		
Memphia Commercial	M)	63,931	.13	.10
Mamphia Commercial	38.7			.10
Nashville Tenuesneen	(8) M)	102,051	.14	12.
Nashville Tennesseen	h h	36,665	.05	
Nushville Banner ((8) E)	39,128 80,557	.06	.06
Knoxville Sentinel (E)	19.026	.07	.04
Asheville Times	H	CAROLINA. 6.176 12.309	.015	.015
Asheville Times Charlotte Observer (MI	12,309	.015	.025
AND ALCOHOLOGY (36)	14.64%	.03	.025
50117	98 6	CARRENA		.0.2.0
Columbia Becaut 1	E)	11,325	.085	.025
Columbia Record Columbia State Creenville Piedmont	ME)	11,325 0,216 13,561 4,769	.025	
Greenville Piedmont	E)	4,769	0148	.0148
Atlanta Georgian Atlanta Sanday	E)	HG1A. 46,123	.08	.07
American	(8)	85,027	.13	.10
Columbus Lodger (Augusta Chronic. (Md	ES)	T.425	.0315	OXTE
Macon Telegraph (35 1	19,719	.085	.025
Augusta Chronic.(Mé Macon Telegraph Macon Telegraph Augusta Herald	(8)	8,000 19,719 19,719 12,049	.04	04
Augusta Herald	(S)	12,049	.03	.03
atvenmah News (M	4 8	3) 14.087	.04	.03
Pennacola News	E	0RIDA. 4,529	.0130	.0120
Pennacola Journal	M)	4,524 5,300 6,800	.0139 .0172 .0172	.0139
Jacksonville Times-	(#)	0.509		.0172
Augusta Herald 9avennah News (M Pennacola News Pennacola Journal Pennacola Journal Jacksonville Times Inlon Jacksonville Metropol L.	(B)	24,508 R) 18,188	.055	.033
New Outers to Li	OUI	55,043		
New Orleans Item New Orleans Item New Orleans Times-	E)	55,043 98,875	.10	11.0
Picarume 1	M()	55 326	.10	.10
New Orleans Times- Picayane	(8)	68,230	.13	.12
New Orleans Daily	(E)	87,462	.08	.06
	(8)	36,365	.08	.00
Richmond News	VIR	GINIA.		
Landar	EC)	39,401	.08	.04
Newport News Press Times-Herald (Md Newport News Daily Press	ENC)	10,355 7		
Press	(8)	0,098	.025	-023
Norfolk Virginian Pilot	31)	25,691	.03	.05
Norfolk Virginian Pilot	(8)	33,010	.06	.04





The New York Evening Post

will publish its second

JAPANESE SUPPLEMENT

on June 30th



T will be practically double the size of the first supplement, and will be devoted to the commerce and industries of Japan

and her business relations with the United States.

Articles by representative Japanese and American business men and statesmen will feature. Valuable trade statistics and business information will be given. The list of contributors will be as distinguished as that of the first issue, which included Baron Eiichi Shibuwasa; Viscount Y. Uchida, ex-Ambassador to the United States; Dr. Jokichi Takamine; Dr. Sidney L. Gulick; Lindsay Russell, President the Japan Society; Dr. Toyokichi Iyenaga, and others.

The issue will carry on, in a nota-

ble way, the mission which The Evening Post began with the first supplement—namely, the promotion, between Japan and the United States, of mutual understanding, of interchange of culture, of trade progress, and of national friendship. It will have an international circulation. Business men throughout the United States will read and file copies, while thousands additional will be distributed in Japan, Fiawaii, the Philippines and other parts of the world.

Orders for copies should be placed at once. The first supplement was oversold three days after publication. Five cents; send names and remittances to Circulation Department.

Write for Partial Table of Contents showing complete scope of issue,

The New Hork Evening Post

20 Vesey Street

More than a newspaper—A national institution



THE ST. LOUIS STAR

STAR BUILDING

STAR SOUARE

LANSTON MONOTYPE MACHINE CO., March 17, 1917 PHILADELPHIA, PA.,

Gentlemen:

The St. Louis Star has just finished a rigid test of the Monotype System of Non-Dis-

tribution, covering a period of six months.

This test has proved conclusively to us
that the Non-Distribution System enabled us

to increase the output of our ad-room twenty per cent without increasing our force.

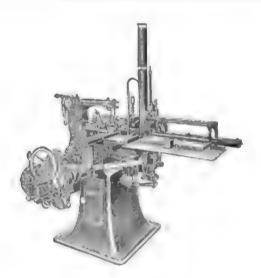
Our satisfaction with the system is best evidenced by the fact that we have recently added another machine and are now

operating two.

The two machines working one shift, provide us with an abundance of material. No time is lost in distribution or hunting sorts and our make-up men clean out dead pages in a fraction of the time formerly required.

With our own complete type foundry we publish the Star each day with a brand new dress. To hold the distinction of producing the best printed newspaper has undoubtedly helped the Star's unprecedented growth both in circulation and advertising.

> Very sincerely yours (Signed) T. L. STEENROD, Foreman Composing-room, The St. Louis Star.



OUTPUT INCREASED 20 PER CENT Without Increase of Force

Among the Many Satisfied Users of the Monotype and Non-Distribution are these

Prominent

Journals

Inquirer Philadelphia Plain Dealer Cleveland News Dallas Blade Toledo Telegraph Quebec American Boston Enquirer Cincinnati Evening News, Buffalo Sun Baltimore Record Philadelphia Star Washington American Chicago Union New Haven Post Pittsburgh Journal Minneapolis Oklahoman . . . Oklahoma City Constitution Atlanta News Birmingham Times Seattle Star Montreal News and Times Denver

THE MONOTYPE

LANSTON MONOTYPE MACHINE CO., PHILADELPHIA

NEW YORK World Building

BOSTON Wentworth Building

CHICAGO Plymouth Building

TORONTO Lumsden Building

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

Extered at the New York Post Office as second-class matter.

Vol. 49

(Consciple, 1917, by The Editor and Publisher Co.)

NEW YORK, SATURDAY, MAY 26, 1917

No. 50

ZONE POSTAL RATES FOR SECOND CLASS MAIL PASSES THE HOUSE—NO TAX ON ADVERTISING

Measure Now Goes to the Senate Committee on Finance, and Later On to the Senate—Publishers in Washington to Protest Against Passage of the Measure that Will Put Hundreds of Newspapers and Periodicals Out of Business.

WASHINGTON, May 23.

HE House of Representatives passed the zone postal rate, increasing the amount publishers will have to pay for the carrying of second-class mail. This was done regardless of the protests of publishers, who have been in Washington for the past two weeks, opposing that feature of the measure. Officers of the various editorial associations of the States have been wiring and writing to their representatives, in an effort to get them to vote against that clause in the bill, which will now have to be fought out with the Senate Committee on Finance and later on in the Senate. The increased postal rates proposed by the House bill it is estimated, will give additional revenue to the amount of \$27,-000,000, an increase of \$8,000,000 over the first estimated.

The tax on advertising, which was proposed for the purpose of raising \$7,-000,000, was eliminated from the measure as passed.

The increased mail rates were adopted by a vote of 198 to 71, the vote being taken by tellers, no record being made of the Representatives who voted for or against it.

WILL INJURE PUBLISHING BUSINESS.

The new rates go into effect in three periods, by March, 1918. They will increase the present charges from a half more in the first parcel post zone to six times as much in the eighth zone. Those opposing the increased rate freely predicted that many newspapers and maguzines will be driven out of existence and that many others will suffer materially.

An amendment by Representative Madden, of Illinois, making the rate of one cent a pound on reading matter and three cents a pound on advertising matter, was defeated by a vote of 146 to 61. Representative Moore, of Penusylvania, proposed an amendment making a flat rate of two cents a pound throughout the country. This was defeated by a vote of 160 to 80.

Representative Nicholas Longworth, who supported the increase, read a letter from former Senator George T. Oliver, publisher of saveral Pittsburgh newspapers, in which Senator Oliver said: "The standpoint taken by many publishers is selfish and they should be willing to bear their share of the tax burden."

Representative Mann in opposing the increase said: "The second-class privilege was instituted for educational purposes, and should continue. Besides the newspapers and magazines have

GIVES FREE ADS FOR LIBERTY WAR BONDS— SUGGESTS THAT OTHERS DONATE SUPPLIES

Complying with a Request for Free Space in His Newspaper, J. T. Murphy, of the Superior (Wis.) Telegram, Tells Mac Martin that He Admires His Nerve, and Offers Some Timely Suggestions to the Effect that Others Who Are Anxious to Serve the Nation Be Asked to Take the Same Course.



BONDS-WHICH!

In the New York Evening Post of May 13 Cesare, the famous cartoonist, presented the best advertisement for the sake of the Liberty Bonds yet devised. This notable cartoon is here reproduced, in reduced size, through the courtesy of Emil M. Scholz, publisher. Cesare, in this cartoon, has made vivid and impressive the "seiling argument" which should dispose of the bonds—and the cartoon should be brought to the notice of all Americans.

contributed more to the growth of bus-

Representative Steenerson's bill, offered in the form of an amendent which proposed a circulation rate was defeated.

Representative Steenerson, in presenting his amendment, said in part:

"Mr. Chairman, when this bill came up it was suggested that nobody should move to strike out any revenue provision unless he was prepared to offer something in the place of it. I move to strike out this clause relating to newspapers and periodicals, but I have

(Continued on page 10b)

The Federal Remrve Bank of Minneapolis, through Mac Martin, has been asking the newspapers in that reserve district for free advertising space for the Liberty Bond issue. The newspapers that donate space are asked to send in receipted bills for the service rendered, in order that they may be properly thanked for their donations, and also so that the results of the advertising campaign may be checked up, to demonstrate the selling power of advertising, so that in future campaigns the Government may determine whether it will ask for additional free space, or pay for the shace at card rates

J. T. Murphy, of the Superior (Wia.) Telegram, who received one of the letters, charmed by the nerve exhibited in the request, agreed to donate space, and gave Mac Martin, who signed the letter to his paper, some information and suggestions, to the effect that the Government follow the same plan when dealing with munitions makers, and others who supply Uncle Sam. He also suggested that the banks also buy bonds and return them to the Government cancelled. The correspondance follows:

PEDERAL RESERVE BANK OF MINNEAP-OLIS.

May 11, 1917.

Gentlemen:

The Secretary of the Treasury of the United States has piaced the entire responsibility for the snie of the "Liberty Loan" in the States of Minnesota. Wheensin, the Dakotan, and Montana in the hands of the Chairman and Federal Reserve Apact of the Federal Reserve Bank of Minnespolis. A large committee of citizens here and throughout these States have dotated all of their time to the Government, that these bonds may be sold in the shortest possible period. Many of metropolitan nowspapers, farm papers, and foreign-innguage papers have othered to donate to the Government whatever size is deamed

nation to the convenience whatever mass in Grammo a sufficient amount of adverticing space, All donations of space will be reduced to a definite dollars and ceuts basis. Those who care to give the amount of space required from to sand receipted bills for the Federal Reserve Bank. These tills are to be at the regular card rates. Reserve will be kept of all such donations, and the formal thanks of the Government extended to the donors. The committee will report the exact amount of space, is messey, used in the campaign, such through this meshed give the United States Government and demonstration of the selling power of advertising, so that in the future the Government may fotormine whether or not it cares to sak for donations or whether it prefers to pay for such publicity at regular card rates.

All of this advertising will be sent out as

All of this advertising will be sent out as plate matter, and all advertisoments in the daty newspapers will be four cultums wide, measuring full length of cultum. The committee foels that eight such advertisements in your paper, the Teleprain, will be the maximum needed. If you care to make such a donation to your

If you rare to make such a donation to your Government at this time and under these con-

Digitized by Google

panring eard and mail it at once.

MAG MARTIN.

Chairman Advertising Committee.

Following is Mr. Murphy's reply to the above letter:

MR. MURPHT'S ANSWER.

Way 15, 1917.

Gentlemen : Your favor of the 11th inst, seking the Superior Telegram for a donation of approxi-mately 10,000 lines of advertising space, to

be used for the purpose of unting the purchase of dovernment bonds, is received, in reply will say that we accept your suggestion and augrention and will chearfully donate these 10,000 lines to the Government. Whether you send plates or otherwise is immaterial, but would prefer matrices. We would go further, however, and while

We would go furnate, sowering you on your recognizing and congreticating you on your hours, dealers to make a few respectful but perincent suggestions. The daily expense of out sugmentions. publishing the Evening Telegram is about \$850 to \$400, and of course this expense has grown materially since the war started, without extra to as an offset. Still, the paper to procperson and growing constantly in circulation, we trust, in informet, so there is no reason in war times why we should not densit part of our only assets to the Government.

But may we not hope that, through some agency like your own, the Sorrelaty of the Treasury or otherwise will ask the mention makers to denate a large part of their product free to the country; will you not use your influence to see that the Government urge shoe manufacturers, lumber merchants, and rubber, coal and all deniers, that they each apparate themsolves from a part of their capital or the common raise; perhaps you may be able to persuade farmers, commission men, and others to donate wheat, corn, petatore, and other eper; and more buproducts free of cost or exp products from or cont or expenses; and mark that purtant than all, you should have sufficient in-Securce with the banks doing business in the Northwest in connection with the Federal Reserve Bank to convince them that they use a part of their surplus and part of their profits toward the purchase of United States bunds, and then, as soon as the transaction be completed, return these bonds to the Government marked juid and concelled.

HOW NEWSPAPERS ARE AFFECTED.

If the present taxation bill becomes a law, not only will newspapers, small and large, pay the same propurtion of income tax on their profits that every other corporation or parinerchip will pay, but besides they will pay a large crease in postal charges. This increase as new suggested, will mean to the Evening Telegram office a sum not lose than \$5,000 per year needs needs of farmer cost. Advertising space to the only thing the newspapers have to sell for money with which to provide white er, pay telegraph bills, and support a large number of men and families connected with those, 75 to 100 people to our own case, You will readily see that if newspapers contribute this, their only salable product, free, then there is no reason why other business organisations should not be equally generous.

Personing the ambject just a little further, we want to say to you that anything we have we gladly give the Government at this time, and welcome, if the Government preds it -we will give our office and our muchinery, our money, our right arm, or even our lives, to Dunce Sem; but ploane over to it, so far as you influence, that every other husiness and other industry shall do libewise, and every other industry shall do libewise, and empetfally see that the banks with which you are associated shall buy the Government bonds and then swimm them cancelled,

WILL HELP THE BOND BALE.

In closing would say that we have been denating and shall continue to donate, without any suggestion from anyone, all the free space in the way of news and editorial that could pee ethly belp to advertising the bond sale. have gone so far as to agree to give 10,000 ilmes gratis to our local Council of Defence to adgratus to our rection points raising, even raising, whose valuing, and other subjects to the farmers for the reason that the local Conneil of 19 farmers. fence has no money. But we say to you fraultly that it was not our original intention to give the free display advertising space to the Gor-ermment. We have spent our time, as you have, and will do that much further; we have given free local and editorial and every other of space except the display; we have subacribed for bonds ourselves, as everyone simuld do; and now, as you say on, we will give also the free display space for the hand sair. But again let us congratulate you on your nerve, and pusmit us to convey to you and your

most distinguished consideration. J. T. MURPHY, Pres't.

On May 18, Mr. Martin replied to Mr. Murphy's letter as follows:

MAG MARTIN'S AMOUNTS

Date Sirt

I have read your good letter of the 15th, and have turned it over to the governors of that they may clearly understand the position. time of crisis.

I thoroughly agree with your view in every-

thing that you have said,

The National Advertising Advisory Board, of which I am a member, submitted a plan for paid advertising to the Secretary of the Trusand while the Advisory Board was to the the services without compensation, the disversment was to pay for all advertising space for munitions, foods, used, just as it pays other materials. The proposition was receiving other materials. The proposition was because Hitchcock, owner of the World Herard of Omaha, introduced a discussion in Congress which resulted in a hist giving all departments of the Government the privilege to accept donations of vertisable abuse. I, personally, had something telegrams sent to an effort to kill the bill. At the same time so many of the publishers offered to denzie space that a compaign of paid subjicity would have been nothing more than universaling, da-

Something over a week ago this lunt saled me to take charge of the advertising committee, gave me no appropriation, but placed upon the the responsibility of an advertising campaign to soid \$50,000,000 worth of boards in this district. I told the governors I would sept the appointment and work day and night uithout companiation, provided;

(i.) That no space was formally asked for. (2.) That no publisher was allowed to give more than any other publisher.

(3.) That all donations of spane be reduced to a monetary basis, so that this bank and this committee would submit an actual suport to the Government of the amount of money actually denated by the publishers.

In this way we will have a record which we can asked to the Government, and I treat this will influence the Covernment in the floating of the \$3,000,000,000 logs which it is understood will fullow,

I trust, will express the position in which the committee fluds itself. have written as you have. Your voice will have wedgbt.

I will not do you the injustice not to furnish you with the main for this campaign, but treat you will use your own judgment, in face of these conditions, as to the action you take.

With very best personal wishes, I am, (Signed) Mac Marrin, Chairman Advertising Committee.

THE TELESCHAM.

Mr. Murphy answered the above letter May 17, as follows:

My Duar Mr. Martin:

Your very tiles lutter of May 16 is received. I shall not be at all surprised if it develop that accespager men timmedies may be responsible for the trivial value which the public at Washlugion and alsowhere has placed on newspaper advertising space.

assure you that your statement of the slivation is quite filuminating, and I thank you for your correct interpretation of my letter.

When your copy to ready, pleased send it along and I will try to have your original suggestion complisi with, so far as possible.

With assurance of bighest respect and regard

CAR SHORTAGE BILL PASSED

New Law Will Improve Handling of News Print Paper.

WASHINGTON, May 23.—The Pomerens Car Shortage bill which will materially relieve the shortage in freight cars and which will necessarily improve the bundling of news print paper, has bassed both Houses of Congress and should shortly be upon the statute books. The Pomerene bill, to promote export trade was taken up in the Senate on Wednesday and with another day's considerashould pass the Senate. This bill will materially increase business and will necessarily accrue to the interest of the publishing and advertising business.

ditions, will you please fill out the accouns advertising committee the assurance of our NEWS PRINT INQUIRY IS CONTINUED IN CANADA

Government Not Inclined to Yield to Manufacturers' Plea That Present Rate of 21/2 Cents Be Raised on June 1-Mills Claim to Be Selling at a Lose-Manufacturers Meet Commissioners.

Tononto, May 22. - At the resumed sitting of the Canadian paper inquiry at Ottawa yesterday, it was shown by the paper manufacturers that the cost of producing news print paper in Canada at the present time ranged from \$51 to \$78 per ton, or from \$2.55 to \$3.90 per 100 pounds. This was the only detail of the information submitted by the manufacturers, in response to the order of the Commission, which was given out. On the heats of this showing it was argued by J. R. Booth, the veteran Ottawa manufacturer: George Chahoon, jr., president of the Laurentide Co.; J. A. Bothwell, manager of the Brompton Pulp & Paper Co., and counsel for the manufacturers, that the Commission should at once file an interim report, setting forth that the manufacturers were being forced to sell namer at less than cost and that an order should be made by the Government raising the price after June 1.

To this plea, the Commissioner replied that he was not prepared to accept the statement of cost presented. The information had merely been receivednot investigated-and until it had been examined he could not take upon himself the responsibility of accepting it. He promised, however, to discuss the situation with the Government, and gave it out as his impression that the 214-cent rate would be continued for two or three months after June 1, when the present order expired.

During the course of the inquiry, Commissioner Pringle asked how the manufacturers squared their alleged cost price of from \$51 to \$78 a ton, with the finding of the Federal Trade Commission, which found the price in Canada to be \$28.50 per ton. George Chahoon, jr., replied that he regarded the finding of the Commission as more a political than a business one, while J. A. Bothwell pointed out that the Commission a figures were compiled at a time when the manufacturers had on hand a large supply of raw materials bought at low prices in 1915. Since then these were much higher in price.

INQUIRT'S SCOPE ENLARGED.

That the scope of the inquiry had been enlarged to embrace book and half-tone papers, was announced by the Commissioner, who intimated however, that it would probably be some weeks before he could get round to a consideration of these items. A hearing on the news print question was to be held in Calgary on May 30, following a meeting at that point of the Western Associated Press. As Western publishers would be present in considerable number at that meeting and an inquiry into special conditions in western Canada had been asked for, it was thought advisable to take advantage of the opportunity presented of getting a lot of the publishers together.

There was again some argument as to whether the business of the newspaper publishers should be investigated. with a view to seeing whether enough was being charged for subscriptions and advertising. Counsel for the Government contended that this was superfluous, as, if exorbitant prices were being charged for paper, it was unnecessary to prosecute the inquiry further. Counsel for the manufacturers, how- the cellar window.

ever, took strong ground on this point. and argued that the matter was vital to the question.

The Commissioner was inclined to agree with the latter view, and he intimated that when he was in Culgary he would tell the Western publishers in no uncertain terms that there must be curtailment of waste, especially in Winnipeg. He also stated that he had no intention of inquiring into the question of whether a combine existed, except so far as it would have a bearing on the price of paper.

WOOLLEYS PLEA TO EDITORS

All Are Asked to Help Float Big Liberty Lann.

WASHINGTON, May 23 .- An appeal to the editors of America has been made by Robert W. Woolley, director of publicity for the Liberty Loan, for them to assist in disseminating information regarding the \$5,000,000,000 war loan to be floated by the Government. The appeal after commenting upon the spirit of patriotic helpfulness, universal in the American press, concludes:

"It is recognized that much of the matter sent out by this Bureau can be better expressed by the editors to whom it is sent. It is only asked that each week the newspapers cooperating with us have articles along similar lines so that concert of action may be obtained. The matter is sent in form ready for the printer. Each paper joining in the Liberty Loan campaign is requested to send at least one marked copy to this Bureau.

"The Secretary of the Treasury keenly appreciates the tremendous service the American press can render the nation in this matter and asks your belp."

INLAND DAILY PRESS MEETING

Men Prominent in the Newspaper World to Address Gathering in Chicago.

Well-known men in the newspaper publishing world will address the members of the Inland Daily Press Association meeting to be held at the La Salie Hotel, in Chicago, May 31.

Lincoln B. Palmer, manager of the American Newspaper Publishers Asmcintion, will talk on the postage mail rates and the evils of free publicity, and will probably consult with the members on these important subjects.

A. J. Mcintyre, representative of the paper committee of the A. N. P. A., will discuss the news print situation at the present time.

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A. will deliver an address on advertising and tell what the Bureau is doing for the newspapers.

Other matters of importance will be discussed by the members who represent daily newspapers in Missouri, Kentucky, Minnesota, Indiana, Wisconsin. Michigan, Iowa, and Illinois. The meetings are always largely attended, for the addresses are invariably of a constructive character. In calling this meeting, Secretary Wil V. Tufford, of Clinton, Ia., urges all members to be present, stating, among other things. "the life of your newspaper may be at stake, and some member of your organization, with power to act, should be in attendance."

Welcome the discipline of work and the habit of obedience.

Getting in on the ground floor frequently means crawling out through

NEW YORK MERCHANTS ADVERTISE WAR RONDS

Sears to the Amenos of Ameroximately One Page Daily Being Utilized by the Department Storm and Other Advertisers, to Help the Coverament Sell. the Liberty Loan Securities.

New York's Department stores are started last rounday, and up to Thursday they had said more than \$600,000 worth

the part of the werehants," said L. Stewart, jr, trensurer of James Metheory & Co., who is a member of the Betall Merchants' Liberty Lean Committee, as \$66 Picth Avenue. one page of space, to start it. That is pli we expected free. The World, Her-Zellung each published a full page. frements and we were dampointed In that advertising is a commodity, and in sold as such, but so is our window space, which we are giving up. We rep-Phanday amounted to more than one manny morality on much as one and our. COPPLEX CONTRACTO

"We had a mortiful Tuesday and divcomed the matter so to whether the space which we are giving should be convoledated into one large advertisement, and I believe that we are getting the lest results by allowing each one to edvertise in separate space, for that meone surrises the message to the patrace of all the stores, on different that exacts one page of extra advertheing has been used by the sugrebants story that time at a cost of approxi-

"Patrons of dry goods and dep purchase the bersis through us and cor selling organization readily, because this respect, I will state that McCreery's ore has accurred one single subscrip-\$1 000 subscriptions. There are a vast number of reportipitions of smaller amounts bowever, the appreprie of which goes to awell the total to more than \$600,000 quite an orbitrement, I

"The committee, which is comprise of representatives of probably fifty of the largest retail merchants and local advertisers of the city, is growing in stee, and is meeting with the success it that if the same plan or a similar one be an aurathor about the complete sucin the history of nations" Louis Stewart, president of James Mc-Creery & Co., is chairman of the Retail Merchants' Liberty Loon Committee,

and Lauren Carroll to secretary.

NEWSPAPER MAKERS AT WORK



By CHARLES H. GRASTY. E didn't go into the newspaper profession because getting in was a bit I E didn't go into the newspaper profession because getting in was a bit caster than other things. He was born a newspaper man and never had a thought of anything else. He was raised in a print shop. He was Ohio bern and city-broke in Coreland. His sournalistic character was sessioned in the old New York Sun office. At the golden age of thirty-nine, having had the best possible preliminary experience, he went to the New York Threes,

There is no store interesting figure among working newspaper men than Carr V. Van Anda, managing editor of the Times. He is an unemploited sutyet among the celebrities of journalism. Everywhere among nowapaser men the New York Times is a subject of discussion; they revel in the romance of 'in success; they take a pride in its high standards; they speculate in respect to its internal workings. The craft have come to know a great deal of Mr. Schu and much of Charles R. Miller, but Mr. Van Anda has kent rightly to the

It isn't modesty that holds him back. The managing editor is quite the most approache man in the Times circle. There is no subject upon which he erre. He is an influence within the office for progressivism. He passesses a care acid quality of intellect. In the office coursels be is positive and deterd. Had in his sender contacts be has a typical newspaper man's abortions Van Anda was born on December 2, 1864, in Georgetown, G., but the honor of nurturing him in his early formatory years must be accorded to a Buckeye tion that reloices in the name of Wapskonets. Prom his earliest childhood perhaps a record as the youngest editor. His paper was a double sheet of foolscan upon the four pages of which were pasted eligators of prose and poetry he later developed in an unusual degree. Having fixed the price of his paper at ten cents, he ignitiated in his own family circle a system of compalacry purcomplete his printer's equipment by manufacturing a press out of wooden boards. He was all right until it came to the tak roller and there he was stuck Pinally to took a broom handle and wound some rioth from an old dress of his mother's round it. (In that press was actually produced copies of a paper-

When he was twelve he secured conployment at odd times in the willage diag offices but men started an assateur shop of his own, which he opergird in competition with the other fellow. He bought a second-hand Excelsion and two fonts of type for \$5, pastng \$1.50 cash and string a two-mouths' note, endersed by his father, for the balance The first Saturday, by working all day and must of the avening he cleared 12.15. He seem the surplus twentyfive cents to see a pedestrian endourer to walk 15 miles in four hours. The other \$3.50 he kept two months against his debt, his creditor refusing to allow a discount for cash Toyota Van Anda went to the high school working between times and after-

ward would be was glateen years of age. He then put in two years at the Obio here papers to Wapskonels, the Austaine Republican, as foremen. It is barely of the Austral Republican, but for an unhappy incident. reches trucker from the Washington hand-press to the village blacksmith shop. (Continued on page 18)

A. P. USES TELECRAPH PRINTERS FOR NEWS

Machines that Automatically Write ti Words of the Sending Operator Installed for she First Time on Long Distance Circuits Running Out of New

The Associated Press, as was the ram to city delivery, is the first news descributing organization to use automatic telegraph printers to handle its

Two weeks ago sufcessible machines leased from the American Telephone & Boston, and since that time have been vators to convey the world's news to Hartford, Worcester, Springfield.

A few weeks before the New York-Hoston circuit was put late operation similar machines manufactured by the Amoriated Press circuit from Chicago to Milwanker, Minneapolis, and St. Paul and have been successfully operated since that time. This was the first time automatic telegroph printers had ever been tried on a long-distance circuit handling posse dispatches. DESPENSED WITH SECRITING OPERATORS.

On both elecults a typist to the transmitting office uses a keyboard stestiar to that of a typewriter. As he depresses the keys a tape to perforated, differently for each letter. This tape automatically runs through an electrical apparatus. which is turn sends out electrical issuposition over the wire which wark reasonding units on the receiving typenewspaper offices on the circuit. The comy thus made is ready for the editor. Automatic telegraph printers were first used in distributing news about three years ago, when the Associated Press put "Morkrums" in the offices of their New York members. The reachines were designed to take the place of mea. sengura and Morse operators in delivering the report from the Associated Press office to the New York newspapers. There was considerable preledice against experiment was ridiculed and failure of the idea freely predicted. Through the resourcefulness of the Associated Treas chief of traffic, Kent Cooper, and his faith in the resthed, however, projectice was not long fived in New York, and it was but a short time hefore the idea was prenounced a morcome and the telegraph printers had tome to stay in the press association business. They were installed elsewhere by the Associated Press and other news

lotest Associated Press foot marks a new era to the method of transcritting Lord Northcliffe's Appointment Lord Northeliffs, who has accepted

the chairmanahip of the committee which will consider what steps absold be taken to develop and regulate aviation for civil and commercial purposes after the war, and to what extent the trained personnel and already, surelus of the pervices' requirements, could be urlised for the nermon. The sancted ment is in every way an admirable one. so Lord Northritte has a very wide knowledge of the subject.

Cultivate the power of declaion.

SPEAKERS AND TOPICS FOR THE BIG A.A.C.W. CONVENTION OPEN IN ST. LOUIS JUNE 3

Announcement by the Chairman of the Programme Committee for the Advertising Men's Sessions, Telling When and Where the Various Men Who Will Deliver Addresses Will Appear-Newspaper Departmental to be Attended by an Unusually Large Number of Representative American Publishers.

HE Newspaper Departmental of the Associated Advertising Clubs of the World will meet in the Municipal Court Building, in St. Louis. John Ring, jr., first vice-president of the Advertising Club of St. Louis and Mercantile publicity manager of the Trust Company, of that city, together with George M. Brown, president of the Certain-teed Products Company, of St. Louis, have been added to the list of speakers who will address the members of the Newspaper Departmental. Mr Ring will speak on "Financial Newspaper Advertising," and Mr. Brown on "Certain-teed Roofing Advertising Ex-J. W. Barnum, secretaryperiences." treasurer, has received assurances from a large number of newspaper publishers, in response to the invitations he has ment out, to the effect that they will attend, and which indicates a representative gathering of publishers and delegates from the daily press of the United States.

"Why the Church Should Advertise" will be the subject discussed by well-. known ministers, who will appear in the pulpits of the churches of the city Sunday, June 2. The ministers who will speak come from all sections of the United States, as follows:

MINISTERS WHO WILL DELIVER ADDRESSES.

Rishop & R. Hendrix, Li, D., of the Mathodist Episcopal Course South, Kausas City, Mo., it the Rev. W. H. Frenitzer. He was a complex to the Frenitzer of the Freshytterian Church and Entered Course of Ministerial Edited the Freshyterian Church and Edited the Freshyterian Church advertising campaigns threaghout the ministry, the Res. George W. Harrey. D. D. Grace Methodist Episcopal Church, San Francisco, Cal.; Hev. Hay L. Smith, St. Psal's Methodist Church, Chirago, III.; Rev. J. T. B. Smith, D.D., publicity menager, Board of Confecence Claimants, Methodist Rishespal Church, Chirago, III.; Rev. J. T. B. Smith, D.D., publicity menager, Board of Confecence Claimants, Methodist Rishespal Church, New Tork city: Rev. R. C. Kengy, Louas Mechodist Church, Chirago, III.; Rev. D. Trans. Methodist. Church, Chirago, III.; Rev. D. Trans. Methodist. Church, Beltiders, M. B. Bonne, D. D., Trans. Methodist. Church, Beltiders, M. Hoedist Board of Foreign D. D., Tensey, M. Methodist. Church, Beltiders, M. B. Bonne, D. Trans. Methodist. Church, Beltiders, M. B. Bonne, O'Chirago, D. D., Trans. Methodist. Church, Beltiders, Methodist. Board of Foreign D. D., Tensey, M. Methodist. D. D., Trans. Methodist. Church, Beltiders, Methodist. Board of Foreign D. D., Tensey, M. Methodist. Board of Foreign D. D., Fort Washington Preshyturian Church, New York city, and Rev. Daniel H. Martin, D. D., Fort Washington Preshyturian Church, Bill John's University M. Martin, D. H. Macchael M. Martin, D. M. Servicer, Deventure Church, Dietermister Church, Dietermister Church, Dietermister Church, Dietermister Church, Dietermister Church, Dietermister MINISTERS WHO WILL DELIVER ADDRESSES.

The Inspiration Mass meeting will take place in the quadrangle of Washington University Sunday afternoon; M. P. Linn, President of the Associated Advertising Clubs of St. Louis will be temporary chairman and Herbert S. Houston, President of the Associated Advertising Clubs of the World, will be permanent chairman of the meeting. The programme arranged for this occasion follows:

INSPIRATION MEETING PROGRAMME

A:00 O'CLOCK.

Overtura—''Artist's Life'

"Helleviga Churus"

Re Louis Rymphony Orchestra.

Readel Re Louis Rymphony Orchestra.

Recompanied by Rr. Louis Symphony Orchestra.

Inversition Archaeling John J. Gledkein.

March—st. Louis Rymphony Orchestra.

Inversition Archaeling John J. Gledkein.

The Spirit of Rt. Louis.

The Spirit of Rt. Louis.—Thermal Theory

Welcome from Missouri—Hess F. D. Gardsor.

Governor of Missouri—Hess F. D. Gardsor.

Welcome from Missouri—Hess F. Louis.

Hessellevia Hall

"America" Spirit Rev. Louis Symphony Orchestra.

Welcome by Washington University—Chanceller

Proceeding Missouri—Hess F. Louis Science

Addr. Senator Hall

"America" Spirit Rev. Louis Structure.

Bessellevian—Rt. Rev. Daniel S Tuttle.

There will be an orchestra of fifty 3 :00 O'CLOCK.

There will be an orchestra of fifty members and 150 members of the St. Louis Pageant Choral Society present on this occasion.

Herbert S. Houston will preside over the general measions of the convention. which will open Monday morning, June 4. in the Jefferson Theatre, at Twelfth and Locust Streets, the programme for which will be as follows:

CHENERAL EMISIONS PROGRAMME.

GENERAL SEMSIONS PROGRAMME.

March—St. Laula Symphony Orchestra, W. Ous
Busic by Hastershea's Orchestra, W. Ous
Hartaschen, leader
Suging by subleme: Hinstrated particula
enings through the coartesy of John H.
Paterson, president, National Cash
Register Co.

10:00 Invocation Rabid Leon S. Harrison, Tumple Israel.

10:05—Announcements, Lewellyn E. Pratt,
chairman, National Programme Committee.

10:10—The Houston, president, Associated Advetings of Catts of the World.

10:04—The Relation of Publicity and Advetings to National Promprity. Leuis
W. Hill, president, Great Northern
Estivas Cu.

11:05—John North Wellys, prosident, VilyaUverland Co., Tolesto, O.

11:30—"Advertising and Its Relation to the
Tutal Anderson of Publicity Ration.

3. Wade, president, Mercantile Nation.

6. Louis.

TUERDAY JIME 8.

TUESDAY, JUNE 8.

9:00—Music by Hannschen's Orchestra, W. Cas Hursweinb, leader.
Ninging by addisoner: Illustrated patriot-ity needs, through the corriery of John H Paterson, president, National Cush Register Co. Patriothy R. Pratt, chairman, National Programme Com-mittee.

10 -00-Announcements. Levelyns Frant.
chairman, National Pregramme Committee.

10 :05-Titurge Callar To Rervice:
For the Nation-William H. Rankin, vice-chairman, National Advertising Advicery Board: president, W. B. Bankin Co., Critrago

10 :25-0. O Harn, chairman, Committee on Plan and Scupe, National Advertising Advicery Beard: chairman, National Advertising Commission: advertising manager, National Lead Co., New York, National Advertising Commission: Advertising Commission: Talking Charles Sunner Ward, exercising Committee Committee of the American Committee Committee of the American Committee Sunner Ward, exercising Ward, exercising the Sunner Committee of the American Sunner Committee Sunner Committee of the American Sunner Committee Sunne

TURSDAY-JOINT OPEN SESSION.

Announcements.

detroluctory remarks by clustrons a

"Educating the People's Appette." (I.
Harnis Powell, president, California
Prutt Growers Exchange, Los Angeles,
California

Call.
Discussion.

"The Relation of the Factory to the Balea Organization." High Chalmers, torest-bat, Chalmers Mesor Car Oc., Discussion.

"How Advartising Enabled Us to Maintain Our Relation Price in a Rising Market." Samuel C. Dobba vice-president, the Occa-Cola Cumpany, Atlanta Ga.

dent, th

3:45—Piscussion.

8:55—John A Resch. president, Brown Shee
Coupany, St. Louis, Mo.

Ounpany, Rt. Louis, Mo.
4:20— Distransion.
4:20— The Garantee of the Trade Mark."
Thomas E. Wilson, president, Wilson
& Cr., Chicago, III.
4:55 Discussion Lafayette Young, jr., of the Des

Moines Capital, will preside over the meeting Wednesday morning, when the following programme will be given: WEDNESDAY'S MEETING.

8:00.—Music by Hannschen's Orchestra, W. Gus Hannschen, budge Singing by andlenne: Hisstrated patriotic Songs through the courtest of John H. Paterson, president, National Cash Register Co.

Paterness. president, National Cash Register Co. 10:00- Annexacements. 10:00- Annexacements. 10:00- Introductive remarks by chairman 10:10- "The Earliset Ideal of the Advertising Cinhs." former President W. N. Annachon, Paul Beich Co. Chicago, 21:10:20- "The Vicative of the Advertising Cinh Idea." former President F. D. Gibbs. Robert Stillean Co. New York 10:30- "The Cash-Hrawer Value of Confliènce," Marks Sidence president, Sidener Van River Advertising Co. Indianacella chairman, Nathanal Vigitanae Committee, Associated Advertising Clubs of Union World. National Vigitanee Committee, Associated Advertising Chick of National Vigitanee Committee, Associated Advertising Chick of National Vigitanee Committee, Associated Advertising Chick of the World.

Herbert S. Houston will preside over the afternoon meeting, the programme of which follows:

nusuavements.

What Advertising Hus Done for the Chithing Business. Theird Strachbaum, president, A. B. Hirschhaum Co., preemment, .

30-Discussion.

30-Discussion.

30-Discussion.

30-Uniquision.

J Helan, president, H. J. Heins Co., Pittsburgh, Pa.

2:30—Discussion.
3:40—"The Country's Instribution Problem as Viewed by the Express Companies,"
B. D. Caliswill, President, Wells Fargo & Co., New York.

Discussion.

"What the Homsewife Thinks About it.

Mrs. Julian Heath, president, Nation
Housewiven' League, New York city.

4:20—Hacrasion League, Lew Lova Cry.

6:60—'lla the Question Answered,' George W.
Hiskins vice-president and general
nales manager, American Chicle Co.,
New York.

5 :00-Dis

Herbert S. Houston will preside over both the morning and afternoon sessions of Thursday, June 6, for which the following programme has been arranged:

THURRDAY'S PROGRAMME.

THURRDAT'S PROGRAMME.

9.00—Musit by Hassachenia Orchestra, W. Gus
Hassewhen, leader.

Blaging by audience: Hustrated patriotic
soins. through the couriesy of John
H. Paterson, president, National Cash
Register Co.
10:00—Manouncements.
10:05—The Advertising Club Movement as Xathonal Husiness Laudership," former
President Samoel O. Dobbe, vire-president, the Onca-Osla Company, Atlanta. Ga
Into a Husiness Organization," former
President William Woodhead, manager,
President William Woodhead, manager,
10:25—"How to Rularge the Terminal Facilities
of Photribulion, Frain Blocksiaw,
secretary, Nathunal Educational Committee. Associated Advertising Guiss of the
Photogram of Macchandaling," William
Mittee. Associated Advertising Guiss of the
Interval.

mittee. Anacciated Advertising Claim of
the World.

11.05 The World.

11.05 The World.

11.05 The World.

11.05 The More than th

Register Co.
Annuncements.
Presentation of trophics.
Adoption of resolutions.
Conditionation of selection of 1918 convention city.
Else-tion of officers.
Convention closes with an outdoor patriotic mass meeting.

VIGILANCE COMMITTEE SESSIONS.

On Monday, Tuesday, and Wednesday, June 4, 5, and 6th, in a room in the Municipal Courts Building, in St. Louis there will be an informal conference of the vigilance workers of the A. A. C. W.

There will be no formal programme, but vigilance workers are asked to bring problems and questions, and start something.

H. J. Kenner, Secretary of the National Vigilance Committee, will be in charge. Topics discussed will be:

Monday: "Organizing and Financing Vigilance Work."

Tuesday: "Operation of a better Business Bureau or Vigilance Committee."

Wednesday: "The Principal Evila to be Corrected by Vigilance Workers."
One topic will be "False Statements of Value in Advertising."

Addresses on Vigilance Work will be given Wednesday morning at the General Session. The subject of these addresses will be: "The Cash-drawer Value of Confidence:" Merle Sidener will talk on "Creating It;" H. J. Kenner, on "Protecting It," and Richard H. Lee on "Abusing It."

The intelligence of the ancient Greeks was greater than that which obtains today. Only in the conveniences we enjoy do we excel. There was no need then for the drugs of which we stand in need now, because they had sense enough to live simply, while we are so ordered that we ignore the real for the unreal.

SILVER BOWL GIVEN TO THOMAS F. FLYNN

Entertained by Members of the S. C. Beckwith Special Agency on the Anniversary of his Twenty-Fifth Year With that Organization .- Dinner at the Martinique.

Thomas F. Flynn, secretary of the C. Beckwith Special Agency, celebrated his silver jubilee of service with that organization May 23, when he was presented with a silver bowl and was



THOMAS F. FLINN.

entertained at a dinner at the Hotel Martinique in the evening. Employees of the agency were present to congratulate him upon his twenty-five years with the agency and to speak words of appreciation for his conduct toward them at all times.

C. T. Logan, who made the speech of presentation when the silver bowl was given to Mr. Flynn, spoke in part as follows:

"Mr. Flynn's example has raised us up to new energy. It is always pleasant to work under pleasant direction. That is Mr. Flynn's ideal in his business life. He has a definite purpose. He knows where he is going and what he is after, which is advertising all the time, night and day. I would not like to say all he knows about advertising. but he thinks about it all the time, and I believe if he ever got delirious from sickness he would be crying in his wild moments for more contracts! So far as work is concerned the days are nev. er long enough for Mr. Flynn, nor the weeks, nor the months, nor the years He keeps hammering on it, but without knocking and the telling blows he has delivered are represented in the splendid qualities of our super-six organization. I know we all wish him continued good health and happiness for himself, his little lady at home. and the kiddles, and when he Jooks this beautiful little bowl, let him conjure up in his imagination the faces who are presenting the little gift to him to-day. They are all there and their hearts are in the bottom of it. Mr. Flynn, all hail as the chief of staff on your Silver Jubilee! May the lustre of your eyes never grow dim. and may you never send out any fewer pink and blue and yellow and green and white slips than you do now! We would miss them if you did."

J. T. Beckwith, president agency, presented Mr. Flynn with a dismond and pearl stick pin during the course of the dinner at the Hotel Martinique Wednesday evening.

NEW YORK CIRCULATORS. VISIT THE CATSKILLS Two Days Outing in the Mountains En-

joyed by Distributers of Metropolitan Newspapers, and Their Friends, Who Made Journey to Catchills by Strass-Circulation managers of New York

dally newspapers, and their friends arkill mountains this week. They left Catalcti Evening Line Biramer Gate-Dinner was served on the boat. dress, in the course of which he anselace, connecting with the freight their news print paper from the This statement was greated with en-

Traffic Manager Borkmon, of the steamship line welcomed the circulators, who have made the trip over his Teastmarter James McKernan, the New York World introduced the variota speakers in a happy vets. and handling of the majo, interspera-

errores that kept his audience in Ming over to the suburb of New York to enjoy a rest. His good satured re-

manager of the Montreal (Can.) Ga-Sette, a member of the I. C. M. A. popular men in the erganization. His speech was sheet, full of fun, and in R he told of the alexaure it afforded

ford (Mean) Mercury-Standard, vice-Intion Manngers' Association, spoke, on an outing at Montauk Point, July 11. "Jack" Demoney of the New York World streaktion department rendered characteristic vocal selections. His posdrew endorses shough to make a regular notor turn a bright green with Annuatory, of the Schenect

A, expressed his pregence at being



EASTERN CIRCULATION MANAGERS ON CATSKILL TRIP

After breakfast on the tont, the party

Luncheon was served at the South House at noon, after which the recenthe journey ending at the Maple Lawn and Mrs. Locks, the owners, when us

Thursday morning, after breakfast at the Maple Lawn Botel, the members were taken by automobiles in time to reach the Catalog dock by 11 A. M., took the steamer linters

varancy this week. During the lunchhour on the beat, Teastmaxter McKerreal with which he has labored un beserver set. Mr. Harrett was so overcurse that he could not respond. He was auchorded generously by all pres-Thanks were expressed to officials of

company, and for their efforts to make their trip one of the most enjoyable in the bistory of the organization. sis o'clock Thursday ovening Pullowing to a list of these who made

THOSE WHO HAVE THE THE A. V. S. Olcott, general manager Hudaire Line: Paul Berbater, traffic magager Catakill Econing Line; J. McDon-Line; Hon. B. Frank Appleby, ex-Mayor Structurian, was introduced as one of Asbury Park; Commissioner George D.

Morrow, Allenburst, N. J.; Frank sette: J. H. Annenberg, Schenectady Union-Biar; H. D. Bounet, German Her-James McKernan, manager deculation department the N. Y. World; A. E. the North American, Philadelphia; W. E. Rague, the Staten Islander; Geo. H. Reynalds, New Bedford (Mast.) egraph; Mr. Nell, Morning Telegraph; Mr. Kessice, Wilkes Barre, Pa.; Mr. Witneser, Scrancon, Ps.; Martin Artie Schutz; Edw. Gann, Ereven and

Wetersan, the World; P. J. Busiler, W. ties Dusiness Men's Association; John Heyder, President Saugertice and see, F. Hollweg, O. A. Shipman, William Prenns, H. Heuss, A. Hesse, W. J.; J. R. Abrens, New York Evening Post; Pred Etrehner, R. K. Mason, Jamestown, N. Y. and John Kelly, New

Monoghan, J. M. Brott, W. Hing, E.

Freed of Murder Charge

newspaper man, was soughted by a jury Dr. G. W. Emory, of Bryan, Tyx. wto a year ago. Mr. Wallace former by Dally Easle, and had been connected with other newspapers in Tease.

CHARLES H. GRASTY IS TO RETURN TO EUROPE Treasurer of the New York Times Will. Visit the Battle Frents in France and Russis, and Write Letters from England - His Highest Ambition Is to

Serve as a Reporter. Charles H. Granty, treasurer of the New York Times expects to leave for Indignts and impressions of the strugthe third year. Mr. Granty will not displace any of the correspondence of the Times who are at present located at various points in Europe. He will ter in addition to what they are cabling to the Times dally.

ELLIS OFF TO CAUCASUS Philadelphia Newspaper Man Will Later

Visit War Zone. As no saids to a unique assignment to the war sone, Dr. William T. Ellis, of go to Neah's landing-place, Mt. Ararut, in



Dr. WILLIAM T. ELLIS.

the Concessor, to inspect the work of the Syrion Relief, of which consulties he is a member. He will be accompanied by pan and China, and then to Russia by way of the Siberian Ballway. From Dr. trograd he will go down into the Caucause and Persia, covering all the coun-After a month or so of touring the Caucasus, Dr. Ellis will return to Petrouved, and then so to Great Britain.

France, and Italy, where he will write religious and social conditions of the cations at war. He also bears a commis-He has done much of public seventing in recent years, especially at men's conventions. Dr. Ellis is a mernber of the National Prose Club, Wash ington; of the Boston Authors' Club; of the Auttory Longue, and of the Amer-Ican Oriental Boolety. C.OO.Qle

88 PRESIDENT INSISTS ON

SOME CENSORSHIP LAW wall Efforts Being Made to Secare Prevision in Espionage Bill, Re-

Authority Senators Sounding Senatment as to Medified Section. Washington, May 23-Henewed of-The conferrees on H. E. 291, the

Espionage tell, in which the conscrable Senatora Overman, Pletcher, and Nel son, the Senate's conference on the till. were called to the White House and urg ed by the President to agree to a cen mention section which the Senate care whether it is possible to alloy the Sen-

ate's edjections, and if possible bring out a new and se-called modified cen-President Wilson said to the Scenar conference, as he did Turnday in his let-Judiciary Committee, that he dress aumery absolutely essential. The Premdent said he did not mak for a density provision, but felt be about I have legiststo hupone nowapaper conserving. The thursty was necessary to deal with ten

REMATES OFFICETION PRODUCT The Senate's opposition to may from Pressional by the conference who expressed doubt that the Secure would exceed to any conscratio whatsover. Rut all agreed, under the President's and see if it is possible to year a reed decayer Overman thought that the

morable regulations gave information to the enemy, would be rejected. If the new consorable presisten can be agreed upon, Senator Overman thought I archably would not go further than one in the interest of "public safety" it was deemed necessary for "public writers."

THE PRESENCE OF SHIPPING The President's letter to Mr. Webb. chaleman of the Judiciary Committee of the House of Representatives, reads; Mr Deer Mr. Water

hann been much surprised to died per the recent action of hate every readdence that the great me horte of the namepapers of every country there are some porocks in a post-ries in do ministed in this first who cannot be wind upon any whose their port highly dangerous ... the harpon to the mides of was. I want to

any again that it seems to me impossible that TRUCE AGREED UPON IN preem of this suri should be grained.

"Outside And streems preems."

MERRY NEWSPAPER WA MOUDBIN MITTOR.

The Washington curpo of correspondents held a meeting on Wednesday in conserving estuation but finding the Administration so atrongly in favor of some consorably feature, decided not

to take any definite action The fact that Marshal Jeffre and the French Commission have returned safeto Prance without a word being printed in American newspapers relatas evidence that the American press is keeping faith with the self-imposed

OPENS ST. PAUL OFFICE

Alongo F. Carlisle to Have Charge of G. Logan Payne Co.'s New Brunch Alegap F. Carlisle will be in charge June 1 by the G. Legus Payne Co., newspaper representatives in



it. Paul. The office will be located at 2429 University Avenue, and the Minhas offices in New York, Chicago, Detrutt, and Boston, the new branch mak-

EALSE ECONOMY OPPOSED Merle Sidener and George Walt Floming Plead for Sorier.

fror basses when Morte Statemer, chairthe Cleveland Advertising Club on May Hidrary stated that some business men alance did and always will advocate a wise economy, but that too much On this reblect an ad club member, Scorge Walt Plening, of the Kaynee

Company, bloom makers, had the fel-"When prosperity gives us the glad band, why but it in the solar plexus and Why not excurrage the efforulas to monetary circulation preaching moderation and help keep the the great heart of the world, so that we who advertise may reap the coward of our courage, instead of having our industries paralyzed by the insmally of a missuaded prem? What's the answer?

MERRY NEWSPAPER WAR Detroit Nevokoys, Pending Further Parleys, Will Sell the Evening News and Journal, Although No Concessions Have Been Made Two-Cent Afternoon Papers Unlikely.

The afternoon prespapers of Detects extending ever about five weeks, and the end new appears to be in sight

The newstays of Detroit precipitated to two cents. The publishers refused to restore the wasteful returns privilege. and the Evening News and readily agreed to the proposition to adcents, with the provise that James Scherwerhers, publisher of the Times

Mr. Schermerhorn declined to do so on the ground that the Times was exsentially a peanty presupancy, conforming to the penny-price idea in size, in general character of contents, in the densed, etc. The newshops thereupon declared a strike against the Evening

last work and declared a truce in the payers, pending further parters. still insisting, however, that the targer cents. Mr. Schormerhura rholms that, as a disturbing force through his deristen to built to that price. He believes that the News and Journal should either reduce the store of their begans to the size of the Tirera or increase their

George Creel Rebukes Newspaper for Commenting on Defective Shells. Livregarding the declaration of the President that there was no desire to eroment affairs and politica Groups chairman of the Coursellive of Public Information, on May 12, tele lishing an editorial entitled "Defection Shella." The editorial was bused on port of Bear-Admiral Earls, Chief of Ordnage of the Nory, to Secretary Daniels, which was made public the day before. This is the first attempt reluke an editor for commenting on facts made public in an official report issued by an efficial of the Gov. The editorial suggested the Navy Dypartment agreefeet on board the steemer Mondolia sorphip law, and the assurances that will fulfil your wishes.

there is no dealer to prevent criticism ernment policies, the Herald, on May 24, real in part Within a few hours after the editerial appeared George Creel, chairman tion, who will be the official Govern ment conser if a Conscrable law is coacted, railed the Washington Hernld

"of this is not an attempt to trot editorial opinion, what is it? There were no misstatements of fact in the turning 'seventeen' years late was its only inaccuracy. Mr. Creel did not venture to impugn any of the Herald's statements of fact, which were toard on Admiral Earle's official rement's notice if it were not a straw showing which way the wind was the proposed consorably, it is high time After reading what the Herald had to

ear Mr. Creet issued the following state-

"The Washington Herald's charge that I have attempted to control its opinion is without base in truth. I did not

"While in the Navy Department yestenday, I happened to meet Ad-Early. We spoke of the Mungulia's der feelive shells, and he cited the Herald editorial as an example of incomments knowledge in connection with a highly portages of personal contact with the ralled up the Hereld office and sold redsance reality arms. Thre cardy and for my offorts in the matter These are the facts: From the outset the policy of this Committee has

have sowered the patriction of the service, and my one effort has been to

AGAINST ZONE POSTAL RATE

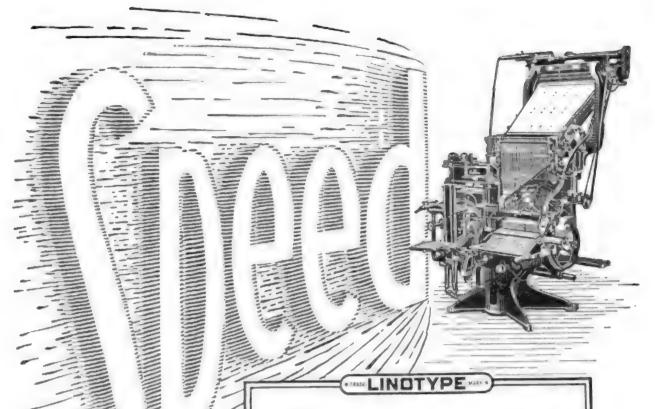
Senate Finance Committee Proposes Tax on All Adventising as Substitute. WARRINGTON, May 24-The Senat-Pinance Committee to day began its of an all-day discussion, the Committee decided to strike from the measure direct tax on advertising, including

Strong ours have purposes others

Ameliane the minutes and the hours zed by Google

@ TRADE LINGTYPE MARK @

THE MACHINE THAT LASTS



11040 Ems an Hour on a Model 16

Produced in a test in the composing room of the Brooklyn Daily Times by an operator in the employ of the Burr Printing House, New York City.

The operator set a "take" of 7 point, 13 ems, and a "take" of 12-point, 26½ ems, at the rate of 11040 ems an hour.

Result—The Burr Printing House ordered four Model 16 Linotypes and one Model 17 Linotype.

Illustrated catalog of Models 16 and 17 Linotypes sent on request.

MERGENTHALER LINOTYPE CO. TRIBUNE BUILDING, NEW YORK

Concrete

AN TRANSPORT NIW ORLEANS TORONTO, C. Tay Unit p., 15d.

OKLAHOMA DIRECTOR HAS HAD BRILLIANT CAREER

H. H. Huckert, Recently Appainted Head of the School of Journalism at the University of Oklahoma, Is Probably

the Youngest Man Ever Named to Hold a Similar Position in a University. the University of Okiahoma, in perhaps the youngest man to occupy such a toulties in this country. Dorn on a form to Ulinois in 1888, he was under no immediate influences to eater jourhe became editor of the Prespert high school Polaria Here editorial duties brought him to contact with printer's Ink, and his future career was determined. After graduation he was succonducty "days," typesetter, office helper, proofrender, and reporter in the of-

the University of Hirote. Maying chosen the course in fournalters, he was drawn into student newspaper work, and served to successive years as reporter, assistant editor, mannates office and office of the Dalla Blist, the eight-page morning paper of the University. This work, together with the duties of assectate editor of vent him from wineing Phi Betn Kapon bonors, as well as election to senior honor society, to Scribblers' Club, a system society, to Delta Kappa Cht. commercial fraternity, and to Higun

Bustness office and editorial room experionce on several of the Prespect newspapers from blen back to that city after eraduation in 1910. He became etty editor of the Journal, on which five years before he had been composinggraph office of the Pearls Evening a year later, that the death of Chester Wells, then notional president of Magran Delta Chi, left almost untourhed the work of establishing a course in bearanteen in the University of Chin-

Mr. Herbert was appointed to the With less than two weeks' notice he left the telegraph deak for the classroom. Twenty students and three courses occupted his attention during the first year. Gradually the editorial writing were added others in jetirnalism, principus and practice of newspaper advertising, newspaper etc. defing the four years Mr. Herbert has been associated with it, has increased

The school now offers a three years a minimum of twenty-free In journation in pMillon to the D. A. NEWS FROM THE SCHOOLS AND DE-PARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism



Henrie H. Herrey, appointed director of the setuce of yournaless in the University tiraduates of the school since 1915 are now in responsible positions in Ok-

and others. In every important office ing offers to take every well-pushifed Under Mr. Hertnet's direction students in purratum luve transferred their twice-n-week newspaper tate a or-page morning daily, with a paid staff, a stiff educationly rate, and and at odd tirers himself edits the Uni been Interscholustic Press Association. steets among editors and managers of high school newspapers, magazines, arcatule that have already done orbiol journalism in the State, As a specialist in fournation, Mr. materially to his attalements in this

to write. One of via special fields of and data to fit an ordinary volume Meetana Summer School

The State University of Montana day,

JOURNALISM TEACHERS FEEL WAR CONDITIONS

Farm Service and Military Service Call Thousands of Mea from the Colleges and Universities, Selective-Draft Meaeare Will Also Take Thousands Out of the Educational Institutions.

of rocat of the colleges and universities Teachers of journalism everywhere

are not a little bit apprehensive of the or educational institutions of the country next fail. Thousands of man have gage in farm work, to enter the officers sulltary service. Most of the colleges ed all students who could and would ted to withdraw and loss no cottegy recent if they wished to callet. As a result, departments of journalism all over the country-like all other depart-The complic influence of the selection

deaft response upon the college next your is also a matter of speculation arrong teachers of journation. It is generally agreed that the junior and enter chaptes will be the most seriously Freshman students will be least affected. In most of the tastitucents have enlisted, an average of \$5 In recet of the States, teachers of

consecutive years is part of the freuprore course of study. This year the sorr work are enlisting. Others who here not enlisted believe they will be The annibility of more women antar-Students Heard Practical Talk

internating teachers of journalism Institutions describes upon income

tion free fore serious figuratial protthe State colleges and universities. Howor of journalises like every one cise has

A. P. Bays Liberty Bonds

At a saveting of the executive com-

The province of Liberty Loca books

of nows from the echools and deleges and universities will be discontinued. It will appear again in the full when the colleges re-open --

E. E. Trexell to Give Full Time to Washington Newspaper Association. E. E. Trexell, americant professor of legice, ban resigned, effective August 1. of the Weshington Newspaper Associa Mr. Troxell has been bundling there courses in advertising and a cighty-fire weekly newspapers of Washington as spenters. It was organized in 1916 and was parented by secretary in addition to his teaching

in August Mr. Troppil will go East is unable to supply the calls which on Association business. He expects come in to it for reporters, deak seen Western trainess of the Association will The Association will have quarters rat year in the new home of the dapartment of journalism, to which two The department is new in quest of a

seconsor to Mr. Trunch, and wants a man who can tench advertising the seller's, the commercer's, and the sgency standpoints, and perferably a man also can teach country journalism

practical talk on some aspect of the pro-Chilaborno State Register, Guthrie; J. suspect, and he has already laid the our Chrimany, wholesale grovers, Okla-

> Journalism Bulletin Published 1000. Kansas State Agricultural College,

for Editoriol Work on Pares Papers." The tollette embodies the reand requirements of agricultural your rivers A L. Steer, dogs of the School mile, and is the first publication

NEWS PRINT OUTPUT FOR MONTH OF APRIL

Machines in Both the United States and Canada Run to a Higher Percentage of Efficiency This Year than Lan-Storage Less This Year than in 1916-

Some Interesting Figures. The news print mills of the United Sinter and Canada produced 178.781 furry-four milis reporting to the News Print Marrifacturing Association last year, while only thirty-eight reported day, which is 97.1 per cent, of the maxi-The shipments for the same pr-The absprounts this your were, pay at the end of April, 1917, was 18 .-

HOUSEN PERCENTAGE OF MAXIMUM. For the month of April the American rollia produced 3.231 actual tons of news print a day, and the Canadian 1,900 and to the Canadian 11,542 cons. For the four scents of 1991, ending with the last day of April the total production of all of the mile of the Ameciation was 515,974 tons. The cutte of tinest, so that the total production

ago, or 29,335 tone tone this year than

The per cent of production for the The per cest of production for April 1917. was 97.1. compared with 91 6 one

REPORTERS WERE INTERNED

Beston Novepaper Steaths Held for Huars on Submarine Chaers. Held virtually prisoners for several hours shoard the navy patrot schousperfence of eight young newspaper men val Plying Sundren Statley at Squan-

turn, and had accepted an invitation from a reserve ensign to return to town The right Navy Department rule that no person shall pass either in er out enough or the newspaper men until 'inchies' patroffed the gangplank to

According to one of the reporters It cad on them by commanding officer, consor at the yard succeeded, after shout two hours' work, in setting a large parties of the red tape with which the eltustion was bound up unrecled

Westcomb and Jacoby, of the Port; McCarthy and Dresser, of the Ameri-

Isomer, of the Record; Williams, of GETZ TO BE NEWS EDITOR

Will Join Staff of "Editor and Publisher" on June 1.

turn at the Obio State University, as



CHL H. GIVE.

After graduating from the Celevrotty

newspaper problems and to engage in the Obto State Chivronty for one awar. Mr. tlets in to-day weretany of the American Association of Teachers of Journalism and vice-president of the As-

Mr. Gets will take up his new duties son

WAR TIME CIRCULATIONS OF METROPOLITAN NEWSPAPERS Comparative statements of the gain or loss to the circulation of ninetern casty newspapers, printed in New York city, taken from post-office statements sponding periods in 1916-15-16, are interesting. The gains range from 1.7 per cent, to 128.7 per cent, while the boses run from 1 to 6.1 per cent. The fig-

AND Belling

WISCONSIN FEDERATION

CONVENES AT MADISON Economy and Efficiency the Slagars De ing Three Days' Session of Publishers

and Printers Gov. Philipp and Gensership Chairman Creel Assens the Speakers Navel Dinner Mean.

War-time economy and high efficiency imposed by prevailtag

At the opening menion J. L. Prester of the Inland Practer, Chicago, save an guests of the girl classes in home rec-'onscription has cores, and it to the cate the people of Wisconess to sevent

The Governor was followed by the willing people back of it, the press has

Among other speakers were longers, pantisher of the New York,

OPPOSE POSTAL INCREASE A resolution was adopted salting Com-

press to defeat the bill proposing on occesse in postal rotes. This was not solitional tax was viewed an inhabitor steeted the following officers: President, dent, H. F. Mertens, Wassage; tree Walter A. Mayer, Madison; secretary Louis A. Ziermerman, Berlington; Milwaukee; Frank W. Castwell, Mad-

filled the same amilian on the New It was in May, 1800, that he became a

paper. 18 March, 1912, he became litersay officer of the Tythune, a place which brough and impartiality of his critical Mr. Van Westrum wrote three navale

ches on literary topics to many magnhis death. His funeral was held on

chose efficials as follows: Prank O. R. Van Meter, New Bichmond: of Journalism alded largely in the sucsions which marked the business so-Dr. Charles McCarthy, chief of

the legislative reference library, was rited to address the members. A. S. VAN WESTRUM DEAD

Was Literary Editor of New York Tellune and Other Publications.

Adrian Schule Von Westrum, nor ter of the editorial staff of the Tribune since 1910, and Executy editor for the noon at his home, 52s West 198th Street. stoodage, Netherlands, on June 14, 1865. rice, where he was naturalized in

His first important engagement was as assistant editor and later as editor of "Hook Chat," in 1887, a connection which lasted used 1894. From 1895 to tor of the Mail and Express; in 1907 he



To-day is the opportunity for thos

POSTAL ZONE MEASURE PASSES IN THE HOUSE

(Continued from page 6) newspapers and periodicals, but I have prepared something to put in place of it that will bring more revenue than the original committee provision. It will bring in the neighborhood of \$36,000,000. It will not be upon the zone plan either. It will be a straight flat rate, based on the number of thoumands of circulation of each paper. grade it from 1 cent a pound for 5,000 circulation; from 5,000 to 50,000, 1% cents; 50,000 to 100,000, 2 cents; 100,-000 to 200,000, 2 cents; 200,000 to 300.-000. 4 cents: 300,000 to 400,000, 5 cents; 400,000 to 500,000 6 cents."

OPPOSED THE INCREASE.

Representative Ferris, of Oklahoma, made one of the strongest arguments against the proposed increase. Mr. Ferris said:

The exact rate that prevails to-day has prevailed for thirty-two years. There has been no change in it in that time. This bill proposes to increase it 100 per cent on some papers, and goes on up to even more than that.

"Last year 800 papers died on account of the increase in the price of woodpulp paper. I am not in favor of killing 800 more by a tax that they cannot stand. [Applause.]

"Education never pays a daily balance in dollars and cents, neither in colleges nor elsewhere. It does not pay here in dollars and cents, and the Committee on Ways and Means does not make out their case when they show it does not pay. But in the broad prairies of the West, in the undeveloped land of the South, where education is needed, where development is needed, this amendment goes much further than to scorn and cast words of derision over the Curtis Publishing Companies of that sort. [Applause.]

"I do not need to defend myself and say that I do not represent the publishing companies. We do not have any such animal out there. I speak a word for the people who read. I speak for the West, which desires to develop. I speak a word for the South, which needs development. [Applause.] And it is much more than to assault a few big newspapers that are making money and can afford to pay more." [Applause.]

Mr. Sweet, of lows, set forth a strong argument why the increased rates should not be made. He said as follows:

TAXES RUSINESS, NOT PROFITS.

"I am opposed to the postal rates imposed upon the daily and weekly newspapers, farm journals, and labor periodicals by this section, and in a few brief sentences I shall endeavor to tell you why I have taken that position.

"In the first place, it is a direct tax upon the business of the newspapers of this country, and not on the profits of their business.

"Because it will go into operation on June 1, right in the middle of a business year, and the newspapers must pay , the postal rates each month.

"Because the bill does not allow the daily newspapers, farm journals, and labor periodicals to adjust themselves to the heavy burdens it will impose; in other words, during the first rix months or year of its operation daily newspapers and farm journals and periodicals will be penalized, because the most of their contracts and obligations with their patrons, subscribers, advertisers, and readers were made at the beginning of the year and must be carried out regardless of the tax.

"Because if this burden is imposed immediately it will drive some of them out of business or into bankruptcy.

"How do we know this will be the result? Because every member of Congress has letters, talegrams, or communications from newspaper men of integrity and ability who state that such will be the case in many instances. "Because we should not "kill the

goose that keys the golden egg."
"Because legislation of this character

will have a tendency to interfere with the freedom of the press.

"Because the newspapers of this country have already absorbed a large increase in the price of white paper.

"Because there will be a large falling off in the circulation of the newspapers and farm journals.

"Because during this critical period in our country's history the editors of our papers should be giving their thought and attention to the welfare of this flovernment and the promulgation of patriotism, and their time should not be spent nor their energies wasted in an endeavor to weather the financial storm that would be raging about them.

"Because an effort should not be made at this critical period in our country's history to readjust our whole postal system.

"Because the sone system is wrong and tends to provincialism, and not nationalism."

The rate as now proposed in the House bill and which the Senate will have to approve before it can become a law, reads as follows:

THE PROPOSED RATES.

Section 1201 .- That on and after July 1, 1917, the sees system applicable to purcel post shall apply to mail matter of the second class, and (a) from that date until November 1, 1917, the rate of postage shall be as follows, excapas inclination provided: One and one-sixth cents a pound or fraction thereof when for delivery within the first some, 1 1-3 cents a pound or fraction thereof when for dolivery within the second or third asso, 1 2-3 cents a powed or fraction thereof when for delivery within the fourth or fifth some, 2 cents a penud or frac-tion thereof when for delivery within the sixth sens, 2 1-3 cents a pound or fraction thereof when for delivery within the seventh sens, and when for delivery within the severin some, and 2 2:3 cents a pound or fraction thereof when for delivery within the eighth mose, and (b) from November 1, 1917, until March 1, 1918, the rate of postage shall be as follows, except One and one-third as hereinsfter provided: cents a pound or fraction thereof when for delivery within the first sone, 1 2-8 cents a poor fraction thereof when for delivery within the ercund or third sone, 2 13 cents a pound or fraction thereof when for delivery within the fourth or fifth some, 3 cents a pound or fraction thereof when for delivery within the sixth some, 3 23 cents a pound or fraction thereof for delivery within the seventh zone, and 4 1 3 cents a pound or fraction therut when for delivery within the eighth sone, and (c) after March 1, 1918, the rate of postage shall be as follows, except as hereinefter provided: One and one-balf cents a pound or fraction thereof when for delivery within the first some, 2 cents within the accord or third sone, 3 cents a pound or fraction thereof when for delivery within fourth or fifth more, 4 crots a period or fraction thereof when for delivery within the sixth some, conts a pound or fraction thereof when for de livery within the errouth sine, and 6 cents a ed or fraction thereof when for delivery with

in the eighth sone.

"Section 1202.—That the rate of pustage of daily newspapers, when the same are deposited in a letter carrier office for dailvery by its carriers, shall be the same as now provided by law; and sothing in this title shall affect eighting law as to free circulation and existing rates or second-riase mail matter within the county of positionities: Provided, That the Postmaster-Greeces may hereafter require publishers to separate or make up to some in such a manuser as he may direct all seal matter of the second class when offered for mailing.

"Section 120d That in the case of newspapers and periodicals outdied to be entered as second-time matter and maintained by and in the interest of religious, educationsi, philanthospie, agricultural, labor, or frusternal or ganitantions, not organised for prufit and Done

of the set income of which ingree to the besent of any private eteckholder or individual, the second-class postage rate shall be, irrespective of the none in which delivered (except when the same are deposited in a lotter-carrier office for delivery by its carriers, in which case the rates shall be the same as now previded by law), 1½, cents a pound or fraction thereof from July 1, 1917, until March 1, 1918, and thereoffer 1½ cents a pound or fraction thereof. The publishers of such newspapers or periodicals before being suitified to the foregoing rates shall furnish to the Postmaster-General, at such times and under such conditions as he may prescribe, satisfactory evidence that now of the net income of such organization lunrus to the besetfit of any private stockholders or in-dividual.

"Section 1204.—That where the total weight of any one edition or lesue of any publication mailed to any one some does not exceed 1 pound, the rate of postage shall be 1 cant for each 5 outers or fraction thereof.

"Section 1205.—The rates provided by this title shall relate to the entire bulk malled to may see sone and not to individually addressed parkages.

"Section 1206.—That where a newspaper or periodical is mailed by other than the publisher or his agent or a news agent or dealer, the rate shall be the name as new provided by law.

"Section 1207.—That the Postmaster-General, on or before the 10th day of each month, shall pay into the general fund of the Treasury an amount equal to the difference between the estimated amount received daring the preceding month for the transportation of finet- and second-class matter through the smalls and the estimated amount which would have been received under the personal of the law in faces at the time of the passage of this act. "Section 1208.—That the mainries of Post-

"Section 1206.—That the mainries of Postminsters at offices of the first, eccosed, and third classes shall not be increased after July 1, 1927, during the existence of the present war. The compensation of Postmasters at offices of the furth class shall continue to be computed on the basis of the present rates of postage, but in no case shall such compensation be less than that raceived during the finest year ending June 30, 1917."

PRESS-TELEGRAPH MERGER

Philadelphia Papers Combine Resources but Maintain Separate Entities.

PHILADRIPHA, May 22.—The "working merger" of the Press and the Evening Telegraph, both owned by Rodman Wanamaker, went into effect on May 19. This simply means a combination of resources and equipment, which makes for increased business efficiency. It is announced that both papers will continue as separate entities, retaining their present names, but the mechanical and advertising departments will be combined, the evening paper using the outfit during the day and the morning paper ruling the roost at night.

The Telegraph has been moving its presses and other mechanical belongings for some time past to the Press Building at Seventh and Sansom Streets, and it is expected that overything will be in place by July 1, while the editorial department, which is to be installed on the second floor of the Press Building, will be "at home" after June 1, or thereabouts. The advertising departments of the two papers are consolidated, under the able management of E. L. Glichrist, who has been advertising manager for the Press.

A further announcement of great interest is that Lewis Gliman, who has been the fereign advertising representative of the Press in the East, with offices in New York, will be hereafter the representative of both papers, in the foreign field, for the West as well. He will open a Chicago office in the Tribune Building, while his New York office will be located in the World Building. Mr Gliman's selection for this responsible post is said to be highly popular, and the move is significant of the big way in which the two papers are broadening out under the Wanamaker management.

EMIL SCHOLZ PROPOSES A TAX ON CIRCULATION

Bolieves It Would Be Fairer to All Concerned, and Would Pase Question of Second-Class Mail Rates to a Commission to Study and Investigate the Subiest.

A tax on circulation, rather than second-class mail rates, and passing the question of the cost of the transportation of newspapers and periodicals to a commission for investigation, is a plan proposed by Emil M. Scholz, publisher of the New York Evening Post, who wired his plan to Frank P. Glass, at present in Washington on behalf of the American Newspaper Publishers' Association, where the matter of the proposed zone-rates is being protested before the Senate Finance Committee. Discussing the matter, Mr. Neholz said:

"Why mix up regulation of postal matter with the revenue taxation? No fair plan of adjustment of post-office second-class costs has ever been presented for consideration. No real basis of cost has ever been presented. Zone systems are dangerous, because of the sectionalism they create. Selfish motives are behind most zone-system plans to punish a few publications at the expenne of the smaller and least profitable. Congress should let alone the adjustment of postal rates until a commission has had an opportunity to study the whole matter and make recommendations that will not be confiscatory to either newspapers or periodicals.

"If newspapers and periodicals should feel the burden of taxation during the war, let them pay a tax on their circulation.

"All daily newspapers now make a semi-annual report of their paid circulation to the Government. Weeklies and monthlies can do the same without any difficulty, and as a war measure let the Congress tax all circulation on a flat hasts of say five or ten cents per subscriber per year. Based on their entire circulation as reported to the Government, newspapers and periodicals of hig circulation get high advertising rates on their enormous circulation, and they would not have to pass such a tax on to the reader. It would also make publications with a craze for big circulations pay for the benefits they derive from such."

BUFFALO NEWS PRINT ECONOMY

Prints 134 Pages, With a Gain of 291/4 Pages in Advertising Matter.

Summarizing the news print economy or waste of the Buffalo, N. T., newspapers, the statistical department of the Buffalo Evening News furnishes the following figures. The morning and evening papers of the city, combined, printed a total of 3,180 pages during the month of April, 1917, compared with 3,314 for the corresponding peried one year ago, or 184 pages less for April of this year than last. The number of pages of advertising printed during April, 1917, amounted to 1.231%. compared with 1,2021/2 pages in April. 1916, gain of 2914 pages in ads. There were printed in the newspapers of Buffulo, during April, 1917, 1,948% pages of reading or news matter, compared with 2.1111 pages of reading printed for the same month one year ago, a loss of 163% pages of reading matter.

Making Paper Houses in Japan

The Japanese are constructing country houses entirely of paper, as well as furniture and articles of wearing apparel, such as walstcoats and ties.

Share the Prosperity

Illinois is more prosperous than ever this year.

The prices for foods, in spite of the country-wide condition of slightly shorter crops, have brought a larger income to the farming class than ever before-\$500,000,000.

That money drifts to the cities for the purchase of manufactured commodities—and it is all new wealth.

The value of the manufactures of Illinois is tremendous, now over \$2,000,000,000 annually. With all its having the second largest city in the country, the state is wonderfully balanced in the proportion of its urban and rural population, in the wealth of its agriculture and manufactures.

Paid Cir.	2,500 Lines	10,000 Lines
Aurora Beacon News (E)=*16,008	.04	.04
Bloomington Pantagraph (M)*16,733	.03	.025
Champaign Daily News (E)† 6,593	.015	.015
Chicago American (E)	.40	.38
Chicago Examiner (M)192,414	.28	.23
Chicago Examiner (S)	.50	.46
Chicago Herald (M)*207,015	.36	.25
Chicago Herald (S)*241,177	.40	.28
Chicago Journal (E) 122,699	.24	.21
Chicago Daily News (E)*452,204	.43	.43
Chicago Post (E)	.25	.12
Chicago Tribune (M)392,483	.40	.30
Chicago Tribune (S)	.53	.42
Elgin Courier (E) 6,577	.0143	.0143
Freeport Journal-Standard (E) 6,154	.015	.015
Galesburg Evening Mail (E) 8,206	.0129	.0129
Moline Dispatch (E) 8,280	.025	.025
Peoria Star (E)	.045	.035
Quincy Journal (E) 7,131	.02	.02
Rockford Register-Gazette (E) 11,758	.025	.025
Rock Island Argus (E) 6,400	.015	.015
Springfield News-Record (E)10,054	.025	.025
Springfield State Register (M) 21,288	.035	.035
Springfield State Register (S) 1 21,288	.035	.035

† Government Circulation Statement, October 1, 1916.

* Government Circulation Statement, April 1, 1917.

The transportation facilities of Illinois are better than any state possesses, 11,878 miles of trunk line railroad, and waterways on the Great Lakes and the Mississippi and Ohio rivers. And its location to other states and cities is the most central of any.

Eighty per cent. of Illinois' population is native born. The percentage of illiteracy is less than half that of the rest of the country. The money deposited in the banks of the state amounts to \$2,007,-918,000, and in the wealth of its farm lands it stands far ahead of any, with a total valuation of \$3,905,321,075, and a net value

of products for 1916 of over \$500,000,000. Share this prosperity by using the advertising columns of the great

Illinois papers here listed-nearly 2,500,000 circulation a day in the most prosperous sections of a very prosperous state. They will help distribute and help sell your merchandise. This year

the market for that merchandise is greater than ever before. To get your share of this Illinois prosperity the way is plain.

ILLINOIS

\$3,905,321,075.

First in packing industry.

Largest grain market in the world.

Largest railroad center in the world.

Most centrally located for water and rail transportation.

Automobiles, over 250,000.

First in farm land value Second in railroads -11,878 miles.

> Third in population - 5,638,591. Third in manufactures-value

> \$1,919,277,000. Third in coal mined and pig

iron produced.

Value of farm and dairy products \$500,000,000. Bank deposits \$2,007,918,000.

Prepared by Walter G. Pietsch, Chicago

EDITORIAL

NO AUTOCRATIC POWER SHOULD BE GIVEN TO A GOOD PRESIDENT WHICH WOULD BE REFUSED TO A BAD PRESIDENT

THE President's letter to Chairman Webb, of the House Judiclary Committee, in which he calls for the enactment of a consorship provision in the Espionage bill, "for the 'protection of the Nation," has served to grieve and shock many of Mr. Wilson's most enthusiastic admirers and supporters. It has likewise served to arm his critics with a real weapon, such as he has not before placed in their hands.

All newspaper men, all patriotic American citizens, hoped and believed that the matchless address of our President to the Congress, in which the highest ideals of Americans were voiced and the chart of the New Freedom for all mankind was drawn in phrases of inspirational force and clarity, had marked the end for us of criticism of the great Pilot of the Ship of State.

That address silenced partisanship and erased sectionalism in our country. It made Woodrow Wilson the actual as well as the titular head of the Nation. It made the great American President the spokesman for all men who love free institutions—for all men who are fighting for democracy in the world.

The burdens of leadership placed upon the President have been heavier than those allotted to any man of our time. He has shown a giant's strength in carrying them—a strength replenished day by day from the exhaustless reservoirs of the affection, trust, and loyalty of a great people, grimly facing an unexampled crists in human affairs and grateful to that Providence which had decreed for the crists a leader measuring up to the task.

In that address to the Congress the President aligned himself with the founders of this Government in his championship of a free press—showing that the present tragic war had its origin in the policy of secrecy in governmental affairs under which intrigue alone prospers. He made it clear that if Germany had been blessed with a free press the present struggle would have been impossible. He did not phrase it that way—but that was the substance and conclusion of his argument.

Newspaper makers realized that certain reactionary advisers of the President would be sure, as always happens in such circumstances, to urge upon him a restrictive gensorship of the press; but they have felt an assurance that such counsels would not influence the man who conceived and uttered the memorable address to the Congress.

That the President has listened to these advisers seems now assured through his call for a censorship haw. That the Congress shall heed the call is, happily, not assured. That the national welfare shall best be served by the preservation to ourselves of the one institution upon which the peace and progress of the world must be eventually founded—a free press—will, we believe, be the judgment of the

Nobody believes that the interests of the country, in war or in peace, would be endangered by placing autocratic power in the hands of President Wilson. But, in following that policy we should court disaster to the ideals of democracy- for democracy must be based on the policy of placing the same limitations of power upon a good and popular ruler as are placed upon a tyranmeal and reactionary one.

If, instead of Woodrow Wilson, we had in the office of President a man who lacked the complete trust of the people—a man in whose record of progressiveness and sense of justice the people could not rely as they feel that they can safely do in the case of President Wilson—would any one feel that it would be safe to give to that man virtual control of the press of the country? If the proposed censorship law would be a dangerous weapon to give to a reactionary ruler, why should it be given to a progressive and well-beloved one?

The President cannot, personally, execute the proposed censorship provisions. He cannot do more than to delegate their enforcement to subordance. They would be a club in the hands of the two Cablinet orbitals who have been chiefly instrumental in urgring it upon the President and the Congress. And the enforcement of a law, in itself violating the plain "In joining France in this war the United States will not be paying a debt. Lafayette did not come to these shores to help young America. He came to promote democracy and liberty, and you are coming to us in France, not so much to help your allies as to help make the world what it ought to be. The sword of the United States has been drawn, not alone to help France, but to protect and more securely establish democracy."—Rene Viviani.

constitutional guarantee, by officials whose public acts are properly the subject of press criticism, carries the prospect of petty tyrannies to which newspapers may not submit without abrogating their duties to the people and to the Nation.

GETTING IN BY THE SIDE DOOR

A UTOMOBILE advertisers have a habit of sending to the newspapers interviews with officials of their companies, or even signed statements by the heads of such companies, in which it is made to appear that these gentlemen have at last come to the conclusion that newspaper advertising is the best of all, and that in the future they propose to utilize the daily papers on a larger scale.

Usually matter of this kind, if from a high source, and so prepared as to be an effective brief for newspaper advertising as compared with other forms, is accorded generous space in the news columns, in close proximity to the automobile ada. The manufacturer, in the course of his argument in support of newspaper advertising, does not neglicite to had into the spotlight the particular car in whose sale he is primarily interested. He secures news publicity for that car through his clever appeal in behalf of the newspaper as an advertising meetium.

The plan has long been in use by real estate equeators. They write to a newspaper, in whose columns they may have been advertising real estate offerings, tostifying to the wonderful pulling power of that newspaper and enlarging upon the importance of the real estate proposition in question. Usually, for the sake of the testimonial, the newspaper reproduces the letter, giving to the advertiser a form of free publicity which probably attracts more attention to his offerings than he could command through the use of small space in the classified columns.

These calls for free space are hard to turn down. They are designed to be so. Even in offices where the usual forms of space-grafting are barred they often "get by." Yet they accomplish all that the space-asker desires—and he assumes the attitude of having capecially favored the newspaper.

What should be the rule covering these lines of assault upon the news columns of newspapers? The Extrem and Persusses would be glad to have the views of newspaper men who have solved the problem to their matisfaction.

MUDDYING THE WATERS FOR UNCLE SAM

At MARTIN, a member of the National Advertising Advisory Board, acting for the Federal Reserve Bank at Minneapolis, asked J. T. Murphy, publisher of the Superior (Wis.) Telegram, to donate a large amount of display advertising spine to the Government for the advertising of the laberty Loan bonds. The space was to be charged at eard rates, and receipted bills for same presented to the Government, so that Uncle Sam might be able to judge the value of newspaper advertising space, and to make up his mind as to whether or not be should buy any of it in the future!

Mr. Murphy, as told in our news columns, made the donation promptly, but suggested that others who sell commodities which the Government needs should do likewise. He especially urged that the Lanks which purchased Liberty Loan bonds should to asked to at once return them to the Government, cancelled

Mr. Martin, who is an advertising man with sound ideas, assured Mr. Murphy that he was in entire sympathy with his stand on the matter; that the board of which he is a member had presented a plan to the Government (as recently mentioned in THE EDITOR AND PUBLISHER) providing for a campaign of paid advertising; but that Senator Hitchcock (himself a publisher) had assured Congressmen that the newspapers would gladly donate all the space needed, and that it would be folly to buy such space. Legislation permitting Uncle Sam to accept such donations followed, against the protest of members of the board of advertising experts-and so we are having the grotesque spectacle of Uncle Sam soliciting gifts of a commodity of which he is in as urgent need as of supplies for his soldiers.

And the matter takes on a more sinister aspect in the suggestion that the Government will decide, after utilizing donated space, as to whether newspaper advertising has any real value. What should be thought if the Government should request donations of flour, of munitions, etc., on the same basis—and that it was intended to determine, from the use of these donations, whether such commodities have enough value to justify Uncle Sam in paying for these table follows:

them in the future?

Is the question of the value of advertising space to the Government, in the present juncture, one open to argument? Could there be conceived a more impudent proposal than this one—that publishers should GIVE the commodity, on the sale of which their chief revenues are bused, in order that some-body in high place at Washington may be able to decide as to whether that commodity has a real cash value, or is merely something of such uncertain status that while it may be accepted as a gift it may not be bought and paid for?

ADVERTISING FOOD PRODUCTS

N the Advertised Food Products Section of this lessue of THE EDITOR AND PUBLISHME the evidence in made clear that a feat in economics has been accomplished through the successful advancement of retail prices of standard branded goods, keeping pace with the increased cost of basic materials.

Representatives of large food-producing concerns interviewed by The Editor and Published during the past week, boar testimony of the fairmindedness of the public in accepting the disagreeable stuation. A review of the methods that most of the manufacturers have used to meet the condition warrants a testimonial to their integrity.

Behind this situation lies an extraordinary opportunity, in our opinion, for unexampled constructive work by newspaper advertising men. It has been a hair-trigger economic situation for months. The atmosphere is clearing now. Advertisers have made their great discovery in regard to advancing the prices of trade-marked goods. The people are highly receptive on the food subject. There are indications of a good food yield, especially corn and its auxiliary crops. The wheat yield may surprise the nation if conditions are even reasonably fair, despite the short winter crop.

The advertiser who makes a virtue out of what has seemed to be adversity will display that business acumen which characterizes the most successful.

There was never a better time to talk newspaper advertising to food producers.

F. A. VANDERLIP told the bankers of New York State that unless they subscribed to the Liberty Loan now we might have, later, an Indemity Loan—to which they WOULD subscribe. The expression might be construed as containing "comfort for the enemy," but it obviously contains needed counsel for our own people—and its utterance was in the nature of public and patriotic service.

A MANUFACTURER'S market is as important to him as his plant. He finds his market through advertising.

To afford aid and comfort to the enemy is an offence already well defined in our laws. Is there any further weapon needed for use against any irresponsible newspaper which might, conceivably, show disloyalty to the American cause in this war?

Digitized by GOOGL

PERSONALS

NEW YORK-W. K. Starrett, since leaving the New York Tribune, has been doing magazine and book illustrating. He is incidentally turning out one cartoon a week.

H. T. Webster, cartoonist for the New York Globe, and creator of "Boyhood Thrills," recently broke his arm. Fortunately for him it was his left arm. no that he could still use his drawing arm.

A. Palma, for some time court reporter on the Brooklyn Citizen, is now filling the same position on the Standard-Union.

Roy W. Howard, general manager of the United Press Associations, has returned to New York, after visiting Columbia, Mo, where he delivered an address during Journalism Week at the University of Missouri, visiting St. Louis on his way back.

OTHER CITIES—Kent Watson, for-mer news editor of the Port Arthur (Tex.) Daily Record, is now night relay editor at the Dallas (Tex.) bureau point of the Associated Press. He is succeeded at Port Arthur by Carl White, formerly of the Beaumont (Tex.) Daily Enterprise.

James Alexander McDonald, editor of the Toronto Globe, will deliver the address at the seventy-third commencement of the Ohio Wesleyan University. Delaware, O., June 13.

Chas. B. Parmer, of the editorial staff of the St. Louis (Mo.) Post-Dispatch. was in the initial list of those called to Fort Riley for service in the Officers' Reserve list.

Edgar Guest, humorist of the Detroit Free Press, spoke to the Cleveland Advertising Club at its meeting on May 24, the last noonday meeting of the year.

Dr. A. E. Winship, editor of the Journal of Education, Boston, was a speaker at the Rhode Island Normal School at Providence last week.

W. H. Mason, night city editor of the Providence (R. I) Journal, and A. M Crowell, foreman of the press-room. have been selected as press committee for the Slocum Light Guard Veteran Association.

T. Howard Kelly, of the Pawtucket (R. I.) Times city staff, has been accepted for the officers' training camp at Fort McPherson, Ga. Mr. Kelly formorly worked on the Washington (D. C.) Hernid, and was also connected with the United Press Bureau in that

Leon Starment is writing for the Cleveland Press from Port Benjamin Harrison, Ind., where Ohio recruits for the officers' reserve are in training

John W. Raper, of the Cleveland Press, spoke Tuesday night before the retail merchants' board of the Lakewood Chamber of Commerce, Wednesday, to the Cleveland Caterers' Association, and Thursday to Union Nationat Bank employees at Hotel Olmsted. His subject was "The High Cost of Living."

George W. Danielson, retiring Chief Crier of the Providence, R. I., Town Criers, was given a leather travelling hag at the Monday meeting in roomnition of his administration curing the past year.

Pitcher Anderson, one of Counk Mack's southpaws, who is a sports writer on a Grand Rapids newspaper during the winter, is one of the few newspaper scribes tossing on the big

(Me.) Express-Advertiser, has been ap- of the Macon Telegraph

C 0 kindly is the world arranged, such great profit may arise from a small degree of reliance on one's self; and such, in particular, is the happy star of this trade of writing, that it should combine pleasure and profit to both parties, and be at once agreeable, like fiddling, and useful, like good preaching.

pointed private secretary to United States Senator Hale, of Maine.

William A Eglan, of the Georgetown (O.) News-Democrat, has been appointed State Supervisor of Public Printing for Ohio.

W. L. Johnston, founder of the Yoakum (Tex.) Daily and Weekly Times. has been selected secretary of the Commercial (Jub of that city.

Alfred E. Kern, city editor of the Belleville (Ill) News-Democrat and a graduate of the Culver Military Academy, has joined the navy and gone into active service.

Hershie Mowrey, of the Harrisburg (Pa.) Patriot, has enlisted in the Quartermaster's Corps, and gone to the army barracks at Columbus, O., for duty.

William G. Naylor, who has been editor of the Olean (N. Y.) Times for two and one-half years, in addition to being secretary of the Times Publishing Company, has tendered his recognition, offective upon the appointment of his successor. Mr. Naylor will go South, where he has formed a partnership with F. C. Challen, of Asheville, N. C. In newspaper promotion business, a field in which he was occupied previous to going with the Times.

John J. Toomey, of South Boston Mass., for twenty-eight years on the Globe, has been appointed chairman of the City Election Commission of Boston

Louis L. Collins, of the Minneapolis Journal, has gone to France to serve in the Norton-Harjes Ambalance Corps of the American Red Cross, and Jefferson Jones, of the same paper, la also on his way to France to serve in the aviation pervice.

William B. Osborne, a Schenectady (N. Y.) newspaper man, has been appointed to direct the Federal draft census at that place.

I. R. Hazzard, Raymond H. Cole, and Claude R Hertman, of the Pittsburgh Inspatch, have been sworn in as members of the United States Engineers Regiment of that city.

W. D. Meffort has been made editor of the Harrison (Ind.) News, succeeding the late Walter Hartpence.

A. M. Loomis, agricultural editor of the Jamestown (N. Y.) Journal, has gone to Albany to serve on the Agricultural Mobilization Board.

John R Hess, jr., Donald Adams, and William M Tugman, of the Providence (R. L) Journal, have been accepted and are now at the officers' training camp at Plattsburgh, N. Y.

Montgomery Hallowell, formerly an editorial writer on the Chicago Tribune, but more recently Eastern manager of foreign advertising for the New York Times, has become connected with the new business department of the National Bank of Commerce of New York.

H. F Harrington, teacher of journalism at the University of Illiants, will be with the Columbus (O) Monitor during the coming summer.

H. P Dorman, newspaper man of Jacksonville, Fla., has joined the Aviation Corps, and is now in training at

W. M. Owens, of the Augusta (Ga.) James A. Norton, of the Portland Chronicle, has been made State editor

John L. Davis, of the Sacramento (Cal.) Hee, has been appointed head of the statistical department of the State Corporation Department of California.

Thomas G. Armstrong, telegraph editor of the San Diego (Cal.) Union, has resigned to ge into training for a commission in the army.

Roy B. Wallis has been appointed business manager of the Macon (Ga.) News, having been promoted from the position of advertising solicitor R. L. McKinney, owner of the paper, who has been doing this work, will devote his time in the future to the editorial end

A. E. McKee, recently Columbus correspondent of the Cleveland (O.) Plain Dealer, has been appointed on the Ohio State Clemency Board, effective July 1.

Ralph J. Cropper, of the Philadelphia Evening Telegraph, and Harry B. Nason, pr., son of H. B. Nason, Sunday editor of the Telegraph, have enlisted in the Naval Coast Defence and are serving as chief yeomen at the censor's office.

Arthur Capper, Governor of Kunsus and owner and editor of the Topeka Capital, has announced his candidacy for the l'nited States Senatorship, to succeed William H. Thompson, the present incumbent, whose term expires in 1918.

HICAGO,-Victor F. Lawson, pub-Clisher of the Chicago Daily News, was one of the boxholders at the benefit given for the American Theatrical Hospital in the Auditorium, Sunday afternoon. May 20.

Anthony Czarnecki, of the Chicago Dally News staff, has been appointed a member of the Chicago School Board by Mayor Thompson. Mr. Czarnecki was formerly a member of the Board of Election Commissioners.

Frederick Donaghey was stage director of the Red Cross tableaux given at by aiming at the target.

the Auditorium Theatre during the week to assist Red Cross recruiting. Mr. Donaghey is music critic for the Chicago Tribune.

Five men from the Chicago Daily News have joined the officers' training camp at Fort Sheridan. They are Gene Morgan, who was correspondent for the News at the Mexican border; Henry F. Grove, jr., John Van Alstyne Weaver, jr., Charles H. Bruning, and George C. Clements, ir.

The classified ad department of the Chicago Tribune, not to be outdone by the editorial department, wishes it known that seven members have joined the military forces. The following have gone to Fort Sheridan: F. M. Brewer, Earl Hyde, R. S. Miesse, W. E Rennolds, R. H. Ristine, and E. B. Thomas. J. M. Goad goes to Fort Riley, Kansas.

Among those from the Chicago Evoning Post who have enlisted for military duty is Alfred K. Eddy, of the reporterial staff, who has gone to Fort Sheridan.

Park Brown, City Hall reporter for the Chicago Tribune, has been assigned to make a study of the training methods employed at the Fort Sheridan camp.

"Beatrice," the Chicago Tribune's ostrich, presented to Lincoln Park, has "done her bit" by laying a four-pound egg. Cy de Vry, boss of the park animal kingdom, offered congratulations.

Frederick Russell Clark has been engaged by the Chicago Dally News as a lecturer to explain the huge war map installed by the News in the old Inter-Ocean Building. The profits from the venture are to go to the Red Cross Detachments of the National Guard have assisted in making the lectures a suc-CC 98.

Henry J. Reilly, military expert for the Chicago Tribune, has been appointed colonel of the First Illinois Field Artillery by Adjutant-General Dickson, of the I. N. G.

Visitors to New York

J. C. Eastman, of Chicago Journal

A. M. Lawrence, of Chicago, George H. Reynolds, New Bedford Standard

J. M. Annenberg, Schenectady Union-

A sharp-shooter hits the buil's eye



The Nashville Tennesseean has contracted for the Haskin service.



PHILADELPHIA.—Arthur Joyce, assistent city editor of the North American has gone to St. Augustine, and the post is now filled by Maurice J. Racusin, who went over from the Press.

Richard J. Beamish, of the Press, won the first prize of \$50 offered by the local Drama League, for the best short play, the contest being open only to writers living within a radius of twenty miles from City Hall, Francis Hill, of the Record, carried off the \$100 prize for the best long play "The Novice," a comedy. The plays will be produced by the Drama League. Forty manuscripts were entered in anonymous competition, and the judges were H. T. Craven, of the Evening Ledger, Herman L. Dieck, of the Record and Henry Starr Richardson, of the Evening Star.

Louis Hanlon, of the Ledger art staff is painting large murals for the new Dutch Roof Garden of the Hotel Hingham.

H. Devitt Welah, of the Press art staff is assisting Lyman Sayen, leader of the futurist artists in this city, in perfecting plans for wireless-equipped automobile hospitals, the first of the kind in the world, which are designed to see service on the battle line with the American army in Europe. The hospitals are to carry X-ray apparatus and expert operators.

PITTSBURGH.—Miss Jeanne Stevens of the staff of the Pittsburgh Dispatch has gone to New York city to reenter journalistic work there.

A. P. Moore, editor-in-chief of the Pittaburgh Leader took ten boys to Oyster Bay to request Col. Roosevelt to address a patriotic meeting in Pittsburgh to halp recruiting.

E H. Martin, of the International News Service in Pittsburgh has been transferred to the St. Louis office. J. F Schofield, succeeds him. Jack Mc-Closkey is now wire operator at Pittsburgh, having been transferred from the Elkhart, Ind., office.

J. E. Trower, advertising manager of the Pittaburgh Post and Sun, is on a Western trip,

Col. Charles A. Rook, publisher of the Pittsburgh Dispatch, was a visitor in New York.

Louis J. Mackey, of Erie has been appointed assistant to Gen. Charles Miller, president of the Franklin Evening News. O. R. Washburn becomes contributing editor, and E. T. Stavenson editor.

John R. Eustis, a New York newspaper man, delivered an illustrated lecture on "Warfare by Automobile," at Motor Square Garden, Pittsburgh.

Leonard Johnson, editor and manager of the Farrell office of the Sharon Herald, will enter the infantry service.

R. C. Breth, formerly city editor of the Du Bols Courler, has become managing secretary of the Phillipsburg Chamber of Commerce.

WASHINGTON, D. C.—Henry Minor and Ralph Waldo Emerson, who were associated with the publicity bureau of the Democratic headquarters, in thicago, are now with the Liberty Loan Publicity Bureau here.

William J. Donaldson, superintendent of the House press gallery, and Mrs. Honaldson, are the happy parents of a newly-arrived son, William J. Donaldson, 111.

Hodney Bean and John B. Pratt are recent additions to the New York Times bureau.

D. M. Edwards, recently of the New York Herald, is now the night munnuer of the International News S rvice. Elmer Murphy, formerly of the New York Sun bureau, is now with the New York Herald bureau.

George L. Edmunds, until recently with the International News Service, is now with the New York Sun bureau.

R. B. Bates, recently of the Omaha News, is now with the Christian Science Monitor bureau, succeeding L. Milton Thompson, who has gone to Atlants. Ga.

Stevenson H. Evans, formerly chlof of the Now York Tribune bureau here, has returned to the home office to take charge of the Washington desk.

Washington newspaper men who have recently joined our fighting forces Oliver McKee, of the New York are: World: John Nash United Press: George R. Holmes, International News Service: W. S. Weissenger, International News Service; Steve Early, Associated Press; W. Sinckler Manning, New York Times; all of whom are in the Officers' Reserve Corps. Nelson M. Sheppard, of the Central News, who enlisted with the Marine Corps as a private, has been promoted to cornoral. Felix Moriey, of the United Press Associations, who recently enlisted in the Officers' Reserve Corps, has served in the Ambulance Corps in France. Mark Watson, formerly of the Chicago Tribune, has returned to Chicago to enlist in the artillery as a private.

ST. LOUIS, Mo.--L. M. Harris, press representative of the St. Louis & San Francisco Raliroad, and a member of the Press Club of St. Louis, has gone to Washington, D. C., to aid in the work of the Bureau of Public Information, of which George Creel is chairman. Harris was granted three months' leave of absence by the railroad at the request of the bureau.

L. M. Davis, until recently editor of the Sporting Goods Journal, has gone to Joplin, Mo., to become city editor of the News-Herald there.

Waller Edwards, former St. Louis newspaper man, is now secretary of the St. Louis Automobile Club.

Miss Lillian Dudley, a St. Louis newspaper woman, and William Trefts, formerly staff photographer on St. Louis newspapers, have opened a publicity lureau in the Times Building

Charles W. Taylor has transferred his working allegiance for the St. Louis Globe-Democrat's editorial staff to that of the St. Louis Star

John M. McCully, a newspaper reporter in St. Louis since 1898, and for ten years with the Globe-Democrat as police reporter, has been appointed Warden of the St. Louis city jail.

E. Lausing Hay, vice-president of the St. Louis Globe-Democrat, has returned from a visit to Washington, D. C., where he conferred with other newspaper men concerning the proposed increase in postage rates, affecting newspapers.

C. J. Egan, head of the St. Louis Republic's publicity department, has returned from Mexico. Mo., where he addressed the advertising club of that

Curtis Betts, political reporter and special writer for the St. Louis Post-Dispatch, has returned from Columbia. Mo, where he delivered an address at the Journalism Week exercises.

ST. PAUL—William C. Handy, of St. Paul, for many years managent editor of the Picneer Press and afterward Cry Controller, has been placed in charge of the publicity work of the Minnesota Public Safety Commission.

Enricy A. Dare, editor of the Walker (Minn.) Pilot and Representative in the State Legislature, is critically ill.

BUSINESS PAPERS WILL HELP TO WIN THE WAR

Editors and Publishers of the Trade Press Will Redouble Efforts to Mobilize the Industries of the United States for the Prosecution of the War with Germany.

Representatives of the business press of New York were urged at a meeting held in the banquet room of the Automobile Club of America Monday night, to be present in Washington to attend a meeting with the National Council of Defence to listen to plans for mobilizing the industries of the country for national defence. May 25. The eathering will take place at the New Willard Hotel, and will be addressed by Secretaries Daniels, Baker, Redfield, Wilson, Houston, Lane, and Lansing: Franklin Scott. Director of Munitions: George Creel, Chairman of Committee on Public Information; Francis S. Pesbody, National Council of Defence; David 8. Houston, Van H. Manning, director United States Bureau of Mines: Walter Gifford, Director, National Council of Defence; Herbert C. Hoover, Food Administrator; Franklin H. Martin, Fairfax Harrison, George Otis Smith, Director, United States Geological Survey; R. W. Woolley, Director of Publicity, Liberty Loan of 1917; Frank Vanderillo. and others. The meeting will be one of the most important ever attended by editors of the business press of the linited States, who will be told what they may do to quicken the industries of the United States, and aid in winning the war for democracy.

President Harry Swettand, president of the Business Papers, Inc. of New York city, who presided, asked that as many as possible attend.

as many as possible attend.

Roy F. Soule, of the Hardware Age, spoke on "Patriotism and Salesmanship," in which he discussed the necessity for the business interests of the country getting together to keep the supply of money, food, and munitions

flowing in a constant stream to supply 'the soldiers of the Allies at present flighting in the trenches, and the army that will go from this country to join them.

DAVID JAYNE HILL'S SPINCH.

The Hon. David Jayne Hill, former American Ambassador to Germany, delivered one of the most impressive addresses of the evening. Mr. Hill told of the German state of mind, and the lengths to which the Government has gone in the past to imbue the people of that country with the thought that their present system of government is the correct one, and to prepare them, through education extending over a period of years, for the present conflict, by getting them in the proper state of mind. He deprecated the predatory methods tiermany was following-in seeking to impose its form of government and its ideas on other peoples and nationsa thing against which we are fighting. Germany has no more right to make us change our form of government than we have to make her change hers, and that is the fight we are going to fight. That is democracy. It is the most sublime battle ever fought, for we seek not to impose, but to defend free government, not by conquest, but by reason."

Rabbi Joseph Silverman spoke on "What Is America Fighting For?" He advocated the sending of an army to France at the earliest possible moment, and reinforcing it rapidly, in order that the war may be won and civilization saved. All the world, he said, is a battle-field, and no spot is secure.

Col. Charies S. Sherrill, the last speaker of the evening, asked that the representatives of the business press urge upon the business men to coöperate with the Governor of the State to furnish the 10,000 men necessary to recruit the militia of the State up to war strength before the day set for registration under the selective draft system, which will go into effect in a few weeks.

theorge F. Authier, Washington correspondent of the Minneapolis Tribune, who returned to Minneapolis to apply for admission to the officers' training camp at Fort Snelling, was rejected as unfit for military service, he having a serious aliment of his digestive organs. He will undergo an operation.

C. Gardner Sullivan, formerly a well-known Minnesota newspaper man, is now chief of the Triangle-lnee scenario staff, has just written another comedy success, called "Happiness," in which Enid Hennett stars. He served on St. Paul. Duluth, Minneapolis, D. & Moines, Stoux City, Omaha, Kansas City, Chosago, Cleveland, Pittsburgh, Philadelphia, New York, Washington, and New Orleans newspapers.

BOSTON Frank Sibley, of the Globe, who is vice-to sident of the Boston Press Club, is covering the Plattsburgh camp for his paper.

Holman Day, former Maine newspaper man, but now better known as an author and scenario writer, has taken up his residence in Boston.

William Hardy, of the stuff of a Detroit newspaper, writes that he wishes he could have some of the famous Boston Press Club strawberry shortcase Mr. Hardy was formerly attached to the Sunday Post.

H. Lynran Armes, Joseph Hurley, and Frank Hurley, who are fishing in the wilds of Vermont, have sent home some good-sized trout to an editor friend, in prove their success. CLEVELAND, O.—Fred G. Johnston, formerly of the Indianapolis bureau, nas succeeded Dan L. Beebe as manager of the Ohlo-Indiana division of the United Press.

Ross Tenney is again sporting editor of the Press. George Appel, in the sporting department during Tenney's absence, resigned to go into advertising work.

Ernest E. Hoftyzer, of the Press keneral staff; John de Koven Hill, movie editor of the Leader; W. W. Marsh, of the Plain-Dealer, and Dean Davis, of the Leader, enlisted in the Officers' Reserve Corps and are now at Fort Benjamin Harrison, Ind.

Raiph Couch, Press movie editor, is the author of a series of articles on American history being sent out by the Newspaper Enterprise Association. Couch's work on "Chapters of Cleveland History" have caused much comment.

William J. Dowdell, on the Press local staff, is editor and publisher of The Cleveland Pest, a humorous publication circulating among members of the Press editorial staff.

Harry Burton has succeeded J. H. Platt as editor of "Pep," house organ of the Newspaper Enterprise Association. Platt is now "somewhere on the Atlantic," with the naval militia.

Harry Cattaral, formerly of the Plain Dealer, is now working the police heat for the Leader.

Failure cannot come to any one who refuses to be a "quitter."

Digit

LIQUOR DEALERS WILL USE NEWSPAPER SPACE

New York State Association Will Spend Through Irwin-Jordan-Rose Agency a Large Sum of Money During the Coming Summer — Tips for the Advertising Manager.

The Inwin-Johnan-Robe Adexet, 166 West 32nd Street, New York city, will handle a large advertising campaign during the coming summer months for the New York State Wholesale Liquor Dealers Association, 27 William street, New York city.

THE WILLY B. JONES AGENCY, Binghampton, N.Y., will handle a largely increased advertising campaign now being planned by the Dac Health Laboratories, distributing "Nuxated Iron." The offices of the laboratories are located at 110 West 40th street, New York city.

THE MILWAUKER PORWARD LEAGUE, an organization to promote the industrial welfare of Milwaukee, announces, through President Edward W. Hoffman, that a newspaper publicity campaign will at once be entered upon. In addition to local newspapers, space in leading Pastern publications will be employed.

THE THOS. E. BASHAM Co., Louisville, Ky., handles the pork and beans account of W. H. Dyer Co., Evansville, Ind., and the sporting goods account of Bourne & Bond, Louisville, Ky.

THE CHARLES H. FULLER Co., of Chicago, handles the brownstone hair coloring secount of the Kenton Pharmscal Co., Covington, Ky.

THE SUMPLES Co., of New York, handles the jeweiry account of Clark, Day & Co. 449 Washington St., and of La Pierre Manufacturing Co., of Newark, N. J.

COLLIN ARMSTRONG, INC., New York city, handles the embroidery floss account of Campbell, Metzger & Jacobson, 932 Broadway, New York city.

THE K. FROWERT Co., INC., New York city, handles the silversmith account of Critchton Broa. 636 Fifth Avenue, New York city.

HANFF-METZGER, Inc., New York city, handles the Perrier water account of Perrier, Ltd., 1476 Broadway, New York city.

THE JULIS P. STORM AGENCY, 35 West 59th Street, New York city, is handling the advertising campaign of "Brooks Baby Barley" and "Brooks Sugar of Milk," manufactured by the Brooks Barley Co., 2080 Washington Street, Boston, Mass.

THE SACKE AGENCY, 171 Madison Avenue, New York city, will handle the advertising of "Lenhey's Heatless Trouser Press," made by the Auto Vacuum Freezer Co., Inc., 25 West Broxdway, New York city.

THE CAMPBELL-EWALD AGENCY, of Detroit, Mich., will place the advertising of the "Hudson Cars." manufactured by the Hudson Motor Car Co., of Detroit, Mich.

THE McCLOVS ADVERTISING AGENCY, Liberty and Sixth Avenues, Pittsburgh, handles the accounts of the American Vanadium Co., the Flannery Bolt Co., American Safety Hair Cutter Corporition, Koloc Manufacturing Co., and the American Window Clars Co.

N. W. AYER & SON, 309 Chestnut Street, Philadelphia. Pa. place the advertising of the "Zeda Bruom," made by the Lee Broom & Duster Co., Lancoln, Neb.

THE GEO BATTIN CO. Fourth Avenue Building, New York city, is again placling orders with newspapers in selected

sections for "C. C. C." products of the Cliquot Club Co., Millis, Mass.

THE JOHN BUCHANAN ADVERTISHED AGENCY, 176 Federal Street, Boston, Mass., is again placing orders with newspapers in selected sections for the Bangor & Arosstook Railroad, Bangor, Me.

THE DAUGHT Co., 9 Murray Street, New York city, is renewing a number of newspaper contracts for "Chichester Pills," manufactured by the Chichester Chemical Co., 2317 Madison Square, Philadelphia.

FENTON & GARRIERE, 236 Fifth Avenue, New York city, are placing some advertising for the Locomobile Co. of America, of Bridgeport, Conn.

L. S. Goldenith, 25 East 26th Street. New York city, is placing orders with a number of Southern newspapers for "Keep cool clothing," made by the Goodal Worsted Co., of Sanford, Me., and of which the Suellenburg Clothing Co., of Philadelphia, are the selling agents.

The Hicks Advertising Adency, 217 Broadway, New York city, is placing "Ayand's Water Wings" copy of the Ayvads Manufacturing Co., Hoboken, N. J.

The Martin V. Keller Co., 171 Madison Avenue, New York and Toledo, O., will use the newspapers largely for an advertising campaign for the "Stanley Steam Car" of the Stanley Motor Co., of Newton, Mass.

THE OTTO J. KOCH ADVERTISING AGEN-CY, University Building, Milwaukee, Wis, is again placing orders with Western newspapers for the F. Mayer Boot & Shoe Co., of Milwaukee, Wia

THE HOUSET MCMULEN Co., Cambridge Building, New York city, 1: placing copy in newspapers for F. F. Dalley & Co., Ltd., of Hamilton, Ont. and Jersey City, N J

THE METROPOLITAN ADVERTISING Co., 6 Wall Street, New York city, in placing orders with a select list of newspapers for New Jersey resorts.

THE HARRY PORTER Co., 18 East 41st Street, New York city, is placing orders with newspapers in selested sections for the "Liberty Auto." of the Liberty Motor Co., 115 Lycaste Street, Detroit, Mich.

The Power, Alexander & Jenkins Co., Journal Building, Detroit, M.ch., is placing orders with new-papers in selected sections for the "Doble-Detroit Steam Car," made by the Doble-Detroit Steam Motors Co.

THE WM. H. RANKIN Co., 104 South Michigan Ave., Chicago, Ill., is placing orders with a few large city newspapers for the "Leader Home Water Systema," manufactured by the Leader Iron Works, of Decatur, Ill.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York city, will place the advertising of the Tullosa School of Typewriting, 1825 College Hill, Springfield, O

THE SNITZLES APPLICATION CO., Clarland Building, Chicago, III., is making contracts with some Western newspapers for the Hess Warning & Ventilating Co.., and 164-line 18-time orders for A. Stein & Co., of Chicage, manufacturers of Paris garters.

THE CHANGES AGENCY. Maison Blanche Building, New Orleans, is running 56-line copy in a selected list of Southern dailies for Rex-Roy Cigars.

The assayer finds the value of fine gold in the crude ore in order to determine its worth. So a man must ascertain the gold qualities in another before he can judge him. The crude side represents the mass. The sterling quality is known only after it has been weighed.



The largest farm paper in the world is THE FARM JOURNAL. It is also highest-priced, for every copy is sold to the subscriber on approval—money back any time to any unsatisfied subscriber. 88% of its circulation is concentrated in the states where there are most buyers, most wealth and most dealers.

Plow a Little Deeper— Get Your Full Crop of Business!

Without any additional overhead, most manufacturers can line up a lot more business!

If you newspaper men don't thing this is practical, jump into your cars any day and run out into the country and visit a farm or two.

It is safe to say that advertised goods are properly represented in the stores of your city. It is also safe to say that perhaps half of the business that is done in these stores is done with farmers and small-town folks who COME IN TO DO THEIR BUYING!

It is the country around a trading center that makes it a trading headquarters—yet so many manufacturers aim their advertising only at the cities.

So, friends, help us get the national advertisers to plow a little deeper to get MORE of this country business for the stores in your city. Bigger business for these manufacturers in your cities is bound to mean more advertising for you, too--more local advertising, more foreign advertising.

The Farm Journal, with its one million circulation, stands ready to work with you to influence these big advertisers. Already it has been a dominant factor in building up many of the biggest national businesses in America.

More than 70% of The Farm Journal's advertising is on dealer-sold merchandise—the very kind of goods Mr. and Mrs. Farmer Jenson come to town for.

For further information about The Farm Journal—and for a free copy of "More Business for All of Us," address

Ryan & Inman

McCormick Bldg. Evening Post Bldg. CHICAGO NEW YORK

BREAK IN NEWS PRINT COST DURING THE WEEK

Publishers Getting Stock for Four Cents a Passed Tooley Which Cost There Six Cents During the Latter Part of 1916 Price of Sulphite Is Coming Down, With Supply on Band Increasing.

There has been a decided break in the paper. Salphite, that brought Klondiked stock, and so order to keep their murate news prist.

look news print in carload lets is selling for four cents a possed. It tenually Home publishers in the West The bouse of Representatives slimmated from the war revenue till the and sulphite, which theratened to increase the arice of news print. This

AGREEMENT ON CENSORSHIP

Conference Committees Draft Provision

Acceptable to the President. motion, with respect to the movement, matten is or may be useful to the enerry, is hereby prohibited, and the President may from Hear to time by proclamation declare the character of formutton was of such character sp-Provided that nothing in this section shall be construed to tiret or restrict may discussion, removed, or thelefer this section shall spon you er not more than \$15,000 or by impris-

LITTLE TRACEDIES OF A NEWSPAPER OFFICE



MORRISS DARKEST MOMENT

Well-Known Cartennist Gives a Clean-Up of Moment When Sun Has Set Forever. day. The corporately theresolves all ton you on. To get a closs-up of ture is the best he over bas easie in has young life-but the subject is tabor -would be like a circus-worth going ration to see. W. C. Morris puts the the over in the little tragedy of a newspaper office that has been magnified ris thicks of the editor would make the one coast to the other. His first ple-

view, of Spokene, Wash, in 1904. He The difficulty of estateons success in mode a bome run with his effort, and has been attracting the crowds ever since. Morris is one of those men who

THE STARR COST SYSTEMS

Have proven their value in muon cases.

They are devoted to fit individual needs, and are installed only after Write for references. They are numerous and storng enough to the year see just why year should take advantage of their awquickly as provide. PIERRE C. STARR, 543-9 Transportation Bidg., Okiapa

smots country stay in the West -ed offers, and offers, and offers-and work began to appear in Collier's, the Guillook, Harper's Weekly, Pools, the regular contributor to Puck and the Independent. He has published two books of curious. His pictures. Hhe

cusses to expression and originality, the tures as welcome as green grass in the

Boston

Evening Record

Government statement six mos. ending March 31.. 41,961 Average net paid month of

March over 53,000 The Record is growing at a faster rate than any other Boston paper.

Represented in New York by I. A. Klein Metropolitan Tower

The Times-Dispatch Richmond, Virginia A five-inch single column adver-

tisement appraring every day in the invertion Sunday-a total cost of \$1,660.60 for the year, which means that it costs to reach 75% of the families in Richmond only about I cents per family per year, Story, Brooks & Finley

200 Fifth Ave. New York 'eople's Gas Building Chicago

The New Orleans Item

Largest Circulation of any Louisiana Largest afternoon Circulation in the October Post Office State

Sunday 68,942 Daily 55,365

INTERTYPE "The BETTER Machine"

Medel A. \$2100 Medel B. \$2600 Single Magazine

Model C, \$3000 Two Magazines Three Magazines SIDE MAGAZINE UNIT, APPLIED REPORT SHIPMENT, SIM EXTRA

You can have ather composing markings But you cannot buy other machines of casal efficiency, model for model, at say

INTERTYPE CORPORATION Terminal Building Brooklyn, N. Y.

CIRCULATION MANAGERS OF ILLINOIS TO MEET

Convention Called at Chirago on June 12 to Effect a State Organization-Competent Speakers Will Discuss Various Phases of Important Problems-Much Interest Aroused.

The circulation managers of Illinois will hold a convention at the Hotel La Salle, Chicago, on Tuesday, June 12, for the purpose of effection a State Association of Circulation Managers.

Early in April a letter was addressed to each newspaper in Illinois for the purpose of ascertaining whether or not sufficient interest could be aroused in the proposed organization. The responses were very gratifying, and it is expected to organize with an enrolment of at least thirty-five, with bright prospects for a rapidly increasing member-

At the initial convention it is honed not only to effect a permanent organiza. tion, but to enjoy papers on circulation by the various members. The following subjects will be discussed:

"Carriers' Contests I Have Held," Roy Parrish, Quincy Whig.

"A Good Plan to Get Rural Route Circulation," Charener Eyster, Peoria Star. "How to Bet Subscribers Without Premiums," A. M. Clapp, Dixon.

"How to Build and Keep Country, Especially R. F. D., Circulation," Charles

D. Chaffee, Aurora Boscon-News Methods of Selling a Newspaper to Subscribers Through Advertising Space in Its Own Columns, City and Country,"

George H. Stegging, Moline Fuspatch. "City Carrier Collections," George Gallowny, Rockford Register-Gazette,

The initial step in the organization of an Illinois Association of Circulation Managers was taken by L. V. Vancleave. circulation manager of the Rockford Republic, who was later assisted by George Galloway, manager of circulation of the Rockford Register-Gazette, each of whom have been members of the International Circulation Managers' Association for a number of years.

Any Illinois circulation managers or publishers interested should write inmediately to either Mr. Vancleave or Mr. Galloway for further details.

Notable Special Issue

The Eastern Kentucky Progress and House Warming Number of the Lexington (Ky.) Herald, issued Sunday. April 15th, contained 174 pages, divided into 13 sections, one section being in color. It is a handsome paper, exploiting. as it does, the bluegrass region and its industries, leaving the reader fully convinced that the three most important things in this broad land of ours are bariey, boose, and bay horses. It carried an immense amount of advertising, and its territory extended over that entire part of the State. Apparently there is a prosperous condition down there, and the business men of the blue grass district helped the good cause along splendidly, although it may occur to newspaper men who have handled such editions, that there was some work on the part of the Herald staff in getting all the business and feature stuff together in such a creditable manner.

Two-Cent Paper a Bargain

A. H. Messing, publisher of the Chicago Examiner, told the members of the Rotary Club of Chicago at their function, May 15, at the Hotel Sherman, that readers of Chicago newspapers received more value for their two

buy for the same amount.

"The Chicago newspapers, taken as a whole, are the best newspapers in the world," said Mr. Messing. "The modern big newspaper is a great power for good. it not only merves the reader with the latest important news, but it keeps him fully posted on everything he ought to The first copy of a newspaper such as I describe cost approximately \$10,000 each day to produce and yet the reader could buy it for two cents.

To Encourage Proficiency

The Dallas (Tex.) Evening Journal has offered a cash prize of \$50 for the best-drilled squad of thirty-two men, under the noon-day and evening drilling plan now being followed by business and professional men of Dallas. The drills are being well attended by men from all walks of life. Drill masters are provided by the army and navy recruiting stations in Dallas.

Annual Outing in June

The annual outing of the employer: of the Providence Journal will be held

cents than in anything else they could June 24. A. W. Talbot has been appointed editor-in-chief of the Journal Junior, which comes from the press but once a year, that day being the day of the outing. The paper, a twenty-page, magazine size, is devoted to humorous matter based on various activities of the men and women connected with the Journal for the year.

A. B. C. ANNUAL CONVENTION

Programme for Chicago Meeting, Including Election of Ten Directors.

The fourth annual convention of the Audit Bureau of Circulations will be held in Chicago, at the La Salle Hotel, Friday, June 1.

The following programme has been arranged:

Thursday, May 21, at 10 A. M., to Priday, June 1, at 10 A. M .- Presentation of credentials and registration.

Thursday, May 31, at 2 P. M .- Mostings of various divisions to nominate their representatives for the board of directors, members of advisory committees, and transaction of other business

Thursday, May 81, at 6:30 P M .-Meeting of board of directors.

Friday, June 1, at 10:30 A. M .- Opening general sessions. Reading of minutes of last annual meeting. Report of president. Report of board of directors Report of treasurer. Reports of other officers and committees. Appointment of nominating committee. Appointment of credential committee. Appointment of resolution committee. Presentation of resolutions and amendments to by-laws.

Friday, 12 M .- General Juncheon, Pro-'gramme of five-minute speeches.

Friday, 2 P. M.-General session. Reports from credentials and resolutions committees. Reports from various divisions. Voting upon amendments and resolutions. Election of new members to the board of directors. Election of officers

Friday, 6 P. M .- Meeting of board of directors.

Friday, 8 P. M.- General session Unfinished business. New business. Ad-Journment.

Become energized with enthusiasm.

The **Ault & Wiborg Company** of NEW YORK

News Ink

New York City 57 Greene St. Write Us-

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER

Write for Details,

SINGER TOWER, NEW YORK

HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the Duited States now in the world war.

Feature articles from leading soldiers, nationaire and euthors of Barrys.

We handle more important articles of this description than any other agency in America.

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Edite 15 School Street, Boston, Mass.

"America's Largest and Best Newspaper Industrial Advertising Agency."

JOHN B. GALLAGHER CO.

11 South La Salle Street Chicago

QUALITY CIRCULATION BUILDER

225 Fifth Ave., New York,

Canadian Press Clippings

The problem of covering the Canadian Pivil in answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 86 per cont. of the newspapers and publications of CANADA. We cover every foot of Camela and How-foundined at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press ellipsing rates—special rates and discounts to Trade and Newspapers.

Colorado Springs

THE TELEGRAPH

An A. B. C. Paper J. P. McKINNEY & SON

New York

Chicago Detroit

You MUST Use the LOS ANGELES EXAMINER

cover the GREAT SOUTHWEST Sunday Circulation 150,000

C. C. VAN ANDA OF THE NEW YORK TIMES

(Continued from page 7)

Van Anda wouldn't be put upon then (and never has been since). He quit. He had been local correspondent for Cincinnati papers and the Cleveland Herald. He applied to the latter for a job. They gave him one on the case and he set type, varying that occupation with a little reporting until the following autumn, when he was made telegraph editor, and his metropolitan career began.

That was in 1888. He stayed until the Plain-Dealer swallowed the Herald, worked for the former a year, then went to the Evening Argun. When it suspended publication Van Anda, then twenty-two years old, turned his face Enstward.

The man under whom he worked on the Argus had been night editor of the Baltimore Sun. Van Anda dropped off to see what Baltimore was like. At the Sun office he found his old chief's place still vacant and the head of the paper offered it to him. He took it and stayed in Baltimore two years.

at twenty-four Van Anda landed in New York and went to the Meeca of all aspiring young newspaper men of that day-Mr. Dana's Sun. He got a place reporting and doing desk on Blitzard Monday, March 12, 1888. He was made night editor five years later. January 1, 1893. His experience covered the whole news side, as he tooke Chester Lord's place when that great managing editor was away on his vacalions

Mr. Van Anda had been on the Sun sixteen years and he stood out as the man for the Times when he accepted Mr. Och's offer on February 14, 1904.

For thirteen years, therefore, the application in detail of the principle of publishing "All the news that's fit to print" has been in Mr. Van Anda's hande

Mr. Van Anda isn't in the show of life. He is an interested spectator, a looker on. He sits in the Tour St. Jacques and watches a procession in which his only interest is that it shall he truly described. He doesn't participate in any of the activities of the world. Perhaps that is why he can be impartial

And importiality is the hall-mark of the Times. No matter what it may believe and advocate editorially, the news columns will give the facts fairly and fully. The motto: "All the news that's at to print" is Mr. Ochs. Mr. Van Anda interprets it in actail. He puts the accent on the "All."

He is a wolf for the news and a money-spender from way back, as Joe McCullagh was in the palmy days of the St. Louis Globe-Democrat. It makes a man feel strong in London or Paris or on the firing line, to know that Van Anda will stick to him against all comers for any quantity of cable, provided it's the real goods. In London, I think we carry more cable than all other New York papers combined. When O. K. Davis and I landed with Ambasaador Gerard at Havana we bought the telegraph office for half a day. A correspondent that hustles for the office will be taken care of by the office. He will experience that greatest of pleasures to a true newspaper man-the pleasure of seeing his stuff printed intack as he sent it.

That's the biggest thing about the managing editor of the Times. He has a newspaper heart in him. In some other relations he may lack magnetism, warmth, sympathy (though he possesses personal charm); but when you

bring him the news he will meet you in a spirit of good fellowship.

I know of no managing editor with a better nose for news. I have spoken of his acid quality. When matter is subjected to his processes it is purged of non-essentials. What to others might be drudgery, the winnowing of the grain from the chaff, is Van Anda's sport. In other words, he is an artist in gathering and editing the news and ascembling it in the form. He is without a peer in his judgment of news values and in skill in "putting the paper together." He is famous for typing his pages-for what might be called typographical architecture-but he uses emphasis most sparingly. With only a few fonts of type, he makes display telling. It is what he doesn't "play up" that gives point to what he does. delicate sense of worth in news has produced a result in the Times, which every reader feels rather than knows. The effect is comparable to that of sincerity in an individual. It is sterling quality and the stamp of it is everywhere in the Times columns.

In spite of his absorption in his own work, Mr. Van Anda is not narrow in his interest. It was he who found the rotogravure process (originally used for callee printing), in a German paper that came to the office. He called Mr. Och's attention to it and later went to Frankfort, Germany, to investigate. The result was the adoption of the rotogravure in the Sunday Times and it proved a real discovery. Mr. Van Anda upon occasions that move him sufficiently to undertake such work, can write up editorials, the point of which no one can misunderstand. But he is an editor in a different sense from what the term is commonly used. As an editor of the daily history of the world he has won first place in our daily journalism.

Mr. Van Anda is the highest paid managing editor in the business. earnings, savings, and investments in Times stock make him independent. He can go and come as he pleases. He doesn't please to do anything except stick at the Times office. He is there seven days a week. They can't drive him away. Even at holiday times he pulls a long face at turning his back on his job for three or four weeks.

His methods are simple. He comes down in the afternoon to the office council. His time at night is ten o'clock and you can set your watch by him. His fine organization has everything ship-shape against his arrival. Ho makes a record the first thing in a fine hand of the news in-the office and in sight, so that he has to-morrow's paper clearly in his mind, can lay it out and can confer over the 'phone with Mr. Ochs and Mr Miller, who have matters of editorial policy to deal with.

Mr. Van Anda has ethics without plety. He scents buncombe and fraud miles away. He is jealous of the news purity of his columns and wary at the slightest sign of their being used for an ulterior purpose.

For amusements this sketch must be blank. My subject has none, unless you count an occasional plunge into Envotian hieroglyphics and a perennial and expert interest in mathematics. Latterly there has come into his life something that touches his love of excellence to the centre-the intellectual development of his son-a boy of eighteen, who has been a freshman at Harvard after taking an absolute A in every one of his six studies at Exctora record never before equalied in the 130 years of that school. It will not be difficult for those who have caught the spirit of this sketch to realize what such a son will mean to the father.

The True News -FIRST-

Always-Accurately

International News Service World Bldg., New York

There is always room for the best feature

Goldberg's Cartoons

The Evening Mail Syndicate 203 Broadway, New York

USE

UNITED PRESS

Afternoon Papers

General Offices, World Bldg., New York

War-Talk From Washington

By Edward Riddle Padgett

Sunday Editor of the Washington Star. A new 3-a-week feature, with photos-beginning June 11th.

The International Syndicate Established 1889 Baltimore, Md.

NEWSPAPER prosperity is based on circulation.

FEATURE dements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVBD.

Let us send you camples of our col-ored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager at wrat apth st., New York

The McClure Method

Our matures are sold on individual merit. Any service may be ordered singly. TELIS MRANS:

THIS MEANS: The greatest possible variety from which to choose. The submitting of each feature to possions of the community o

budgets. For somples of our Sunday Colored comics, delly comics, monon's fra-tures, beddiese stories, fiction, etc.

The McClure Newspaper Syndicate 120 West 32nd Street, New York City

PROGRAMME OF A. N. A. FOR DETROIT MEETING

Semi-Annual Gathering of the Organization Will Be Held May 31 to June 2 at the Hotel Statler-List of Prominent Speakers Who Will Address the Convention.

The programme for the semi-annual meeting of the Association of National Advertisers to be held in Detroit May 31 and June 1 and 2 has been completed. The gathering will be held in the Hotel Statler. The programme, which has just been mailed to the members of the organization by Secretary John Sullivan, follows:

THURRINAY, MAY 31 -MORNING SESSION.

10:00: Roll call, officers' reports, and appointment of committees.

10:45: Chair to be taken by R. L. Prather, advertising manager, Thomas G. Piant Com-DARF.

Address: H. J. Kenner, secretary, National Vigilance Committee, A. A. C. of W., "How to Increase the Productiveness of our Advertising by Eliminating Objectionable Advertising THURSDAY: MAY BI-APTERNOON SESSION.

2:30: Address, John N. Boyle, counsel to A. N. A., "Legislation, Present and Proposed, to Affecting Advertising and Advertising Interests'

3:45: Address, Rdward Hengerford, advertising Manager, Wells Fargo & Co., "Mobilising Advertising for War."

THURSDAY ESENING-7 DOLOCK.

Semi-annual dinner of members of the Assoclation.

PRIDAY, JUNE 1-MORNING SESSION.

9:30; Address, Edward S. Babcox, advertising manager, Firestone Tire & Bushber Com-pany, "Selling Your Advertising, Plans to the Sales Organization."

Address, G. S. Sharps, advertising mana

the De Laval Separator Company, "Selling Your Advertising Piane to the Salse Organization," from standpoint of advertising manager.

George W. Bopkins, general asses American Chicle Company of New manager, American Onicle Company of New Jersey, "Stalling Your Advartisting Plans to the Seles Organization." from standpoint of sules

Address, George S, Fowler, Coignte 11:00:

11:00: Address, George S, Fowler, Coignte a Co., "The Avoidable and Unavoidable was to the Platrikution of Printed Matter."
Address, Behort S. Boyd, publicity manager, Beenlovit Paciting Company, "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter," distributed through the dealer. Address, Jack W. Speare, advertising manager, Took Protectograph Company, "The Avoidable and Unavoidable Waste in the Distribution of Printed Matter," distributed direct. Address, Mark Keilegg, Burresspha Adding Matchiae Company, "The Avoidable and Unavoidable waste in the Company, "The Avoidable and Unavoidable consumer, "The Avoidable and Unavoidable consumer, "The Avoidable and Unavoidable and Compounts of the Company, "The Avoidable and Unavoidable consumer, "The Avoidable and Unavoidable consumer."

chine Company, "The Avoldable and Unavordable Wante in the Distribution of Printed Matter, distributed through branch offic

PREDAY, JUNE 1-APTERNOON SESSION.

12 30: Divisional buschesons and meetings in emparate rusum. Meetings to continue until 5 30.

Round table discussion in general meeting ball for those not attending divisional meetings

FRIDAY, JUNE 1-BYENING SESSION.

8:00: Address, Harry Tipper, "Copy that is and lau't,"

9:00: Address, "Film Advertising," chairman, George Frank Lord, managur, advertising deviation, R. I. du Pout de Nemoure & Co., and chaleman Film Advertising Committee.

Address, Jack W. Speare, advertising manager, Tudd Protectograph Company, "Exhibit-ing a Special Film to Special Prospects." Il-Instrated by the Protectograph film, "Black

Address, O. C. Harn, advertising manager, National Load Company, "How to Use Trailers Instead of Blides," iduatrated by a trailer film. Address, Edward Hungsefield, advertising anager, Wells Farge & Co., "How to tiet time on Begular Circuits," Hustrated by fulsmates, and Minns length tim.

Address, Edward S. Behrey, advertising managor, Firescope Tire & Rubber Company, will exhibit the Sim "The Lane," dualing with co-operation of polesmen with advertising.

Address, J. D. Elleworth, advertising manpany, "How to Get the Problems of the Public Service Company Across," illus film "Speeding the Spoken Word," illustrated by the

MATCHDAY, JUNE 2-MORNING SERSION.

9:30: Address, B. A. Mackingon, circulation manager, Pictorial Beriow, "How Higher Costs Have Affected the Circulation Question

10:45: Address, L. B. Jones, advertising manager, Restman Kodak Company, "Other Re-cent Circulation Developments."

11:30: Organization business.
12:30: Adjograment of semi-annual morting.

DEATH OF THE REV. R. F. McCLEAN

Father of Business Manager of New York Evening Post.

The Rev. Robert Finley McClean, for forty-five years Preabyterian minister to churches in central Pennsylvania. died at his home in Mechanicsburg, Sunday, May 13, in his seventy-third year. He was graduated from Pennsylvania College in 1868 and from Princeton Theological Seminary in 1872. Hefore attending college he served an apprenticeship as a printer, and all through his life was a frequent contributor to religious and secular newspapers. He is survived by his wife, a daughter, and two sons, one of whom is Robert B. McClean, business manager of the New York Evening Post

Speaking of the death of his father. Mr. McClean said: "Loss of my father was tempered by my being able to be with him the last week of his life. He was active up until the day he was stricken, and I like to think of his death as not death but the recall of an Ambaseador by the King."

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY :-

A special meeting of the stockholders of EDITOR AND PUBLISHER COMPANY w DITCH AND PUBLISHER COMPANY will be deliber ununlist. May 19th, at evere-clock, at the general offices of the Company, ultimer Building. Suite 1117, 63 Park Review York, for the purpose of electing three previous and two inspections of section and for a trainaction of soil other business as may require come before the meeting.

THE EDITOR AND PUBLISHER COMPANY. JAMES WRIGHT BROWN, President.

EDWIN D. DEWITT, Secretary.

New York, May 14, 1917.

FOR SALE

Administration under this cleanification, fifteen orals per time, each insertion. Count sistemed to the time.

Why not be your own been? An Ohio weekly ranio in nice town of 1,000; only paper in terfor asio in abec town of 1,000; only paper in levitory, ample plant, good business netted former owner \$2,250 cash every year, and can be increased; present owner la other business and hara't seen inspease in seven months, set it has made m.oer, \$1,000 dura and \$1,000 in two years will buy it. For particulars sederees Ohio, care Estitor and Publisher.

LINOTYPE Model No 3, Serial No. 10109, magazine, assutiment of matrices. Fort Wayne Printing Co., Fort Wayne, Ltd.

LINOTYPE-Model No. 1, Serial No. 8010 and Model No. 1, Serial No. 8011, with I magnine. libers, ejector blades, funt of matthous (for each machine). Tribuse Printing Co.. (Tharteston, W. Va.

LINOTYPE-Model No. 4, Mertal No. 11680, magnine, matrices, specebable, liners, and blades. Winston Printing Co., Winston-Salem, R. C.

LINOTTPE-Three Model I machine with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

INB SALE-3 deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Guas Printing Press Co., Chicago, III.

FOR BALE. 4 deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be over-builed and rebuilt. The Guas Printing Press Co.

CHANGE OF OWNERSHIP

Affords an extraordinary opportunity for promotion of both circulation and advertising-none to equal it, if made the most of—a like chance may not occur again in many years.

EFFECTIVE METHODS

For improving the opportunity to the utmost, in a comparatively short utmost, in a comparatively short campaign, I will both plan and

CHAS. S. PATTESON

Expert in Newspaper Publishing Methods.

Prince George Hotel, New York City

Advertising Man

with massly five pears of successful writing and sufficient experience wants continued in Braisers States in present position, has present in those than anisstantial galas in advertising over previous maints. Has capability, Johans, and succept, One offpinjor writes: "His fitness for advertising work is apparent, and a paper small nuke had apparent, and a paper made any of the property of the pears of the

FERNALD'S EXCHANGE, Inc.

Third National Bank Isidg., Springfield, Mass

HELP WANTED

Advertisements under this classification, fifteen cents per line, each marriem. Count gis ucords to the line.

NEWS EDITOR. Able news editor on live education of the control of

ADVERTISING SOLICITOR wanted by a leading daily newspaper in Massackwoots. Must be an aggressive worker and able to runder copy service. Give references, drails of experience, and and nationalty, address B., 3285, care Editor and Publishey.

SITUATIONS WANTED

Advertisements under this classification, ten-ecols per line, such insertion. Count size words to the line. For those weemployed, not to occord 50 words, two insertions FREE.

NEWSPAPERMAN Young men, 20, with five years' adversible memor experience would like pastition with peneral agency or penellent edvertier. Knows layouts, possin, cute, etc. Write small live copy. Good struographer and able to inculle responsible details. Addrona R. 2281, care Editor and Publisher.

FEATPHE WHITEH, Young surrigitle new-paper notion in ready to fill ranks deploted by conscription. Our ideas forceful, with dix years' experience on Metropolitics dailine from three writer at present. Whole job is but city. 21 years of age. Address R. 1282, care Editor and Publisher.

RUSINESS MANAGEMENT of good live daily wanted to experienced man win could invest two or three thosand dollars, and also week on part cash, part atock basis, If desired. Ad-dress it 3283, once Editor and Publisher.

EDITOR having American and European ex-periouse. families international questions. His-quist, expert interviews, good editorist writer, would like position with newspaper. Engagaine, or systicate to take charge of foreign deporturent, of work as assistant. Apply B., 3288, care Editor and Publisher.

EDITORIAL WORKER—Part or full time on editorial work by a well-selucated years man who has been assistant editor for over three years on technical monthly, and has had other magnitude and best-sellting expression. Her invalided extensively, reside French and writes well. Address R. 33-7, care Dattor and Pites well.

ADVERTISING MANAGEST-Having sold out itsenset in paper, design to connect as advertis-ADVENCEYSING MANAGEM—Staring sold out increase in pater, desire to comment as adverti-ing and business manager. Said more advertising in Nante I live in last ten years than any enter two men Fiffeen years on one paper, senson years with the other, before buying intrees. Ad-dress R., 3286, care Editor and Publisher.

\$8,000 cash available for first payment on a daily newspaper property. Missouri, Kansas, Iowa, Nebraska, Minnesota and South Dakota locations pre-

Proposition O. Y.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4.000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON Newspaper and Magazine Properties Times Bailding, New York

On "Easy Street"

Only paper in rich Central West city of 18,000, amply equipped and showing profit \$25,393.53 last fiscal year to owners for time and investment. Three-fifths interest offered for \$75,000 cash. Minority owner perfers to stay, but will sell on de-mand. Ask for Proposition No. 326x and kindly give financial refer-

H. F. HENRICHS Compaper Propertie

PUBLISHERS' NOTICE

The Editor and Publisher materials of ficient cores of paid currenousless at the an efficient extra of paid cutrospondents at the following important trade centrees: Roston, Philadelicials, Detroit, Cheveland, Phitaburgh, Cincin nate, 81, Leats, Chicago, Atlanta, New Orienna, Butlan, Indianaryolia, Wassington, Battlinsen, Butlan, Indianaryolia, Wassington, Battlinsen, Butlan, San Francisco Other correspondent will be added from time to time. Advertisely, and developaper new will find a ready market for stories of advertising achievements, news tests etc. by addressing the main office, 1117 World Bailding, New York City.

Brunch office San Francisco, 742 Market St., J. Ridwell, manager, 'phone Kearney 2121. 8. J. Ridwell, manager, prime reactions.

The Editor and Publisher pure contains 672 agate lines, 165 on four. Column are 12 piras wide and twelve inches deep.

Advertising Bate is 25c. an agate Bae, \$100 a pape. \$75 n half page and \$42 a quarter page. Position extra. Tire, appear and cash discounts ore allowed as contracts.

Small advertisements under proper classifica-tion will be charged as follows: For Sale and Halp Wanted, fifteen cents a line; Rusiness op-portunity and Miscellaneous, fitteen cents a line, and Situation Wanted, but no cents a line, counts of woods to the line. For those shem ployed a Situation wanted in advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher solls regularly at 10r a copy. \$3.00 per year in the United States and Colonial Possessions. \$3.50 in Canada and \$4.00 feeten, and is on mis each week at the following news stander:

New York-World Building, Tribuse Building, Park Row Building, 140 Naneau Street, Manulay's opposite the World Building, 33 Park How: The Westwerth Building, Times Building, 1844 how: The Westwerth Building, Times Building, 1844 how to the same and the

lie timore-B. R. Edwards, American Bull-ling Philadelphia-L. G. Rau, 7th and Chastnu-treets; Wm. Sobel, Bulletin Building News Stand.

Buston—Parker House News Stand, Pittsburgh—Davie Book Shop, 416 Wood

Washington, D. C.—Bert E. Trenia, \$15 Four enth Street, N. W., Rigge Bidg., News Stand Chirupo-Powner's Book Store, 27 N. Clari Street. Post Office News Ch., Monroe Street: Chas. Levy Circ. Co., 22 N. Fifth Avenue.

Cierciand Schreeder's News Store, Superior Street, opposite Post Office; Solomon News Co. 1111 Walput Street,

Detroit-Solomon News Co., 60 Larged St., Wess Prancisco-B. J. Bidwell Co., 742 Market

For Sale by WALTER SCOTT & COMPANY, Plainfield, New Jersey

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

Digitized by Go

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y. Jahn Glass, Peoples Gas Bldg., Chicago Foreign Advartising Representatives

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives LOUIS GILMAN World Building.
HARRY B. LASEEB
Tribune Building CHICAGO

Buffalo News

RDWARD H. BUTLER Editor and Publisher

"The only Buffalo assuspaper that conours its advertising columns. Many of our advertisers use our columns exclusive-ly. The above is one of the many rea-

MEMBER A. B. C.

Pareign Advertising Representati KELLY-SMITH COMPANY Lytten Building NEW YORK

The Evening Mail

Last year GAINED 178,965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

Food Medium of New Jersey

Trenton Times

A. B. C.

-12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue

Lytton Building CHICAGO

The Evening Star with one edition daily. has a greater circulation in Washington. D. C., than that of all theother Washington papers combined.

EDWARD CARY, 46 YEARS WITH N. Y. TIMES DIES

Veteran Editorial Writer, Who Fought "Spoils System" Passes Away, in His 77th Year-He Was One of the Most Notable Writers Associated with the Press of the Country.

Edward Cary, editorial writer for the New York Times, died last Wednesday night, May 22, in his 77th year. Mr. Cary had been connected with the Times for nearly 46 years. He wrote his last article for that newspaper May Tuesday morning he suffered from an attack of angina pectoris, from which he did not recover. He was born in Albany in 1840, and was graduated from Union College and the Albany Law School. He elected, however, to follow journalism, and was the first editor of the Brooklyn Union, now the Standard Union, with which he remained seven years in the closing days of the Civil War. He joined the staff of the Times in 1871, when that newspaper was engaged in overthrowing the Tweed Ring. Mr. Cary fought the "spoils system" in politics through the columns of the Times. In 1881 he became a member of the Executive committee of the Civil Service Reform Association, and until the day of his demise was active in the work with the leaders of the movement. Mr. Cary was an authority on finance and the tariff. It is said that if his writings were printed in book form, they would outbulk that of any other man who has been employed in the daily press of the United States.

When he completed forty years of service with the Times, in 1911, be was tendered a luncheon by his assoclates, at which all of the members of the editorial and reportorial staff were present.

Mr. Cary married Ellen Elizabeth Luther in Albany in 1864. He is survived by his daughter, Miss Elizabeth Cary, art critic for the Times.

The funeral services were held yesterday afternoon, at 4 o'clock, from the Cary home, 204 Oxford atreet, Brooklyn. The remains will be buried in Albany, his birthplace.

In the Times of May 24, tributes were paid to the late Mr. Cary by George McAneny and W. C. Brownell.

Death of Col. W. C. Church

COL. WILLIAM CONAMT CHURCH, founder and editor of the Army and Navy Journal, died of pneumonia in his home No. 51 Irving Place, New York city, on May 23, in his eighty-first year. He was at his office last Saturday and had previously enjoyed good health. Col. Church was an authority on military subjects. His paternal grandfather was a Revolutionary War soldier. 1835 to 1860 Col. Church edited and published the New York Chronicle. At the age of twenty-four he published the Sun, withdrawing in 1861. He was attached to the joint naval and military expedition under Sherman and Dupont in 1861 and was present at the capture of Port Royal. Later he was on the staff of Gen. Casey. With his brother, Francis P. Church, he began publication of the Army and Navy Journal in 1863. In 1868 they also published the Galaxy Magazine. He wrote lives of U. S. Grant and Ericsson.

OBITUARY NOTES

ROLAND B. GELATT, aged 61, a veteran journalist, publisher of the La Crosse (Wis.) Tribune and Leader-Press, died auddenly at his home in La Crosse on May 11, excessive blood pressure caus-

ing death. Burial was at Kansas City,

James R. Hows, 49, editorial writer on the Milwaukee Leader, and one of the best known newspaper men of Wisconstn, died on May 12, at his home in Milwaukee from erysipelas. He went to Milwaukee twenty years ago and was employed for ten years on the Daily News. Later he served in a simliar capacity on the Milwaukee Journal, and for the last five years was connected with the Leader.

ERNEST F. ACHIMON, formerly editor and publisher of the Washington (Pa.) Daily Observer, past president of the Pennsylvania Editorial Association, past secretary of the National Editorial Ass ciation, a member of Congress from 1896 until 1909 from the twenty-fourth Pennsylvania District, died May 16, aged fifty-five, at his home in Washington. Pa., from pneumonia, after a short ill-

JAMES W. HOPPER, for many years associate editor and editorial writer on the Louisville (Ky.) Courier-Journal, and past grand master of the Grand Lodge of Kentucky, F. & A. M., died May 8 at Lyndon, Ky., of hardening of the arteries. Mr. Hopper was in his seventyeighth year.

S. E. HARRIS, who for four years owned the Wakarusa Tribune, died at the home of his son, Dr. Harris, in Casey, Ill., following a stroke of paralysis.

ROBBET A. RUNTAN, thirty-two years old, former assistant city editor of the St. Louis Times, died of nephritis May 11 at the St. Louis Mulianphy Hospital. He had been ill three months.

GHORER HOLBERN, fifty-five years old. editor Manistique (Mich.) Pioneer Tribune for over twenty-five years, died May 12. He was confined to his home over a year and edited the paper from the sick bed.

J B. Figureox, editor and publisher of the Lock Springs (Mo.) Herald, died in Kaneas City May 15.

THOMAS W. JOHNSTON, for seventeen years managing editor of the Kansas ('ity Star and later associate editor from 1904 to 1918, when he retired from the newspaper profession, died in Kansas City, May 18.

FERDINAND SCHLUKTER, formerly associated with his father in the publication of the New Yorker Democrat, and later for twenty years connected with the American Agriculturalist, is dead at his home, No. 182 White Street, Orange,

CHARLES A. Kussa, who, until compelled by ill-health to resign, was local editor of the Sauk Centre (Minn.) Herald, and who had been a reporter in Los Angeles, San Diego, and in Honolulu, died recently.

FREDERICK P. Pox, originator of the Phoebe Snow advertising slogan for the Lackawanna Railroad, and a former newspaper man, died in Norwalk, O., on May 14, aged sixty.

MRS. MARY DOROTHUA OLIVER, wife of former Senator George T. Oliver, died in Washington, D. C., after a short ill-She was born in Omnaburg, O., and married in Omaha, Neb., in 1871, Bezides her husband she leaves three daughters and three sons, two of whom, George S. and Augustus K., are associated with their father in the management of the Pittsburgh Gazettewhich ex-Senator Oliver ts president. Times and Chronicle-Telegraph,

The man who "gets by" is interested simply in holding his job. The fellow worth while, is the one who tries to deliver the goods.

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kaneas City, Chicago



DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN General Manager New York

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

80,000

One of the unique features of "The Paper That's Different" is its limited Saturday circulation.

THE MINNEAPOLIS & Por DAILY NEWS &C Line

through co-operation and service is "The Friend of the Advertiser."

G. D. BERTOLET

Boyce Building, Chicago

The Vittsburg Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK, Real Estate Trust Building, Philadelphia

Gain of 73%

Free Press has cajored a gain of 72% in circulation Character and solidity capitals this increase. Advertising MUST pay in this lucremer. a medium which calls forth such a tre-

The Detroit Free Press "Michigan's Greatest Henough

VERREE & | Pereign | How York Chicago CONKLIN | Representativ | Betrait

AD FIELD PERSONALS

WILLIAM WOODHEAD, advertising manager of The American Weekly, N.Y., distributed with the New York American, Boston American, Chicago Examiner, San Francisco Examiner, Los Angeles Examiner and the Atlanta American, announces the appointment of E. F. Hooper as Western manager with offices in the Hearst Building, Chicago, TIII.

C. H. BROCKHAGEN, head of the advertising staff of the San Francisco Bulletin, has been appointed a member of the National Advertising Advisory Board, which has been designated to unify advertising connected with the Liberty Loan. Brockhagen will be chairman of the local committee in charge of the work.

B. MALCOLM NEBUHR, from the H. K. McCann Company's New York office, is attached to the firm's San Francisco office in a special capacity. He will act as accountant executive on the California Packing Corporation's advertising, which is handled by the H. K. McCann Company there.

FRANCIS TODHUNTER has been appointed art director of the H. K. Mct'ann Company's advertising agency in San Francisco. For several years Todhunter, as a free-lance in the field of commercial art work, has attended to a large share of this company's art work.

C. P. DERBY, for some time advertising director of Bacon's, Boston, is now in the employ of Elsenberg's, Baltimore Mr. Derby in succeeded by William Howell, formerly of the art department of the Post.

Guonga Englassart, several years in charge of the advertising district of

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending April 1, 1917

36,670 Daily

We guarantee the largest white home delivered evening directation in the trade territory of New Orleans. To reach a large majority of the trade presspects in the local territory the Sinten is the logical and econ sale mestium, thereintion data switt on request.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Repress ork Chiengo on in tires

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST. 22 North William St., New York.

Tel. Beekman 3636

New England for the National Jeweler. with headquarters in Providence, has joined the Fourteenth Provisional Training Regiment at Fort Riley. He was corporal in the famous Battery A. R. I. Troop, which saw service on the border last year.

HARRY L. DAVIS, Mayor of Cleveland, O., will head the delegation which will represent that city at the coming St. Louis convention of the Associated Advertising Clubs of the World. June 2 to W. F. Mackay is chairman of the committee on arrangements.

EDGAR W. JORDAN, recently of the Brown, Blodgett & Sperry Company, of St. Paul, Minn., has joined the Bigelow Waggoner Company, of Indianapolis, Ind., as vice-president in charge of the business plans and service department.

RALPH SADLER, of the advertising department of the Transcript; W. A. Tomer, of the advertising department of the Herald, and George Wiswell, of the Gaulson Advertising Agency, of Boston, who have gone into service at Plattaburgh, N. T., were given a farewell dinner by the "Round Table" Traternity of Boston, upon their departure.

WELLS HAWK, at one time general press representative for the Charles Frohman enterprises and at the time of his appointment in charge of the publicity for the film play "Joan the Woman" has been put in charge of the press work of the navy.

FRED S. YOUNG, formerly with Allen Motor Car Company, of Fosteria, O., has been appointed advertising manager of the Stanley Motor Car Co., of Newton, Mass.

CHARLES ALLEN, for five years a memher of the Kansas City, Mo., staff of the Associated Press, has resigned his posttion to become advertising manager of the Campbell Haking Company.

V. S. Hibbaro has been appointed sales and advertising manager of the Ross Automobile Co., of Detroit, Mich.

D. C. Moors, former sales manager for the Moore-Shenkberg Grocery Company, of Sioux City, Ia., has been appointed advertising manager for the Huny-Baruch Company, wholesale grocers, of Los Angeles, Cal.

JAMES A. BRADEN, formerly advertising manager of the Diamond Rubber Co., has been made advertising manager of the Standard Parts Co., of Cleveland,

THE CHAMBER OF COMMERCE AND MANUPACTURERS' ASSOCIATION, of Dallas, Texas, has voted to send John L. Horan, well known advertising man, to St. Louis, as a representative of that Association during the meeting of the Associated Advertising Clubs of the World, June 3 to 7.

D. A. Russus, president of the Ruebel-Brown, Inc. Advertising Agency, St Louis, has returned home from Chicago, where he attended a meeting of the Western Advertising Agents' Associution.

G. PRATHER KNAPP, publicity director of the Mississippi Valley Trust Company, St. Louis, has joined the Officers' Reserve ranks at Fort Riley.

HYLAND L. HODGSON, of the Inter-State Advertising Company, of Trenton. N. J., has enlisted in the Quartermaster's Corps.

E. A. BOLAND, advertising manager of the Forman Company, of Rochester, N. Y., has resigned to enter the Quartermaster's Corps.

t'attle on the plains drift with the blizzard and periah. The buffalo heads into the storm, and passes through it to fair weather by grim courage.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

MONTANA **ALABAMA** MINER Average circulation for December, Daily 41,673; Average daily 13,781, Sunday 22,343, for 6 42,687, Printed 2,891,112 lines months ending April 1, 1917. advertising than its nearest competitor in 1916. **CALIFORNIA NEW JERSEY** EXAMINESLos Angeles B. C. Audit reports show largest Morning Sunday circulation. Greatest Home Deliv-PRESS-CHRONICLE Paterson MERCURY-HERALDSan Jose COURTER-NEWSPlainfield Member of A. B. C. **NEW YORK GEORGIA**Atbens COURIER & ENQUIRERBaffalo A gilt edge subscription-not a more circula-PROGRESSO ITALO-AMERICANO - New CHRONICLEAugusts DAY New Tork The National Jewish Dully that no general ILLINOIS advertiser should proclauk. HERALD-NEWS (Circulation 15,190) Joliet OHIO TOWA SUCCESSIVE FARMING flee Mointenance and the them 700,000 circulation guaranteed and PENNSYLVANIA proven or no pay Member Audit Bures of Circulations, KENTUCKY DATLY DEMOCRATJohnstown MASONIC HOME JOURNAL-Louisville, K. (Semi-Monthly, 32 to 64 pages.) Guarnnteed largest circulation of any Massair publication in the world. In excess of 90,000 copies monthly. TENNESSEE LOUISIANA BANNER Nashville TEXAS MICHIGAN PATRICT (No Manday Issue) Jackson Last Gov. Statement-Daily, 11,408; Sunday. Latt Gov. Statement-Dally, 15,000. 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents inch; party part The Chronicle guerantees a circulation of 42,000 daily and 31,000 Sunday UTAH MINNESOTA HERALD-REPUBLICAN Salt Lake City TRIBUNE, Meening and Evening ... Minneap 31 -VIRGINIA MISSOURI Daily Evening and Sunday Meculug. In the only newspaper in its territory with the beneariful. Horngravers Picture Section The POST-DISPATCH sells more papers in St. Louis every day in the year than there are WASHINGTON bemos in the city. Circulation entire year, 1916: ROLL OF HONOR The following publishers guarantee circulation and willingly grant any advertiser the privious of a careful and exhaustive investigation. NEBRASKA

SKANDINAVEN Chicago BOELLETTINO DELLA SERA..... New York

ILLINOIS

FRRIR PRESSR (Cir. 128,384) Lincoln

NEW YORK

Digitized by

CHANGES IN INTEREST

New Concerns and Old That Are or Will Be In the Market for Supplies.

El. CENTIE), Cal.-The Imperial Valley Daily Press has passed into the hands of Robert W. Weeken, farmerly of Chicago, who will devote his interests entirely to the Imperial Valley. Weekes was managing editor of the St. Joseph (Mich.) Press.

BEAVER, UTAH -- S. Carlton, of Riverside, Cal., now edits the Benver Press He has acquired an interest in the Press and also in the Beaver County News, at Milford, Utab. D. A. Webster, formerty of Santa Paula, Cal., will manage both newspaper properties.

I'KIAH, CAL- The sale of the Republican Press, of Ukiah, which was owned by the W. O. White estate, to C. A. West, has been confirmed in the Superior Court. West has been editor and manager of the paper for more than a

SANTA CLARA, CAL-James T. Carey. Ashley J. Cooper, and J. M. Cunningham have assumed control of the Santa Clara News, which has been purchased from Henry R. Roth, of Santa Clara. who edited and published the paper during the last ten years.

FREDERICK, Okla.-J. L. Tullia, of Tipton, and F. G. Patterson, of Davidson, have leased the Semi-Weekly Star from R. H. Wessell.

KING CITY, Mo.-I. B. Williams is the new editor and publisher of the King City Democrat.

Monnou Cirr, Mo .- J. Herald Frost is the new owner of the Monroe City Democrat, baving purchased it from Herman W. Bell.

Atwood, Kan.-W. H. Hill has sold the Atwood Citizen-Patriot to Dempster Scott & Son, of this city, who have assumed possession of the plant.

REPUBLIC, Mo .- Means Ray has purchused the Republic Monitor and will take possession of the paper July 1.

MANCHESTER, Okla.-R. C. Wood and E. A. Wood have dissolved partnership as publishers of the Manchester Journal, and E. A. Wood will publish the paper

OKEMAH, Okla.-The Okfuskee County News, of this city, has been sold by John Duran to Messra Rice and Hinds, of Muskogee.

ALMA, Kan.-C. E. Carrol has purchased the Alma Signal.

Promuse, Wash,-C. F. Lake, for the last year editor of the Republican Bulletin, has removed to Pasco, where he will operate the Progress. He is succreded by W. E. Brainerd, of Sunnyside,

NEW PUBLICATIONS

ARKARRIPHIA, Ark.-Roy Elliott is the owner and editor of a new local paper here, called the Daily News.

HILLSDALE, Wyo.-Eunice Hastie, editor of the Golden Prairie Herald at Burns, is starting a new paper here.

> The Best Known Slogan in St. Louis



Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

WEDDING BELLS

Lewis Stiles Connett, of the Morning World's rewrite staff, and Miss Mary Elizabeth Ross, of the reportorial staff of the same paper, were married at the home of the bride's parents in Buffalo. N. Y., on May 21. The newlyweds were classmates in the Pulitzer School of Journalism. The bride holds degrees from Vassar and the University of Michigan, and Mr. Cannett is a Harvard graduate.

Gilbert Crawford Ransom, of Chicago, and Miss Edna Jane Quigley, daughter of Mr. and Mrs. Louis A. Hornstien, of New York, were married on May 2, at Waukegan, Ill., by the Rev. S. W. Chidester. Mr. Hornstein in the publicity manager of the Mergenthaler Linotype Company in New York Mr. and Mrs. Ransom will be at home in Chicago, at No. 1219 Leland Avenue.

Announcement of the engagement of Mr. James Bixby, editor and publisher of the Phenix (Okla.), Phenix, to Miss Eather Bailey, of that city, has been made. Mr. Blxby is now in the training camp at Fort Logan H. Root, Ar-

Samuel G. Kennedy, city editor of the Pittsburgh Chronicle-Telegraph, is to be married to Miss Helen Marshall Bradfield, of Hot Springs, Ark., on June 5.

William Peter Hamilton, editor of the Wall Street Journal, and Miss Lillian Hart, of Brooklyn, were married May 19.

Mrs. Robert McClure Dead

Mrs. Mabel F. McClure, aged fiftyone, widow of Robert McClure and sieter-in-law of S. S. McClure, the publisher, died on May 23 at her home on Park Hill, Yonkers, after a linguring ilineas. Her husband, who died three years ago, was vice-president of the McClure Publishing organization. Her two sons, Bruce, four, who is with a Red Cross unit in Albania, and Colin. twenty-one, a member of the Officers' Reserve Corps, were kept from her hedside at her death by war duty.

When you are aspiring to the highest place," says Cicero, "it is honorable to reach the second or even the third rank."

Self-trust is the essence of hero'sm.

First in Dry Goods Advertising

In April The New York Times published \$14,078 lines of Dry Goods and Women's Specialty Shops advertising, 58,875 lines more than in April, 1916, a greater volume by 67,997 lines and a greater gain than any other New York morning newspaper. Average net paid circulation, daily and Sunday, exceeds 340,000 copies.

UTAH The Ogden Examiner

The big daily and Sunday paper of northern Utah, covers its field like a blanket. The only daily in northern Utah publishing Sunday anto section featuring auto news.

G. LOGAN PAYNE CO. Representatives
Kersage Bldg., Detroit
Marquette Bldg., Chicago

LIVE TOPICS DISCUSSED BY OUR READERS

Under this outston we shall print, each work, instead from our readers on subjects of instead connected with neuropeper publishing and advertision. Any outsides who desired being to the desired on the publical connected the business, to twisted to contribute to the column. We are confident that such a congretion of our readers.—ED. 1

Agrees With Mr. Hannah

NEW YORK CEFF, MAY 19, 1917.

1 have received from Mr James C. Moffets,
1 Louisville, Eg., the following letter, which
feed at liberly to send to you for publica-

"I want to thank you heartly for your artirie in the current issue of Than Rorson and
Publishma, but to hand, showing the absordity of the proposition to be discussed next
mount at 8t. Loubs, "Advertising lowers to
count of distribution of goods," as it appears to
the consumer, who has to pay the freight on
all advertising contraries in the long run.
"I am glad to flad an advertising man talk-

ing so sensibly, and rescholag what the man in the street, who thinks at all, is saying about this whole advertiding business. Your remarks regarding seiling Government bonds, too, are both sound and timely. That hig economic reboth sound and timely. That hig economic re-adjustment after the war you refer to be going to shake up some of our over-senious advertising advocates in a way that will make them see the faisity of much of their present theories on the cost of distribution.

"I hope you will keep up the gend week, and no you gradually gain recruits to year curse you will being back the advectising men of this

unitry to their senson."
Treating that Mr. Moffett's letter will interest many of you readers. I am.

HERET KING HAMMAN.

A. N. P. A. New Members

Manager L B. Palmer, of the American Newspaper Publishers Association, advices that the Illinois Staats-Zeitung. of Chicago: the Forum, of Fargo, N. D.,

Flags For Immediate Delivery

Figs For Immediate Delivery

**GPUR FL40"*—of cution bunting, sewed

**GPUR FL40"*—of cution bunting, sewed

**GPUR FL40"*—of cution bunting, sewed

**GPUR FL40"*—of foot price 880, such

quantity lots. Same flag, larger sine, 4x8

**Get; \$12.5 coch in quantity lots.

**RPECIAL for parades, school drills, cet.,

**new time sith flags, memted on black politished

**action with gold spear head, sine 114,x17

**Inchen Price 274c, sewith quantity lots.

**FL40 Price 274c, sewith quantity lots.

**FL40 Price 274c, sewith quantity lots.

**FL40 Price 274c, sewith quantity lots.

**PL40 FARSPARNOUES for automobile

heading the wind-shields and windows. Size

4/1x7 inches at \$25.20 per thousand.

**PL40E ORDERS NOW POR DECORATION DAY, PLAG DAY AND POURTH OF

JELET

**S. BLAKE WILLSDEN

5. BLAKE WILLSDEN
29 E. Madison St. CHICAGO



Clean Comics

With Plenty of Real Humor Are What You Get in NEA Service.

THE NEWSPAPER ENTERPRISE ASSOCIATION 1279 West Third Street Cleveland, Ohio



and the Daily Times, of Watertown. N. Y., have been elected to active membership, and the Daily Record, of Ridgeway. Pa., to associate membership in the A. N. P. A.

HE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR ROCKY MOUNTAIN NEWS DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept. SHAFFER GROUP

12 S. Market Street

R. J. BIDWELL CO.

DAILY **NEWSPAPERS**

SAN FRANCISCO OFFICE

Editor and Publisher 742 Market Street

SAN FRANCISCO

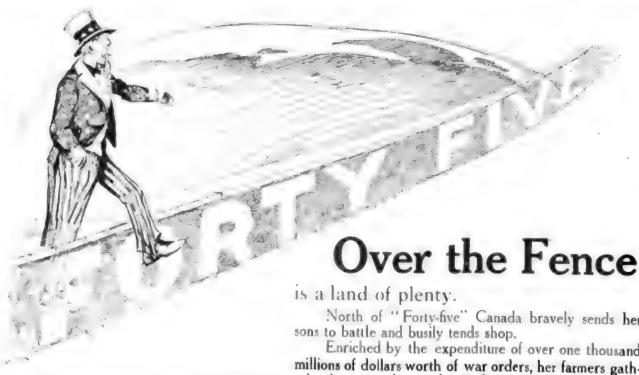


We can increase your business-you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York Chy Established a Quarter of a Century



PROVINCE OF ONTARIO

Population 2,523,274

	Circulation. Net Paid	1.1m 2,500-	
Brantford Courier (E)	4,492	.0105	.0085
Chatham News (E)	2,249	.01	,0977
Hamilton Spectator (E)	25,200	.0425	.04
Hamilton Herald (E)	16,400	.04	.085
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	31,766	.045	.085
London Free Press (M N & E)	89,750	.03	.04
Ottawa Citizen (M & E)	29,689	,th5	.45
Ottawa Journal-Press (M & E)	31,160	.Aā	.00
Ottawa Le Droit (E)	14,125	1820.	.0148
Peterborough Examiner (E)	4,900	.0181	.91
St. Thomas Times (E)	6,830	.0125	.01
St. Catherines Standard (E)	7,400	.025	.0125
Toronto Globe (M)	54,676	.12	.00
Toronto News (E)	49,000	30.	.05
Toronto Star (E)	97,445	.11	.085
Toronto World (M)	46,926	.0%	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.02	.015

PROVINCE OF OUEBEC Population 2,002,731-English 397,392

L. L. GHCH 1'000'001	,		
Montreal Daily Mail (M)	22,924	.03	.05
Montreal Gazette (M) (2e-\$6 yr.)	21,344	.075	.06
Montreal La Patrie (E)	\$3,927	.06	.045
Montreal La Presse (E)	140,000	.11	,me
Monterni Le Devoir (E) (2e-85 yr.)	13,959	.051	2004
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleli (E)	25,000	.06	.05
Sherbrooke Record (E)	10,634	.06	.025

994,372 1,4442 1,1669

North of "Forty-five" Canada bravely sends her

Enriched by the expenditure of over one thousand millions of dollars worth of war orders, her farmers gathering in crops whose value is double or more to the acre than they have ever been before, everyone busy, workmen earning high wages-Canada finds herself shut off to day from her usual sources of supply and actually finds it hard to spend her wealth.

United States exports to Canada have increased 75 millions in two years. Has YOUR trade shared in this expansion?

The market is easier to reach than generally supposed -Canada is long-but the bulk of her trade can be reached in a strip extending north of Detroit and stretching to Quebec City, here are its greatest markets, its financial and commercial nerve centres, its great trading and manufacturing cities—the heart from which the country's life blood ebbs and flows.

Information in your line is easy to secure. Step lively.



The successful introduction of good foods on the New York Market

Is Easy When You Know How

It is not the insurmountable task requiring the expenditure of many thousand dollars in investigation, introduction and advertising as many think it is.

The New York Globe

Which for upwards of three years has been successfully putting honest foods on the market

Knows the HOW

This service is available to anyone entitled to the information and who is desirous of getting results at lowest expense.

The Globe carries nearly twice as much food advertising as any other New York newspaper. Its record of success is the reason:

Now over 200,000 a day

O'MARA & ORMSBEE, Inc.

Special Representatives

NEW YORK Brunswick Bldg.

CHICAGO Peoples Gas Bldg. ADVERTISED FOOD PRODUCTS SECTION

THE EDITOR & PUBLISHER

The Newspaper Advocate

Vol. 49. No. 50.

NEW YORK, SATURDAY, MAY 26, 1917

Part Two

THERE has been no more remarkable development in any industry in recent years than the measures American newspapers have adopted to definitely co-ordinate advertising and distribution of food products. Efficient selling campaigns now center around local newspaper methods. The local appeal, backed by scientific merchandising, is economically opening the way for many products. A glimpse of modern newspaper methods may be had by a reading of this section of THE EDITOR AND PUBLISHER.

Standard Trade Marked Food Products

advertised in The Washington Star

The Capital City's Greatest Newspaper

Welch's Grape Juice
Aunt Jemima's Pancake Flour
Swift's Premium Oleomargarine
Golden Egg Brand Macaroni
Krumbles
Luw Soap
Cottolene
Victor Coffee'
Betterkorn Meal
Pearl Hominy
Orange Whistle

Royal Baking Powder
Baker's Breakfast Cocoa
Grape-Nuts
Post-Toastics
Salada Tea
Lea & Perrins Sauce
Franklin Sugar
Maxwell House Coffee
Scaldsweet Grape Fruit
Pompeian Salad Dressing
Morris' Supreme Ham

Wesson Oil
Barrington Hall Coffee
Karo Syrup
Instant Postum
Pin Money Pickles
Boscul Coffee
Shredded Wheat Biscuits
Deerfoot Farm Sausage
White Rock
Horlick's Malted Milk
Clicquot Club Ginger Ale

These national advertisers during the last three months used their full line of copy in the Evening Star and in many cases used the Star exclusively, because this paper is read in every worth while home in the District of Columbia.

WASHINGTON-THE MARKET PLACE

Washington as a market place is the advertiser's first choice. It can be covered fully and completely by one evening paper which reaches practically the entire population of 360,000 people of much above the average means. All campaigns on new products and any tests can be more economically planned and executed in Washington than any other territory. A favorable verdict of the trade and consumer in Washington is a forerunner of success in other cities.

If interested in selling and distribution in Washington address:

The Fvening Star

Eastern Office
DAN A. CARROLL
Tribune Building
NEW YORK CITY

Washington, D. C.

Western Office

J. E. LUTZ

First National Bank Bldg.

CHICAGO, ILL.



Increase Your Boston Sales

Let us help you analyze this territory—district by district and section by section—let us show you where you are strong—where you are weak, and where and how you can strengthen your campaign.

The Merchandising Service Department of the Boston American will help you take your Boston sales problem to pieces and analyze it bit by bit. It will make a thorough trade investigation—submit a report consisting of facts, figures and charts which will show you how to get all the sales you should get.

This department will co-operate with your salesmen—designate the responsive sections and chart your men over the territory by supplying TRADE MAPS which show the exact location of dealers. These maps are for the use of salesmen while in Boston.

A letter of inquiry will bring the necessary details regarding the work of this department.

BOSTON MAMERICAN

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

CHICAGO OFFICE

NEW YORK OFFICE 1789 Broadway

PRICE RAISING OF ADVERTISED BRANDED FOODS ECONOMIC TRIUMPH OF NEWSPAPER VALUE

The Seeming Impossible Has Happened and Fair-minded Public Goes on Buying As Usual -Prices Vault on Many Brands from 25 to More than 50 Per Cent.-Good Will Established by Advertising Standing Merchants in Good Stead Now-EDITOR AND PUBLISHER Investigation Indicates Great Opportunity for Constructive Campaigns, Making a Virtue of What Pessimists Have Called Adversity.

VEN adversity has its compensa-

Until war prices for basic materials became so greatly advanced that the manufacturer faced destruction unless be advanced prices, the average producer of a standard, advertised food product believed that his advertised retail price was inflexible.

National advertisers are discovering that, for instance, the ten-cent seller, known to every consumer as worth that price, may become a twelve or even a fifteen-cent seller, and go on selling as before.

A year or two ago most advertisers would have told you that it would be impossible to sell a regularly-priced fivecent package of biscuits, for example, for eight cents. Hence, manufacturers of standard brands have heretofore felt themselves at the mercy of raw product markets. They suddenly discover that the people are reasonable, and fair in their attitude toward the producer, and that when a situation like the present arises the consumer takes on the added burden without protest or discrimina-

HAD TO PACE IT.

An investigation by Tern Entron and PUBLISHER of the food-price situation, with particular reference to newspaper advertising prospects, reveals that the producers of standard brands, with few exceptions, held off increasing their prices just as long as it was possible to do so, and then took the plunge, only to find that it was not such a daring lean as had been imagined, as the average consumer was found to be reconclied to the necessity and the justice of paying more for goods which cost the producer more.

Of 280 food and household products examined it was found that the price of every one, except birdseed, had been advanced to the retailer and to the public. It is worth noting that the reason advanced to account for the exception was that birds are not being imported and people are giving up their pets.

Advances ranged from 25 to in excess of 50 per cent. in standard branded food articles.

All cereal products and meats were leaders in the movement to higher price levels.

STRUGGLE TO AVOID 17.

It is true that many standard advertised products, other than food, have remained stationary in price through the economic crisis of the past three years. Every manufacturer is paying more for his basic materials, but many are still willing to stand the decreased profits.

In the food field, where margins are narrow, the situation became impossible, for not only was profit wiped out, but the production cost became more than the sales price. It resolved itself into a question of reducing standards of quality or quantity, which might de-



to the public.

The results justify the boasted sense of justice of the average American.

It is a fact which the advertising fraternity may well note that bulk goods, in food merchandise, went up in price BEFORE branded goods were raised. The producer of bulk merchandise added to his price just as the economic situation warranted. He had nothing to fear. He did not for an instant consider the consumer. Boans were worth so much, and he charged so much for them.

But the packer of an advertised brand of beans reasoned thus: "For years the people have been buying our beans at ten cents a can. We have advertised that price and made it a household fact. Our materials now cost us more than we are able to sell the product for. If we buy beans of an inferior quality or start deception as to quantity-if we relax any of our commercial standards we will have sacrificed our chief asset. We have stood the loss just as far as it is possible to stand it without im-

coive the public for a little while, or in- pairing our solvency. We must be fair creasing prices with a frank statement to ourselves as well as to the public, and this means higher prices."

HOW MATERIALS ADVANCED.

For nearly three years the big advertising baking and cereal companies held off advancing prices of their trademarked specialties, despite the fact that the cereal content had doubled, tripled. and quadrupled in price, as the public well knew. Flour had gone up. Butter, lard, sugar, spice, and everything else in the list of baking material in bulk had vaulted to the consumer, and hence every one knew that the baker was paying a proportionately higher price for his materials.

Grain is now 30 per cent, higher than the average for the past ten years.

And these things, which the public knew less of, were also happening: Paper, ink, printing, and every other factor in packing had increased to figures which seemed designed to crush the packer. The writer knows of one handsome carton which formerly cost a trifle less than one-half cent which today costs a fraction over two cents.

It is estimated that package goods are costing double or triple to prepare what they did five years ago.

In the realm of tin and glass not only have prices soured to the sky, but it has been well-nigh impossible at times to procure these products at any price.

These have been the greater elements of worry and loss to the manufacturer, but he has met them with singular fortitude, and has proceeded with his advertising, confident that the end had not come and that a substantial future was to be considered. He reasoned that it was as good a time to keep his name before the public as ever-setting his goods on their merits, supporting the general principle of package merchandisc, and retaining that powerful asset which he had spent money so freely to obtain, the good-will which is tied up with an advertised product.

VOLUME NOT IMPARKED

When package goods, like Uneeda Biscuit, were advanced in price from the old standard of five cents to seven and eight cents, we have it from large retailers in New York, the average housewife just grinned and bore it.

It is a fact that the volume of sales of advertised food products which are to-day selling to the public at from 25 to 50 per cent, over normal prices. not materially decreased. This statement is based upon interviews with numerous authorities in the trade. It is qualified only by the fact that the increases have not long, in many instances, been in force, and no knows what the future may bring. But speaking of the day and hour, the fact appears well established that producers who have taken the frank, candid, honest course of sticking true to standards and advancing prices to fair levels, have lost neither public confidence nor volume of sales.

Those manufacturers who have cone to the public with their difficulties, in newspaper advertising, report a gratifying result.

All of which appears to be something in the nature of a commercial achievement. We know now that package goods, made and advertised to sell at fixed round numbers, may, if the situation honestly warrants it, be increased to the public without encountering the dire perils that manufacturers have formerly imagined. We have had a signal proof of the integrity of the average manufacturer in declining to lower his standards and place a deception upon the consumer-jeopardixing his great good-will asset. We have proof that the people insist upon standand products under the names of repensible producers, consistent in content with advertised claims, clean, wholesome and conveniently prepared for use. Yes, the average housekeeper is sufficiently wedded to these ideals to pay necessary increased prices with calm-

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PUBLIC WANTS CHEAPER FOOD, CANADIAN VIEWS

Radical Idea of Globe Man is That Bulk Goods Should be Advertised and Sold -Suggests More Vital Editing of Home Pages-Pure Foods Unimporttant now, He says.

By HAROLD C. LOWREY.

(Advertising Department The Toronto Globe.)

Let's blame the war for the evolution of the appeal that will pull business for the food advertisers during the coming months.

The drawing card of the past-"Pure Food"-has been overtaken and almost overwhelmed by the pressure of an economic necessity which will actuate the housewife to seek out and purchase those foods which are lower-priced even while she may personally prefer and desire the well known "Pure Foods."

So long as the attention of the public is so forcibly directed towards economy and thrift as it is at the present time, food advertisers will find it difficult to persuade the common people to part with their diminished dollars for highly colored packages of "puro" foods which can be bought in bulk for less money. The old bug-a-boo of unsanitary and germ-infested "buik" goods will not be as terrifying to the purchaser as will be an empty pocket.

BAST TO SELL NOW,

The demand for food is ever present. It is common to all people, rich and poor, and it is for this reason that there are so many advertisers of food products, for they can get almost the maximum of benefit from any medium, for every reader is an eater.

But the war has stultified the appeal of "pure foods" as a selling argument, and has put in its place the insistence of the consumer for an answer to the question, unpromulgated but nevertheless sinisterly potent, "Can I buy the same nutriment for less money?"

In these days when the 1913 dollar is only worth about 55 cents, housewives are being forced to abandon the customary comparisons in order to adjust the family appetite to the size of the family exchequer.

And that brings us to the problem of how to advertise food products and how to sell apace to advertisers of food profiucts. Many mediums have found "pure food" pages a successful answer, and where they have been established for a sufficient time to have become an institution there is little to fear if the publishers re-vamp the editorials to fit the needs of their readers.

SCORNS STNDICATE PAGE.

The average pure food page is a joke to the modern housewife, for it is mostly syndicate stuff, that is quite often incongruous with local conditions and renuirements.

Yet there is a virgin field crying for development which might be designated as "The Business of Home-Making." That name alone is sufficient to suggest the scope such a department would permit, and if it is handled intelligently could be made to develop as much business as any paper would care to handle in these days of high-priced paper.

Consider for one moment the effect of getting out, say every Thursday, or even daily for that matter, though Thursday is preferable, a section which is edited in the same manner as the other news pages. Suppose an editor had the clarity of vision to see that the woman of to-day is a business woman; that she is a home-maker not because

of a natal determination of her destiny. HOW EXAMINER FIGHTS but because that is her business

The editor who can see that subtle distinction and who will send his reporters into actual homes to report actual conditions in a way that will better those conditions, will develop a section of such an intense interest to all home-makers as to make it suicidal for a food advertiser to ignore that paper or allow his competitor to get the jump on him.

STICK TO OWN FIELD,

If food advertising was deserved by such an intelligent editorial cooperation it would be unnecessary for any medium to flagrantly disregard the merits of the trade press by endeavoring to usure their franchise to carry, the advertiser's message to the dealer.

The moment a newspaper stoops to such amptimal Experision R must ad-mit that its space is not worth card rates and the extra service is given to make up the discrepancy. On the other hand, were the newspaper to spend the same amount of money in the common-sense reporting of "Home News" it would discover that it had a preferential attraction for the advertiser of food and other products.

Of course it is evident that most mediums of large circulation will carry much food advertising yet this does not reach the dimensions those same papers could attain via a section de-voted to "Home News." It would be extremely difficult to secure an increase in food advertising merely through the establishment of such a page or section. It would be necessary for the advertising department of the medium to conduct an energetic educational campaign among possible advertisers in order to bring home to them an appreciation of the possibilities of the Home News Section.

TALK DOLLAR VALUE

Then, were advertisers to insert copy which subordinated the "purity" appeal to a clean-cut statement of "food value for dollar cost," both advertiser and consumers would mutually benefit from the advertisement. Should the advertiser rely entirely on the purity of his product to get it across the dealer's countera he will eventually discover that he has been bucking the stream. He may succeed, though that will depend on his strength.

These few comments on the future of food advertising are made in the hope that they will be constructive and will assist some editor to realize the unlimited possibilities such a "Home news department presents for the legitimate development of a class of advertising which his paper can serve with the maximum of efficiency. These observations have been the result of a wide experience in the foodstuffs field; behind the counter, on the road, in the factory on a grocery trade paper. on a newspaper and on the outside of the counter.

No Return to Old Practice.

The Wisconsin Senate Committee on Corporations blocked a proposed mileage advertising plan advocated by a number of newspaper publishers of the State by voting, last week, three to two to recommend non-concurrence in the Burnett bill legalizing reciprocal contracts between newspaper publishers and railroad companies for the exchange of newspaper advertising for raliway milenge.

They tell us nowadays that woman, in order to be perfect, must be like a man.

FOR A FAIR FOOD DEAL

Chicago Paper's Service Bureau Makes Amazing Discoveries and Establishes Vital System of Reform to Aid National Advertisers-Direct Co-operation an Important Feature,

James E. Rice, manager of the Standardized Food Service Bureau, of the Chicago Examiner, made an investigation of the Chicago selling field. with some remarkable results.

TO THE EDITOR AND PUBLISHER be said: "When A. H. Messing, our publisher, started this bureau, he insisted that it be a real department of cooperation with the manufacturers of advertised food products in our columns.

"For years the Examiner has been building up, while many newspapers and magazines were destroying, public confidence in advertised products. We have educated our readers to believe in food products measuring up to legal standarda

"The next step in the way of cooperation was direct cooperation with the advertiser-a service bureau calling upon the trade with the advertiser's sales force, aiding in distribution, before the campaign begins; and during the campaign, stimulating retail dealers.

SURPRISING INSCOVERED

"We found the average retailer knew little about 'turnover,' his method of bookkeeping was crude, he was overstocked on various unknown brands, and the habit of substitution had grown ularmingly.

"Every popular brand of an advertised food product had its substitute, pushed by some jobber or wholesaler. The grocer, tempted with big margin, placed the joker in stock. He must sell it somehow. He becomes a substitutor.

'The Chicago Examiner advised clients to caution consumers to order the product by the brand name.

"To get closer to the retailer, the Examiner organized the Grocers' and Butchers' Standardized Food Bureau of Illinois, an association of the most representative men in these lines in Chicago and suburha.

The object is service and broad development of the independent food industry by discouragement of all unfair trade practices; to encourage handling of standardized foods: to aid in the prosecution of dishonest dealers; to discountenance substitution and promote better understanding between manufacturers, jobbers, retailers, and consuming public.

"This organization has a membership of about 600 retailers in Chicago and suburbs, rated from \$2,000 to \$75,000. It was chartered July 3, 1916. Any independent retail grocer or butcher in Illineis may join.

"The emblem of the Bureau, to be displayed in each member's store, is worded as follows:

> WE ARE VEMBERS GROTERS AND INTURERS' FOOD BUREAU

> > WE DO NOT SUBSTITUTE

CHICAGO EXAMINER, OFFICIAL ORGAN.

"To still further cooperate with the food manufacturers, the Examiner, last September, started the publication of the Grocers' and Butchers' Standardized Food Bureau Journal, a monthly of eight pages or more, sent to every grocer in Chicago and the suburbs. Thus directly we appeal for conperation and strive to serve the general interest.

"This is by no means all-that the Examiner is doing to aid manufacturers of food products who use our columns, but it is enough to show that we are in the front rank of the cooperation proces-

BUILDING SMALL GROCERY SPACE

Good Plan Is to Collect Grocers' Bills Every Week.

In Port Wayne, Ind., the Journal-Gazette originated the Market Basket page some three years ago by concentrating four or five



CARL J. SURDHOFF

cecunts on back page whenever possible. Recipes were contributed by readers, and the page otherwise made interesting by running helpful hints to the housewife on her kitchen duties, such as menus, etc. "The

man who conducts a grocery store is more or less of a poor business man and would easily

be discouraged if he had to pay advertising bills ranging from \$16 to \$25 the first the month," says Carl J. Suedhoff, of the Journal-Gazette.

"We make it an ironclad rule to make our collections every week, and usually made these every Monday, which follows a hig day's business on Saturday. By making a flat rate the advertising manager will save himself considerable trouble and petty approvances.

"Every Saturday the Journal-Gazette publishes two pages of market-basket advertising, and the different local accounts number twenty-eight. It will be necessary to increase the number of pages in the near future to three on account of many national advertisers who usually run on Fridays changing their schedule to Saturdays."

NEWSPAPER OPENS SOAP MARKET

Showed Salesman How to Start 100 New Houston Accounts in Few days.

The Houston (Texas) Post maintains a service and cooperative department to assist the advertiser.

Various means are used to make retailers understand that the newspaper is working in close harmony with their interests.

Here is an instance of the service rendered to an advertiser: The Kirk Boup Company wanted to open the Houston market. A Post man was assigned to help the salesman. More than 100 new retail accounts were opened, with more than 300 cases of soap sold, together with a substantial sale of talcum powder, in the few day' operation of this intelligent selling and advertising campaign. Dealers were induced to put in window displays, Post printed matter and push the goods.

In such ways the Houston Post is . making rapid strides as a seiling medium.

Wise men of Maine: Form a potato association, brand your goods, use newspaper space, and see your commodity sold as a specialty, not merely a stable!

Because he could visualize it, a manufacturer spent \$100 to demonstrate his goods before 200 women; with the same money he could have told 200,000 newspaper readers that he had a good article.

Digitized by Go() .

FIRST WAR YEAR MAY vation and that the brazited products grode are sold to the ecomemer, though

VIELD RECORD CROPS Covernment Urging Intensive Planting-Farmers Fixed by Parciation - Fffee tive Plans to Provide Labor for Farms and Packing Industries May Help

Salve World Problem. Washington, May 25 - Despite the labor by military necessity, the Gevern-

with our nilsen, and that the food in A pairiotic response is coming back

and the reaper this year have a signifi-Cance akin to hig guns. Reinviguented in the name of patriclient and with form labor to be supher from the cities, as planned by the

"Every affort should be made to yes doce more crops this season than are Servetary D. F. Heuston, "Millions of fields and ranges. We must have an

Everything must be done to enlarge WANTS ROOM CORN. "We must plant good seeds and beevenue in the production of vegetables. lages to utilitie solishie tille soil to the nation and result is augmenting the

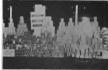
Mapply of garden produce. The duty of CHEAT BUT TORCH. The Dispartment of Labor is attempt. lay to mobilise from 2,000,000 to 2,000,-\$00 begs under military ago and over these buys will be assigned in large

The Department of Agriculture is pressing the packers to resort to dry that there will be an increasing amount General conditions in the foot maryour, are by no means considered as more than temporacily unforerable, and the opinion among food packers who have appeared here seems to be that

there will be pleady of raw stock to al-

tiovernment officials are unview all the prospect of higher food prices. A tremendous assessed of money is to be released for the purchase of the reaterial wealth of the country, tending to belance higher costs. The main thing, as seen in official life, is to "speed up production" that there may be a maxi-

"We came to this conclusion: The people are thinking about foods just now, as never before. Hence they are chosen to present our claims for the Dot Monte brands?



HOW A GROWNE MAY RELP HIMBELF AND YOU. Thereands of windows were decaded with edverthed brands during Inter-

ADVERTISE FOOD NOW

With Markets Unsettled, Big California Concern Thought of Retrearbasest, but Decided to Expand, as Public Is in pers Getting Share of Appropriations, fish industry came this week from the sharings of labor," he said. "The market in wide even both here and norms force of sun, capable of finbing

"We are said for many receibs about WILL THE RESPECTIVE "Our company not only pucks the

Hensi-waganese advertising, and proadvers that I are deeply impressed by

"If you wish to know how my comwe are sold for months ahead. most every department for fall preser- know that this does not seem that the

rrease our space than eliminate it at IS PACKER'S ADVICE

> Mr. Armsby, while vireley advertisleg from the point of advantage of his rperation, said that he regarded insuch as in the instance of the frashbe one of the most efficient and exemplary of modern commercial departures proposed in the matter of nemapage ent quoted herewith, Mr. Armsby of the newspaper case, I stress the newspapers will get their share of our

Baltimore News's Food Page Describing the activities of the Belti-

more News, W. J. Hatten, the food spacialist of the paper, writes Too Eccus "We resintain a food source which to issued every Friday. This consists of issued overy Friday. This common of articles of value to the housewife, and the market prices of all edibles on mis. We revelye from two to tibes have ared betters weekly from readers asking "We have called on the local retail

"We have worked with sales forces in laying out rootes, helping them get distribution and metering window trime. "ttor mare has coubled us to create a tramber of local arcounts, such as gre-

Ulterior motives are anchors that retand progress.

SUNSHINE BISCUITS GET DEALERS TO ADVERTISE Local Merchants Play Up Branded

20

Goods-Great Baking Concern Directed by J. L. Leese, Safaly Turns Corner of Price Advancament of Their Trude-Marked Preducts The man who dropped the shadow

under the word "Sunstato" and thereby tion, is J. L. Loose, the same man who invented the double sods cracker and many other nevel biscutt delicacies and He is the head of the great Loose.

Wire Blacult Company, producing to-day more than 350 brands of hiscalla branch offices scattered over the country. The concern gires employment to more than 20,000 people. has been in the field feurteen years. a bincult baker for forty years. ANYENTARING HELPS.

"Very plainty a good measure of the Woodbridge, sules manager. flore in newspaper newstaking for the local oppeal. Especially is it valuable when there is a news value in the copy. work on special sales affect. We are was He exhibited pages from several large

ships products are sold, tegether with the trude-rearks and general advertising and paid for by the retailers. Mr. Woodbridge made an appeal for unior cooperation to the reatter of display to correlate with advertising. said: "We may have advertising that

and convenient forms of retail-store dis-"I believe that the newspapers can readerially assist manufacturers stordard advertised merchandiss by edu-

speaking of trade conditions, Mr. Woodbridge said that though his conmany held off as long as possible from increase. The votume of mice has contiqued on before, he said.

Every Ressing Food Show In line with its policy of paying street attention to public interest in foods Every Evening, of Wilmington, Del. Florence Austin Chass, a cooking expert. lectured and demonstrated, two borrs each day, for five days.

The paper carried special copy from Business Manager William P. Mitten writes The Porton and Publisher that the project cost about \$500, which expours was offset by eatra business. Under normal conditions he believes the

by the appreciation of women readers

HOW STAR HELPS SALE OF ADVERTISED FOODS

Recently Induced 69 Washington Merchants to Show Public in Window Displays that Prices Had Not Unreasonably Been Raised -Fleming Newbold's Live-Wire Campaigning.

Fleming Newbold, business manager of the Washington (D. C.) Evening Star, has made food advertising on abporting study, and his attitude feward the subject is based on sound common-

"Food," he said, "is man's primal need. It heads the list of necessities, because it is the one thing that must be had and must be bought every day. By why shouldn't the Star or any other newspaper which is universally read in its community, do everything possible to make food advertising accomplish the greatest good."

Several years ago Mr. Newbold inaugurated his campaign in the interest of food advertising with a series of epigrammatic statements advocating the misuntages and effectiveness of newspaper advertising to create local demand for nationally advertised food products. These statements, written in crayon and signed "Bill Wise," were reproduced on newspaper-size sheets, and mailed not only to all the retail and wholesale grocery trade in Washington, but to all national advertisers and advertising agents.

OFFER SPECIAL SERVICE.

"This "stunt" was followed by a series of personal letters to food manufacturers offering the service of the Star's corps of competent advertising men to gather valuable trade statistics and to promote systematic dealer cooperation.

Then the Star's "Trade Co-Operator" made its appearance. This four-page paper, published in full newspaper size. contains reproductions of all current food advertisements appearing in the Star. The Co-Operator, published quarterly, advises dealers to prominently lisplay all edvertised goods, so as to reap full benefit from the advertising being done in their interest by the manufac-Window and store displays are turers. constantly suggested, dealers are urked to mention the advertised food products in their olwn newspaper announcements, and suitable signs are furnished notifying the public that "This Store Sells Food Products Advertised in the Star."

Food advertising is steadily winning its way in convincing the public of the convenience, the safety, the satisfaction and with these three essentials in the balance-naturally the economy of buying nationally newspaper advertised food products. Through the resourcefulness of Mr. Newbold the Star is constantly doing something different and effective to convince dealers that their surest profits are realized from quick turnovers of stock occasioned by an ever-increasing demand for nationally advertised food products.

REMARKABLE DEMONSTRATION.

Along this line, Mr. Newhold is just concluding a computen to prove the statement recently made by the Association of National Advertisers, that "advertising cuts the cost of distribution and selling " Local dealers were induced to arrange striking window displays of advertised goods, with comsplexingly printed stans amounting "No Increase In Price of These Goods Advertised in the Newspapers," or "No Unreasonable Increase in Price of These Goests Adverfised in the Newspapers," These win low displace of six's nine prominent merchants in Wieshington attracted great at-

tention and proved convincing. Photographs were made of the most attractive exhibits and a full-page lay-out is being prepared for distribution to manufacturern and agents as the Star's tangible proof that "newspaper advertising cuts the cost of distribution and selling."

GOOD COPY BUILDS 18 STORES

It Was a Big Day for This Grocer When He Signed Newspaper Contract.

The Wilkes-Barre (Pa.) Times-Leader had done much in the way of developing food advertising accounts.

manner in which antall local business has been unearthed is worthy of particular mention.

About five years ago, a representative of the Times-Leader called on a small dealer named Mullison. He pointed out the benefits newspaper adof vertising and succeeded in landing a which contract, for thirty called of display in hes Wednesday. every

J. F. PORESTAL. Mullison's copy was crisp and he met with remarkable success.

Gradually he increased his space and his business jumped with leaps and bounds. To-day he has eighteen stores in the vicinity of Wilkes-Barre, and he attributes his growth to newspaper advertising and particularly to the Times-Leader. Until a year ago Mullison confined his publicity to our publication alone, but now he uses three mediums.

The success of Mullison attracted other small grocers, and to-day the Times-Lender is carrying several of these accounts. The Times-Leader was deeply interesting in Mullison's advertising experiment and gave him unusual attention. Suggestions as to copy were made and he was assisted in every manner possible.

"Regarding national business, the Times-Leader bends every effort to aid the advertisers," said Joseph F. Forestal, business manager, "Our advertising staff in always ready and willing to lend assistance to campaigns. We give our knowledge of local conditions in order to make the copy bring better results. Our news room cooperates with us, and our news columns contain crisp and snappy stories on foodstuffs daily

That our enoperation and unusually large circulation have proved satisfactory to national advertisers, is proved by the fact that the Times-Leader leads in food advertising accounts in this vicinity. We make a special bid for this class of business and devote our energies in a direction that will prove beneficial to the advertiser."

The most thoroughly deceived man is the manufacturer who linagines he is escaping advertising cost when he gives free samples of his article to the

The 100 per cent, advertising value is that which reaches and convinces both dealer and consumer, so that the former mys to the latter; in all right."

Three-fourths of all advertised food product: are newspaper advertised.

Lase year 1.450 food products were advertised by name or brand in daily newspapers

STORY OF GLOBE'S PURE FOOD FIGHT

Written for THE EDITOR AND PUBLISHER By JASON ROGERS

W E of the New York Globe are perfectly willing to admit that we are proud of our pure-food camand what it has accomplished. paign what it has accomplished

Back of the achievement is the story of a newspaper fight which is familiar to many thousands of New York people, My purpose in consenting to repeat it in the Special Food Number of THE FORTOR AND PUBLISHED IS that I hope it may afte other newsquiter publishers to enter this very interesting and at times exciting field. Globe men feel that it is not only an important newspaper stunt, but that it has been a service to the public which has few equals in contemporaneous journalism.

It was in December, 1912, that the Globe assigned Alfred W. Met'ann, once an actor, but a born nighting newspaper reporter, to write a series of articles on food subjects. He was employed as a reporter, with absolutely no thought that his work would ever develop a new field of advertising. He was animated by a heated desire to expose some of the villainy and rottenness underlying the food market in New York, and the tilohe told him to shoot away, with nothing to fear except misstatement of

CHI SADE IS SENSATIONAL.

McCann opened up a closet of vileness which made New York shudder. He exposed fake foods and deceitful practice in a campaign which presently became so violent that the very existence of the Globe was at stake. This reporter demonstrated that he was honest, as well as fearless, and the newspaper stood behind him for final triuniph or for destruction.

I have never known a man like Me-Cann, nor have I ever seen work like his. No man ever made so many strong friends and so many strong enemies in activities affecting the food industry Zenlous, hard to convince, but once convinced inflexible, expressing sincerity of purpose in every word, a hard-hitter, but at heart a gentle spirit and an altruist of the deepest dye, McCann soon fixed his place in journalism.

Women who as foud buyers and cooks were struck by his statements began to respond to his campaign. They started writing to him by the hundreds and thousands, asking questions about fool. They asked him to come and fecture hefore their clubs. They wanted to know what to avoid and how to obtain pure. wholesome, honest foods.

Mct'ann answered their questions as test he could. He had helped every reader of the Glube to a better knowledge of foods, food values, nutrition, and rtandards of cleanliness and sanitation m food preparation.

LARSS AND PROPER.

McCann's articles exposing misbranding, adulteration, and kindred foed malpractices made a distinct impression upon the nunds of the readers and brought down upon the Globe the wrath and the punishment of numerous shortsighted advertising food producers, and the early campaign cost the Globe the loss of many thousands of dollars' worth of advertising. Mcf'ann's articles produced many court proceedings-not fitel suits, but presecution of crooks-and more than 200 convictions of ford-law violators, with jull sentences for many flagrant offenders.

I recall the day when I supposed d

the food directory as a process for producing a constructive service for readers and the maker of hones; foods. It was a device to answer upwards of 50,000 letters from readers asking what foods were good and where could they he bought.

I recall figuring the thing out on a train coming East. We decided that the directory should be under the supervision of McCann, and that we would accept no food for representation in the directory that did not have his unqualified O. K., and that there should be a minimum stace of one inch and a maximum space of four inches, single column, to any food advertiser.

I told the office to try it out Shortly after this I happened to go West, and it was while I was away that the experiment was made. It was a general advertising canvass, without much regulation or system to it, and it did not succeed. Some dealers were unkind enough to suggest that it was only another newspaper scheme to part an advertiser from his money.

THE FIRST CANVAGE.

The advertising department fell down on the scheme so on my return I went out on the solicitation myself. I was perfectly frank with the advertisers I anw. I told them that we were making the fight as an editorial enterprise. without any relation to advertising and solely in the interest of Globe readers. It was a worth-while project, and we were proud of it.

We did not damn all foods and we did not spare any one who merited condemnation. We also presented all of the facts, without fear or favor. I told them the truth about the questions that were pouring in on McCann from women. I offered them the maximum or the minimum space in the directory. provided McCann would pass their goods, and expressed the belief that it would be good advertising.

Without much of an effort we secured. the first few days, about a dozen accounts, all subject to McCann's ap-

From this beginning the Globe's Pure Food Directory has become an institution, as highly valued by the average render as by the advertisers.

We did not solicit food advertising for sixteen months after McCann opened his work. If we had, I suppose some of McCann's inflamed enemies would have called us blackmailers or crooks

The Globe's Pure Food Directory is published under a label which reads;

"Every article advertised in this deartment is in accord with the New York Globe's standard as determined by Alfred W. McCann.

The Globe's standards are higher than the law. These standards demand absolute freedom from benzele acid, hy droffueste acid, sulphurous acid, or their salts, or any other non-condimental They demand absolute preservative. freedom from coal-tar dyes or any polsonous vegetable color. They demand that all foods shall be free from fillers and they shall not be processed, bleached, coated, or stained in any manner calculated to make them appear better than they really are. Dishonest, misleading extravagant, or obscure statements on the label will not be countenanced.

"Globe endersement covers only a (Concluded on page 40)

Digitized by Googl

THOMSON SAYS FOOD ADVERTISING

WORTH \$75,000,000 TO DAILY PRESS

Inspiring Interview with Bureau Chief Who Sees Greatest Opportunity in this Field for Wide-Awake Advertising Genius-Vision of Industrial Advertising Looms Big-Tells of the Science. of Co-ordinated Advertising and Distribution.

NOME of the broader aspects of the Street food advirtising caterprise or

It is the unquelited spenses of this

"Let us excesse this field," said Mr. Matienra. We estimate that the total

"In this great year of war stress it o retieved by the nutburities at Wandong-

except distributed of every positivitier, for

"Let us consider the provided opera-

dustrial advertising, especially as it rewrite a vision of the feture. It is a



The American businessife has an

and and possibilities in the case of a

himself and fair discounts for dealers represe to trading at distances, for

hand way materschool. That day is posse-PERSONAL PUR PERSONAL

"After all this has been done the

before seeing his you through a settle "He must meet the double with some Will you spond your money to verthe the average dealer will turn one manufacturer what another monoferturer is willing to do for himself

"When you hear that a branded article is being sold to dealers without indivertising to back it you may know for a certainty that some one is makeing a sarridge. Either the austrafacthe dealer-wholesaler, for the sunrefacturer. The specialty

"In the choice of mediums of adterrate—that is, the heat buy it quan-

"Let me present this view of the resitor in the terms of agriculture: are all conscious of the fact that the farmer, the man who makes every monsorrely scatters his seed over wide

"It seems to me that the wise mantenstroly that field. As he does not walter by does not wrote. The method city advertising and selling ferrys, h station, the manufacturer or purker centre, the duly newspaper. "Everatory reads the reseasors

Saturation is correlate. It is not a is nosting in advertising as fulfir as is sensitive more than a mere bludy-d attery published at some for distant end paner. This solvering must first

"The accenge grocer of this day and age is wise crough, through and exonly small chance of society from his array awak chance of society from the

SPRINGFIELD LINION'S PLAN Helm Food Merchants to Push Wares and Readers to Appreciate Values field Union's Conpectative Service De-

and featuring



he intender can contraction of

women, was conducted as a special fra-

The pripe-niming letters were pub-Burry day the Union prints from

Union Service seen make trade instation) reports on any product. Their selling arguments are brited

dustribution for every new products. Dealers are made magnifeted with letters and elevators contribles. proofs of the advertising. They are

Oather New Advertises.

CANADIAN PROVINCES TO DO MORE ADVERTISING

Profitable Six Weeks' Trip Made by John M. Imrio, Manager of Canadian Prose, Inc., to Four Provincial Governments, in Campaign to Promote Newspaper Publicity.

That educational advertising in the newspapers is likely to be used extensively in the Work of each of the four Provincial Governments in Western Canada, is the report of John M. Imrie. manager of Canadian Press Association, Inc., on his return from a six week's trip through western Canada.

Mr. Imrie's trip was for the dual purpose of attending meetings of the newspeper publishers of each of the western Provinces and doing advertisingpromotion work with the Western Provincial Governments. Flans and estimates of cost for from three to five distinct advertising campaigns were submitted to each Provincial Government.

Two educational campaigns to stimulate agricultural production through advertising were proposed to each government. The respective purposes of these two campaigns were to urge increase of food supplies by intensive gardening in the backyards and vacant lots of the cities, towns, and villages; and, second, to present to all the farmers of the Province, through illustrated educational advertisements, the gist of the information that is now being distributed through bulletins and reports to only a small proportion of them; the bulletine and reports to be sent only to those farmers who request them in response to the offer of them in the advertisements-the advertisements to be the main feature of the educational work.

SOME ADVERTISING REQUE.

The Alberta Government accepted at once the proposal in regard to the cultivation of backyards and vacant lots in the cities, towns, and villages. A serise of 30-inch illustrated advertisements commenced last week in each of the one hundred daily and weekly newspapers of Alberta. The Alberta Govern-ment will give consideration later on to the question of a continuous educational advertising campaign to farmers.

While for various reasons none of the other three Provincial Governments gave definite decisions in regard to either of these two proposed campaigns there is good reason to believe that at least two of them will commence in the near future continuous educational advertising to farmers, and that in the case of one Government there will be coupled with such advertising an appeal to city, town, and village dwellers for the production of vegetables in backyards and vacant lots.

As the Manitoba and Alberta Governments had decided upon domestic flotations of bonds, Mr. Imrie proposed to both Governments that the bonds should be offered direct to the people of the Province through educational advertising in the newspapers. Both Governments intimated that they would do some educational advertising along the line suggested, but as the bonds will not be offered for some time, the extent of that advertising has not yet been dotermined.

ADVERTISING NEW LEGISLATION.

It was suggested by Mr. Imrie to each of the four Provincial Governments that at the close of each session of the Provincial Legislature the

WHAT A PUBLICITY LAW MIGHT DO FOR THE COUNTRY

By GRORGE W. PERKINS.

Written for THE EDITOR AND PUBLISHER.

· F Congress, years ago, had enacted a publicity law, instead of the Sherman Anti-Trust measure, we would be much further along in settling the problems affecting the relations between capital and labor than we are at present.

The more I see and know of publicity through advertising the more I am The institutions with which I have been connected during the past twenty-five years have spent millions of dollars to inform the people fully upon matters concerning their affairs. For years it was the policy of corporations to ignore the public's right to a more intimate knowledge of their affairs. They have appeared to think that it was not entitled to anything more than perfunctory statements. If a gift was made to any cause, they concealed the fact from the stockholders, and their first concern was to find out what account it could be charged to that would prevent the public from knowing about it.

Recently the United States Steel Corporation gave \$50,000 to the war fund of the Y. M. C. A. and the fact was made public without the slightest hesitation. This indicates the change that has taken place in the attitude of great business institutions toward publicity. If you trust the people they will

PUBLICITY THE CURE-ALL.

The more I have studied, worked with and seen the results of full frank. and complete publicity, the more I have come to believe that it is almost a cure-all for many of our modern business ills. I believe that the reason why publicity in our day and generation can accomplish so much is primarily because of the intelligence and fair-mindedness of our people. I believe that all our people as a whole, want or ask for is a fair, square, deal. They do not expect managers of business concerns or leaders of political parties to be nfullible; they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

We Americans are not afraid of things simply because they are big, provided that they are big in the open, above-board; but we are afraid of large aggregates of secretive, blind-pool methods. And it is largely because of secretive, blind-nool methods that our people have been afraid of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in starchamber councils.

So far as complete publicity has been practiced in our large industrial corporations it has been equally successful. Is it not high time, therefore, that we gave more thought to, and applied in a more practical way, the principle of publicity in our industrial and political affairs?

Publicity would accomplish what the Sherman law does not, viz., abolish false prospectuses, over-cepitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present.

GOVERNMENT SHOULD ADVERTISE FOODS. Take the matter of our food. The public in our great cities, especially in the congested districts, under our present system have no method of knowing when certain articles of food are in great abundance or what the fair average price quicht to be.

For a long while I have believed that there should be building issued through a duly authorized city or State agency, which would inform the people as to the supply of food and a fair price at which it should be selling. think these bulletins should be distributed very generally through the public schools and placed in a definite space in the newspapers where the people could look for them and where from day to day as occasion required statements to the public might be made. Information of this sort would be of the greatest possible value to the thousands of people in a great city like New York and it would have a very salutary effect on the speculator and gambler in food products who, under the present system reaps his harvest largely because of the fact that the purchasing public is entirely uninformed as to food values and food supply.

In short, I believe in thorough-going publicity, complete and full, in almost all our affairs. If practiced honestly and frankly, it would injure no husiness, but help all business and be the greatest possible protection to the mabble as a whole.

important legislation of the session two Provincial Governments with very should be adequately presented to the reast one of those two Governments. people of the Province through the publication as advertising of a frank, unblassed summary of such legislation above the signature of the Government. The Alberta Government intimated that it would do the advertising suggested, at least in so far as certain important acts of the session then about to close are concerned, and that possibly all the important legislation of that session would be covered. Another Government that has not yet formally announced its acceptance of the suggestion is considering it so favorably that the Publicity Commissioner for the Government has now in preparation the copy for the proposed summary. The matter is still under consideration by the other

CREATING NEW MARKETS.

That the British Columbia Government should conduct Dominion-wide educational advertising campaigns to extend the markets for British Columbia timber and fish, respectively, were two of the suggestions made to the British Columbia Government in addition to the suggestions referred to above. Both suggestions received very favorable consideration, and it was intimated that something would be done within a year to ereate new markets for British Columbia timber in other provinces of the Dominion.

While in the city of Medicine Hat. Alta., Mr. Imrie addressed a join meet-

ing of the City Council and the Board of Trade in connection with the problem of profitably operating the comparatively large municipal electric current plant in that city. The problem has been found a difficult one because of the competition of natural gas, which is found locally and is sold at very low rates. The solution suggested by Mr. Imrie was an educational advertising campaign in the press of the city setting forth the many and varied uses of electricity in the home, the convenience and safety with which it can be used, etc. An interesting discussion followed Mr. Imrie's address, at the close of which the Mayor intimated that provision for the educational advertising campaign suggested would be made in the estimates of the City

War Time Shifts in Lynchburg

LYNCHBURG, Va., May 24. - Several changes have recently been made on the News and the Dally Advance (afternoon), as the result of the departure of Managing Editor Powell Glass for the officers' training camp, and the anticipated call of Carter Glam, jr., telegraph editor of the afternoon paper to the same post. The latter has received his commission as second Hentenant in the O. R. C., and will be called to the colors in a few days. During their absence, Chas. S. Barnette, telegraph oditor of the News, has been transferred to the Daily Advance, and Julian T. Baber, on the Advance staff for six years, will succeed Ralph Wheatley, on the Barnette. News staff, displaces Baher on the Ad-VARIOR

New League Growing

The Federal Defence Press League, Chapter 1, of the Pittsburgh Press Club District, has lead an application from the newspaper men of Harrisburg, Pa., also Wheeling, W. Va., that a chapter be started at each of these points. During the week over 300 newspaper men of western Pennsylvania have applied for membership in the Pittsburgh chapter. J. K. Burnett is president of the organ-

Old Papers in Demand in China

Consul-General George E. Anderson, of Hongkong, China, is quoted in the Consular Bulletin as stating that trade in old newspapers already established in Hongkong is spreading to various other portions of the Far East, and Hongkong importers are placing orders in the United States for such material to be shipped to Java and other places in the East Indies.

Highway Signs to Come Down

All advertising signs are to be taken down by the California State Highway Commission before the next touring season starts. It is planned that the Commission will erect its own signs and markers, tourists to lose nothing in the way of directions by the removal of the advertising signs, it is announced.

To Protect News in Transit

A bill to protect newspapers and press associations has been introduced in the Senate of Illinois by Senator Kessinger. of Aurora. It proposes that any one who shall wrongfully take from a telegraph company any information from any news dispatches addressed to a newspaper and send it to another newspaper shall be guilty of a misdemeanor and subject to fine of \$1,000.

Digitized by Googl

CO-OPERATION VIELDS \$40,000 AD REVENUE

Netheds by Which Columbus (O.) Desparch Has Widened Its Service to Adverticers and Established Powerful Re-Intions with Majority of Local Retail

Dealers. Colperation with advertisers has decording to Harry M. Miller, manager A large part of this came from na-

in a position of dominance among retail gracers and druggists," said Mr. "In July, 1915, the Despatch started

in the Impatch. "To-day 486 of the 612 graceries of the city display this sign on their doors These stores are pledged The facts in relation to the character the grocer will do to sad in an edvertheirs compaten, what his preferences are, as well no tos facilities. They also show what paper the grocer reads. "The Desputch food department runs

"The object of this work is to assist the national advertiser in a densite way. A campaign becomes effective through sensi colls on all grocers, giving them talks on the advantages of pushing and

'In persistent and striking advertising displaying our sign, educating citizens to parrunize those stores. Besides fulldisplaying our sign, and a page inserted paper, besetting

our semi-weekly 'Home Economics' we tion, susperted literally with editorial copy of a high value to houseleepers. be to furnished with shorts covering Open a week we carry a half-page

"In addition to the cooperation settler. our department does a promotion and scheme page tenipers. The department cuit Company.

FOOD PRODUCERS SHOULD USE DAILY NEWSPAPERS

Assistant to Pablisher and Advertising Manager the Birmingham News.

While a great many manufacturers of food products have realized the advantages of using the daily sewspapers over the magazines and week-Bea, yet there are still many militons of dollars spent in the magazines

Meny manufacturers who want to

into the magazines or weeklies, unr-

for results, but after waiting some

The other day I talked to the presi-

dent of a concern manufacturing a

new fruit juice. He was using fullpage copy in a well-known weekly. without stuck response. His firm found it necessary to cover cities with a special corps of chaveness

papers with promotion departments.

For matance, we were able to get him

strations without expense, after he

do localized work.

My idea of introducing a new food CHARLE MULES. nat use local newspapers that all cooperate. The manufacturer one then test out his compaign and strengthen it if it needs strengthening for the other

SECURE OF SOMETIMES. couldness we appreciate feed advertising and realistate a strong Co.

The writer personally has been active in the organization of a Retail Green's and Batchers in the city. Each sives carries us May reading 'The store is a cornetor of the listall tiracers' and Butchers' Association.

As new foods are advertised in the News, the members of the Association Association meetings. As new food compaigns start in the News, we issue a works with the salesmen, in colling on the juthers or retail trade. During a batter campaign, edirections earliesvely in the News, we arcured ever 40 window doplays, the department includes two expert window drossers in addito find and operatory subseque.

We always correlatly examine the meetics of the article to be advertised.

and to retain public confidence we do not overload dealers. The greeces and As I am writing this, three of our young latter are caffing up the house, excel through the courses of the News. Only a newspaper may give such I tobeve the day is coming when 30 per cent, of the things sold

tearst name. The quirkent and secret way to bring this about is for the "The people want our brands because

UNKEDA SAILS MERBILY ON Farment "13" Brazal Sells as Well at Ju-

created Prices, Baired by War. With the termer 5-west purloage of of advertising, according to A. C. Maro,

from the advertising staff, when needs they know them, like them, trust them, by waid. 'When it was passible to make

show his public by is abreast of the tertising as the best medians of pub-

HALF MILLION LINES. TRENTON TIMES' RECORD

Just by Printing Wholesome, Carefully Edited Food News of Interest to Every Honorwife and Dealer-How Space Has Grown Food Shows an Important

Feature. Hr Owny Moon, Ja. Monaper Privates There It is our belief that the Times record

In the matter of service, we do unue in the way of sales effort, believing the reader. Consequently, seems years features, fashion services, beauty hista We took our of the weesen's pages on a Thursday and used it exclusively for recipes. The result was very pronounced, not only frees the reader standpoint, but from the relation, who that food fruture page. Hence then

it has been satisfactorily developed by oversions has totalled five pages devoted exclusively to the subject of POWER IN CENTELATION.

We betters from the circulation as well as the news point of view that food frature and big space in this paper. We believe the experience of the Torona Times could be followed to other papers that have a strong of

The past two years the Trenten Times has carried ever a soliton liene of local as well as national advertisers are finding the propaganda and the domestic science classes and others We believe that one of the best map-

very surressful in harmonising the

Found Newspapers Best The Slook Falls (S. D.) leader says

Betty.

has sent out a constituents to the twenty-four different States. Nipety nertheir publicity campaign was for newspaper selvertishing. While a few used The wise grocer is the one who takes bilkwards and eastion pierure slides, the micantage of national advertising to majority favored regular newspaper ad-

sumers in this locality. The leading

10,000 WOMEN ATTEND SHOW

"ity sensible cooperation I refer to establishment and malatenance

of a page published ones each week

and printing of articles and items re-

of the right kind of foods" he said.

a single week. They have been dire

employed several means of educating

"We are olways glad to fernish t

"Most of our small local accoun-

Iowa Flag Law

of the American flog in odvertoging has

Band Plays Editor's Song

leses, that was played in San Depu-

on May 9 for the tirst time in public

SAYS PAPERS SHOULD

34

NEVER SELL GOODS Serippe Manager Points out Dangers-Function is to Advertise, but Duty is to Aid Producers to make Publicity as

Effective as Possible.-Rigid Censerthis of Advertising an Important Factor "If there is one kind of advertising that may be consided as real news, it afactacers who offer either economy



"Our papers, Inetuding the Cleve-Press, Cincunati Post, Colunbus Citiers, Tofort to securing food advertising and making food advertising profitable.

"For the national advertiser seeking a prw market in those cities, we maintale service bureaus working along "These service bureaus posside presest and prospective advartisers with ers, the service bureau man tearns

facts that the advertisers' representatiers would never knew. The chief sectioness of the service sean is in louiding up dealer good-will for advertised articles. Here is one ation of a service bureaut "It must not sell pends. "The recessan the assuspaper departs

to art as merchandise broker, the great asset—the dealer good-will—is cone, because sooner or later the serwith unsalable merchandles dead on ers have been brought to the buying point. Then all the window displays counter displays, and word-of-mouth

antennambip cease, for goods adver-"We concentrate on the one thing sed goods' and the introduction of new brands to made far ranter. Through the columns we promote

To expedite the work of salesson, to-date resited lists of dealers. Frequently dealers receive butterins from the presupport presenting new adverin cooperation in window and country

Charge national adverticers

"We have found that the saleswan who is prevented by a letter from a verticing which will actually be pul-'Daspite the volume of business the Housewires' League and the Federa-

transacted by the chain growers individual dealers still find it promisable to advertias prices plus quality and ser-The Scrippe newspapers have

been fortugate in securing the bolk of ceptive and harmful advertising has had its bearing to making Scripps

for national and local advertisers of To this INIS era of high process the

offer economy with quality has an ex-BANQUET MENU LIKE AD PAGE

Supp to Nats on Branded Goods Known tunquot given recently at the Phoenix Cazette to the dealers handing unliesally advertised goods Thirty cross were represented and has helped ower than arighing else to were in evidence, either as a part of the mean or for inspection. The mean

vertised goods, and the speeches related The mean follows:

MEST. Armen's Grape Jalo Being Temals Suns Armone's Verifiert Salmon Armon's Star Solid Sam Armon's Veri Say Pork and Sense Phoesis Savannas Chica

Account a firm toward and a state of the control of Dri Mante Rasolervica Provappie with Marackino Ch

Dri Mante Sauderries
Del Monte Prompile with Markeline Cherris
Libby, NeStell & Libby Asparagina
Desides Mining-Saind with Pempeles (direc-cit) and Libby, NeStell & Libby Majoni'es Chees Deep Colors made with Royal Publical Pulling Wise Cabr made with Columnt. ticles From Publing July Jell with Whitegel Lity Mith

M. J. B. Cuffee Water Saher's Sauer Chemistra Armon's Corer Broom Chemis Falton, Omer, Chemistral Chamilton Pale Supers

Markon's Free Bounday Red Steel Part

RICH HARVEST IN FOOD SPACE Sa Sana Manager Goodspeed, Pointing to Buffale New's High Position in Trade.

The Buffale Evening News has given sults have been highly satisfactory of the State. Since then the Evening uper in bringing to restale Sherwood

water on conning, and in the evening en turked and appoorted length by

The child wants the moon, while the adult wants information about it.

tion of Women's Clark, comprising all 99 COFFEE DEALERS . . women's organizations in this part of the State," said W. F. Goodspeed, bost-WHERE 19 HAD BEEN

"We may very strict attention to ser-Classical Service Performance by Dayvice for our advertisers, and a lotter ton Journal-Herald Satisfied Adverfrom us or word from us to the grocers tioer and Brought 25,000 Lines at Lowof this city for any food advertiser whose cools are of merit, maken oury milities. er Selling Cost Than Local Accounts-An Inspiring Dayten Record. 'Our newspapers during 1916 carried

BY E. A. NEUTRICVICLERS.

manufacturer of foods recognizes the delly press as the logical medium



give his message in per publisher should foster. Stealining this Herald a service or cooper article in the ter-

This harrens is a

through which to

E. A. MEUTERMOLEUX SUCCESS. HUS DOS. mind you, so much through our own efforts as the williasrelative to trade conditions, or, if neces-No completely has our service bridged

pertant part. These shows have attatler, and the public that the dealer ly responsible for a great increase to profits for him. Hence, his hearly cocal retail grocery trade and have

PLEAS CUT EXAMPLE.

During the life of this horeau we chandise. Neveral series of peticles by have had many remarkable experiences. only. This was a coffee account. The market conditions-size until Nrs in displays. We make it a strict rule by We surveyed the coffee situation, that is, secured the names of the dealers who did or did not sell this particular have been drawlessed by means of trial broad; what other brands they sold campaigns run on the weakly food which brand they sold the most of page. Invariably the counts have been what methods were used to advertise them; here many dealers would cooperate with us by giving window dis-The record rating made by the laws The data was so complete and the

bern of solicitation so unique the adnow. We increased his representation prespapers and elawhere, when used "Love and War" is the title of a

The schedule was about 15,000 lines. Suns publishers reseat this form of cotouralism. To those I say: It rebe an army legel. The song is delicated fallow-up required to develop the same It behooves the newspapers to res-

thing the engations cannot give and tine food accounts to the newspapers

St. Louis Globe-Democrat

THE REPRESENTATIVE NEWSPAPER OF ITS CITY FOR 65 YEARS

Will keep Open House during the

Great Convention of the Associated Advertising Clubs of the World at St. Louis, June 3-7

The present war crisis has superseded everything else in the minds and activities of the Business World. The United States will be mobilized in military, financial and economic matters to the fullest efficiency.

The President and all well-informed authorities are urging that business be developed to the highest degree of productiveness. The material welfare of our Country means military success.

Advertising is the dynamic force of business. Without it, large, old-fashioned institutions have become small, while more modern ones have developed into the leaders. The efficient medium of concentrated pulling power is the Daily Newspaper. It reaches all elements of population and is in fact, the Clearing House of the Community Life.

The Globe-Democrat

Stands unchallenged as *the* big, high-class, forceful, efficient Morning Newspaper of St. Louis, the Metropolis of the Mississippi Valley. Its years of intensive assistance to the successful advertiser, its tremendous general circulation, speak for themselves.

St. Louis Globe-Democrat

"It Dominates the Morning Field"

DEALER CO-OPERATION WITH THE PUBLISHER

George R. Baker, of the St. Louis Twicea-Week Globe-Democrat Tells What That Paper is Trying to Accomplish Through Its Organ and Other Lines of Endeavor.

By George R. Bakin,

Of the St. Louis Turios-A-Week Globs-Democrat.

A recent speaker before the Sphinx Club, in criticising the present wave of cooperative work being done by various publishers, offered the following suggestions as what a publisher could do:

"The newspaper, through acquaintance, should be helpful through suggestion to the handling of advertised prodticts as a class not one against the other. The dealer should not be confused with talks about store costs and the like. He should be told that fast turn-over at a price even below his store costs will make him more money if he will push advertised goods. The dealer should be kept posted on national advertising campaigns in order that he might cooperate with the newspaper that does the advertising, and with the advertisers who manufacture the products,"

In all the work which has gone into the building up of the Twice-A-Week Globe-Democrat plan and "team-work," I doubt whether we have even to oureclves expressed so clearly what we have aimed to do as has been done above.

Briefly stated, the Twice-A-Week Globe-Democrat plan is built around the mnall-town publisher and his merchants. It is confined to small towns because the Twice-A-Week Globe-Democrat is the newspaper of the farmer whose trade determines that town's prosperity. We selected the small-town publisher to carry our message for two reasons:

(1.) Because in the territory to which the Twice-A-Week Globe-Democrat plan is confined he has been for more than sixty years using the Globe-Democrat from which to clip his nows. He has learned to look upon it as reliable and trustworthy, and we knew that we could count upon his cooperation because he has faith in our publication.

(2.) Starting with that cooperation we felt that if we could help that publisher get more advertising, we could count permanently (and we emphasize the word "permanently") upon his continued cooperation. If we could instil into the minds of the merchants in his town a better understanding of printer's ink, both for his own use and that made by the national advertiser, we could help that publisher.

THE PURPOSE OF "TRAM WORK,"

So "Team-Work," our magazine, was launched as the "Tie-Up" of the Twice-A-Week Globe-Democrat, the smalltown nublisher, his merchants, and national advertising in general. Designed to aid the small-town publisher, it is directed primarily to his merchants-it pushes no particular article -it contains no reference to the Twice-A-Week Globe-Democrat as an advertising medium. Its purpose is to interest the merchant in advertising-his advertising—the advertising of those firms from whom he buys, and the newspaper in his town. Each month it goes to 7,660 merchants whose names have been sent in by our 551 cooperating publishers or by personal distribution by one of those publishers.

in "Team-Work" we give our pubhaters comething of actual cash value to them. One letter received last week is typical of many. It says:

"I believe that I can safely say that THOMSON TELLS OF since 'Team, Work' has commenced to work among the merchants of Warrensburg and of Johnson County, not only has cooperative advertising picked up. but national advertising has commenced to bear better fruits than it ever has before.

The merchants of Warrensburg read "Team-Work" and are profiting by the suggestions that are put out in its issues.

Nationally advertised goods are becoming so popular in Warrensburg that the Star-Journal will run a "Nationally Advertised Goods Week" within a short time, which will be backed up by the merchants of the country.

This establishes our plan perma-nently with the publisher because cooperation pays him.

This is service to the national advertiser in the broadest sense of the word. Every manufacturer who spends a penny in advertising to influence the merchants in these 552 towns benefits by our work.

For these national advertisers who use the Globe-Democrat we issue a menthly bulletin to our cooperating publishers in which we list those accounts, starting in the current month. together with a skeleton idea of the publications used, the nature of the campaign, the dealer helps furnished. etc. Our publishers are urged to note what of these advertised lines are sold in their towns, and to write us freely for further information if desired on these lines, or on any advertised line, even if it is not listed.

We supplement this where the advertiser in the twice-a-week Globe-Democrat has exclusive representation, and where he can furnish us with the names of his dealers with a special letter to our cooperating publishers giving complete information on that particular campaign, together with the name of the dealer.

THE SMALL TOWN PUBLISHERS.

I want to say a word for the smalltown publishers. I have found them different in the main from the ordinary impression. Just as in any other class of men there are those who are good, had, and indifferent, but on the whole, we have secured cooperation that has been surprisingly intelligent, and wonderfully effective. Whether it has been through some trade investigation which we have made, or whether it has been the following-up of some information sent them telling them where they can socure advertising on the strength of national campaigns, we can count upon it to a degree that is surprising to the average advertiser.

To quote again from a letter received this week, one of our publishers states:

"It has enabled the Commercial to get more business, which is the first consideration to me. It has given the nafonal advertiser wider publicity without extra cost, and it secured bigger husiness for the local merchant."

We have found that where a merchant, urged on only by his manufacturer, will use, at most, one of the electros furnished him, we can, through the solicitation of our publishers, double, treble, quadruple that amount of space.

This is the twice-a-week Globe-Democrat Plan. It is fundamentally sound because it is mutual in its benefits, and that after all is the final answer to cooperative work by any publication in any town for any article.

Progress follows when some one sees an ideal and determines to realize it. lev misery.

\$75,000,000 REVENUE

(Cancinded from page 31) attempt by her grocer to substitute something 'Just as good.'

ABOUMENT NEVER REFUTED.

"I have been over the ground a thousand times, as have most advertising men, and I know that the direct method, the newspaper method, is the economical, the sure and the logical one. The argument has never been successfully refuted. You may try to escape newspaper advertising in any of a thousand ways, from free sampling to the billboard, and you may fancy that you are saving money, but if you will compare final results with the man who has taken the direct newspaper course you will be able to check up his gains over yours and you will find that, all things considered, you have paid the heavier bill.

"In buying space few advertisers, except as they have had great experience, reckon the advantages beyond the di-Yet none should fail to rect sales. know that in newspaper advertising they are establishing something of even greater value than the orders obtained. They are establishing a good will that may endure against time, just in proportion to the honesty of their product. It is a wonderful thing to be able so to convince a person of the merit of your goods that he will invest his money in them, accepting the brand name as a part of his knowledge. You become a factor in his life. You and he are equal beneficiaries, if the goods are honest. Give that man a square deal and he is your friend, perhaps for life. Through the years he will continue to remember your product and consume it and you will continue to take pride in your achievement and accept your honest profit.

A WONDERFUIL POWER.

"It is a marvellous power, when one reasons it out, that a newspaper possesses-going out from day to day to practically all of the inhabitants of a city with a fresh face, a new interest, a story to tell that has never been told before. It is a wonderful thing that a manufacturer in a distant city may do. coing to all of the people of my town with his commercial message and within a few days or weeks so appeal to them that they will accept his message and make his product a part of their

"Newspaper publishers know the value of good-will in their business. A now reader is not valued according to the profit there may be in his subscription. He is valued according to the rule of psychology that binds him to the paper after he has once accepted it for a trial reading. A new subscriber to a newspaper may be valued at from \$5 to \$10, and such valuation be written into the books as a good-will

"But the newspaper advertiser gets more than good-will. He gets direct sales, if he is skilful at his business. His salesman stocks the wholesaler when he convinces him that retailers are to feel a demand. The successful canvass of retail stores is that one which presents to the dealer the irresistible argument: A good product, a fair price, a reasonable margin of profit, all backed by newspaper advertising-the sort of advertising that he and his customers read every day and know all about."

Affluence is frequently accompanied

SOLVING THE CHICKEN PERIL

Kansas Newspaper Man Tells Journalism Students About Power of Press.

Science doubtless will master the U-boat peril, and quick results justly are expected of science since it and statecraft fell down so badly on the chicken peril, having left that job to a Kanann. E. E. Kelley, of The Kelleys, who publish the Toronto (Kan.) Republican, was the man who mastered the chicken peril. He told of it this week in practical talks to journalism students in the University of Kansas. Everybody can raise a garden, ran Mr. Kelley's talk, but no man has proved genius enough to guarantee a garden immunity from a neighbor's chickens until the Toronto Republican began running occasional paragraphs in the local news in this fashion:

"A flock of fine Barred Rocks was scratching up Mrs. X. Y. Bing's geranium bed Thursday morning."

No mention of the chickens' owner was hinted at, but everybody in town knew Mrs. Jiggs's chickens were out again damaging neighbor's property. Another paragraph on another page said:

'A lurge Rhode Island Red rooster and five hens were inspecting the front yard of Z. Z. Migge Monday. They found the bluegrass coming up nicely"-and everybody knew those chickens belonged to Mr. Twiggs.

Not a word of censure for any one, not a complaint, no long-winded editorials-simply a little piece of news. plainly but and charitably brief-but it solved the chicken problem in Toronto.

Mr. Kelley's talks were on the chances the smaller Kansas papers offer young men and women of Kanma.

Advertising Teachers to Meet

The next meeting of the National Association of Teachers of Advertising is scheduled to be held in connection with the Convention of the Associated Advertiming Clubs of the World, June 2 to 7, at St. Louis. Presumably the sessions of the Association will be hald June 5 and 6.

Read in Family 125 Years

The Trenton (N. J.) Daily Star-Gazette, in a recent issue, tells a remarkable story of how that paper has been read in one family for 125 When the first issue of the S'CATA State Gazette was published in 1792. Aaron Cook, of New Market, now Linvale, was a subscriber and the paper has been delivered to his family and descendants every day of publication since that time. His grandson, Aaron C. Cornell of Harbourton, who is now seventy-five years old, renewed his subscription the other day. Thus the continuity of subscription has not been broken.

Whole Floor For Dallas Ad Men

The Dallas (Texas) Advertising Longue has engaged one entire floor of the American Hotel in St. Louis for the accommodation of delegates and memhers of the League who will attend the annual convention of the Associated Clubs of the World there in June. More than one hundred members of the Dalhas organization are expected to attend the convention.

Ten years ago the orange growers of California might have scoffed the idea that their cranges could be branded and sold through newspaper advertising -they have the fact well demonstrated to-day.

EXISTS THROUGH MONEY MADE BY ADVERTISING

Post City, Tex., Now Ten Years Old, Is Fulfilled Dream of Man for Whom It Was Named, and Who Accumulated Vast Fortune by Widespread Paid Publicity.

By A. L. MILLER.

Editor and Hunager, the Enquirer-Nous, Buttle Creek, Mich.

The vision and energy which established a list of now familiar American products in the markets of the world, through judicious advertising, also turned two hundred thousand acres of a raw Western prairie land into a populous farming community, and built as its capital a theiving modern city.

There was observed in west Texas a short time ago a unique ceremony which attested one of the triumphs of national manufacture and national advertising

Post City, Tex., had its first fall featival last fall, and laid the foundations of an annual west Texas exposition. There were present and participating all the 2,500 inhabitants of Post City, and the farmers of the fruitful country surrounding. They celebrated the fact that they have one of the best and most medern cotton mills in the United States; a city with "all the modern conveniences," and a country whose richness in agricultural resource is fully established.

It was the tenth aninversary of the beginning of things.

Ten years ago Post City was an open cattle range, and the great "cap rock" of the Texas high plains looked down on a wilderness broken only by an occasional ranch house and windmill tower.

There has been worked out in west Texas the fulfilment of a dream of home-making, which was a dominating purpose in the life of the late C. W. Post, manufacturer of cereal foods.

BEADS LIKE A BOMANCE.

There is a strong element of romance in the business story of Mr. Post, in that he built his great fortune after middle age, when his life had been despaired of by the best judgment of physicians, and when financial reverses had combined with failing health to add to the causes of discouragement.

His first sure returns from business were devoted to the easy-payment plan of home-development in Battle Ureek, where his young industry was located, and the moment success was assured him he turned to the plains of west Texas, where he had gone to seek health in the out-of-doors a few years before. There he began the development of his dream.

"Our national need," he said, "is individualism as contrasted to socialism. Those who are strong enough to do so should aid others to stand on their own resources, to maintain their own homes, and to live their own lives as becomes independent American citizens. Thus far, and no further, should the influence or the power of one be exerted over the life of another."

Mr. Post purchased a total of 213,000 acros in what is now Garra County, Tex. the tract being carved out of the holdings of several of the great entite ranches of the region. Fort Worth is some 225 miles to the cast. The first efforts in agriculture were scoffed by the ranchers, who protested the interference with the natural growth of buffalo grass—to which, they insisted, destiny had dedicated the plans country for the purpose of carrying on experiments

which they held to be foreordained to failure.

NINE THARM HARD WORK.

The beginnings of Post City were laid nine years ago in materials hauled nearly 100 miles overland by mule trains from Big Springs, the nearest railroad point. In the heart of the wilderness a general store, a hotel, a court house, a school, and attractive residences were built. Streets were laid out with broad parkings for their borders. Then the surrounding country was platted into farms on which any man who answered to the proper tests as to home-making intentions and ability might locate, and call his own. All the required equipment of house, barns, wells, and fencing were furnished, and the buildings were planned with the view to the establishment of a bome which should meet the full meaning of the term. No pretence of gift was made in the disposition of the property. The farm and its improvements were made available at an interest charge of four per cent., on a low enpitalization. Ten per cent. was the prevailing interest rate 1D words Texas at the time.

"I have had my chance," said Mr. Post, "and have succeeded. I am going to pass the chance along to those who seem worthy of it. The old 'Lord of the Manor' idea doesn't fit America. As fast is possible, ownership should pass to the individual."

A similar plan was followed in the settlement of the town.

Roads ran throughout the territory, school-houses were placed throughout the country where needed, and, at Mr Post's cost, county and elty government were set up. Experimental farms and gardens were established under agricultural experts, to test the possibilities of the reston.

Post City maintained its relations with the outside world by muie caravan and buckboard mail service until the Santa Fé Italiroad built its Pacific short line through, and the town was served by transcontinental trains.

SAW HIS DESIGN FULFILLED.

Uncle Newt Graham had suggested cotton, back in 1991, and the cowboys had laughed at him. Six thousand bales of cotton were produced for market in Post City territory last fall. A cotton mill built by Mr. Post takes the raw material as it comes from the gin and produces inished cotton fabric of the finest texture. There are 300 happy and prosperous employees in Post City; the surrounding agricultural region, which is now targely occupied, is marketing farm products at the approximate rate of a million dollars a year. All the staple crops are grown.

Schools, sanitariums, churches, municipal light, power, and water plants in Post City are of the most modern character. The Chamber of Commerce created the fall festival, and the Post City brass band led the parade of decorated automobiles. The Improvement Club managed the indoor exhibition.

A homeless man, wracked by illness, looked out over the great plains there ten years ago, and said: "Some day, homes and families should flourish here."

And he made his dream come true. Mr Post died three years ago, but his plans have been fully carried forward.

Keep thinking about this: What service may a newspaper legitimately offer to national food advertisers to stimulate sales and make advertising more definitely profitable?

More than 40 per cent, of the average dollar is spent for food.

The service rendered food (and other) advertisers by

The Trenton Times

Is the service which

Establishes Reader Influence Creates Community Demand Increases Retailer Sales Reduces Manufacturers' Costs

It is made possible by these facts:

Trenton is a highly prosperous industrial city—the center of four great industries, clay, iron, rubber, cork—and of a rich and fertile agricultural district—population 103,000—a community unto itself—the largest in the State removed from the metropolitan influences of Philadelphia and New York.

The Times has built its reputation and strength upon "reader confidence"—strongly local, independent and aggressive in community betterment—winning singlehanded Commission Government, trolley fight, small freeholder board, etc., etc.

The Trenton Times is recognized as the

GREATEST—COMMUNITY—INFLUENCE in N. J.

It is this service of community leadership, public confidence, consumer interest, which the Times by reason of its blanket concentrated 24,000—2c.—evening circulation offers wideawake advertisers.

Because it paid advertisers last year to use 7,580,664 lines of space with us, we believe it will pay you!

FOOD ADVERTISERS IN 2 YEARS USED OVER ONE MILLION LINES finding our Thursday food feature pages had created the food atmosphere necessary to increase consumer sales.

Send for Thursday papers. Member of A. B. C.

N. J. Leading Seven-Day Paper KELLY-SMITH CO.

220 Fifth Ave., N. Y. Lytton Bldg., Chicago

HOW M.H.De YOUNG HELPED MARK TWAIN OUT 20 STATES AND SOME OF A DEEP FINANCIAL HOLE BY STRATEGY

Humorist Feared Creditors Woold Grab Box Receipts, but They Found Penal Offence to Use the Mails to Send Nothing to Attach-S. S. McClure's Early Syndicate Ideas-Joseph Pulitzer Wanted Names for the World and He Got Them-Some Interesting Reminiscences.

In Horose C. Super-Tier-President of the American Press Humarists' Association.

M. Num Presenters Chrosaste, told test a good Mark Twole story one

19

"I have forgotten when the incodest was a coast many years arrowabled the the world. I believe.

"He was surely to need of money at the time, and some of his friends may gested that he give a lecture in San would get up and tell what he had seen and board in his travels it would inmade arrangements to use one of the enera house. The event was properly every briskly, but on the day before she leds my presence, sucking away at a long cigar and booking decidedly de-

"I wented to know what was the trouble, and so be poured out his tale of wor to me. It seems that his many creditors were planning to make a swoop on the evening of the lecture office receipts. He was down to the double of despair over the estiook When I asked him what he intended to do to save his fortune, he said that he didn't know what to do, and that he had come to me for assistance.

He regard the statement, I goldere the tex-order receipts and turned there BARLY AVMINIATE TENDENCIES. Prof. M. E. Churchill, of Pomona Offices, at Clarement, Cal., attorded Knex theliege with John S. Phillips and

ing originated the idea of spreteniers before he bacame a writer or editor. "Wells we were students as Knex Cellege," says Mr. Churchill. "8 S. leto effect and applied it to college. work. He worked out a plan whereby

"View day a metabor of the crawd weekl study the Latin branes for all so on through the whole overse of WHAT MR PULITER WANTED

Henry Tipalty a California editor. selfs the following amendate about the

TOWNS BAR LIQUOR ADS

Publications into States Where Lipport Ads Are Barred, After July 1, 1917 --Publishers and News Account Are

legly west any publication containing endation of the acction, may

pay kind. chipfornia, so I looked around for a job. The last becomes effective July 1 in

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The law becomes effective in the enconduct 25, 1918; in New Hampshire probiblied in Obso are not yet at hand

IACKSON DEFENDS NOTE BOOKS World Reporter, Who Carries One, Sec. Wise Men Use There.

'It's about time senerholy said a good "If a play shows a newspaper men with a natcheck the wise ones lengt-

Despite all this, some of the test renotes in books and are andred defenders of the practice. They say they sevore much better arranged, and they

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Burlington Hawk-Eye Under Sauthwell to Have Afternoon Edition controlling interest in the Burlington

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land and some of Canada. Shippers

SAYS GREATEST HELP IS GOOD CIRCULATION

Indianapolis News Manager Willing to Co-operate to Aid Food Distribution but Thinks Paper Serves liest that Beacher Many Homes, San They Are

the Logard Modium.

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UTICA PRESS HAS FOOD SHOW

renticed Genery, Specialities.
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THE BUFFALO EVENING NEWS

Carried 47% of All the Food Advertising that appeared in the six daily papers of Buffalo during the year of 1916.

There's a reason. It has the endorsement and support of the Housewives' League and Federation of Women's Clubs in Western New, York.

Kelly - Smith Company

220 Fifth Avenue New York 1611 Lytton Bldg. Chicago

Baltimore Market—First Choice FOOD MANUFACTURERS

(For Baltimore means Maryland)
The combination of

The combination of AMERICAN (Morning) - - 92,000 copies

STAR (Evening) - - - 57,000 copies

For 20c per line is the Advertiser's first choice among the newspapers

Ist: It is home delivered circulation.
2nd: It is circulation with far above the average buy-

ing power.

3rd: It is a circulation with the greatest of "reader confidence" which means much to the space buyer.

Food manufacturers and advertising agents can posit by

making fell inquiries concerning the Baltimore market and the American and Star combination to advertisers. "Rates low for results" say our local advertisers.

THE BALTIMORE AMERICAN and STAR

Verres & Conklin, Brunswick Bidg... New York, N. Y. WESTERN OFFICE C. Geo. Krogness, 363 Marquette Bidg. Chicago, Ill.

STORY OF CLORE'S

PURE FOOD FIGHT (Constanted from many 20) single product of any manufacturer as

otherwise. This department is open to any manufacturer of or dealer in purv foods willing to submit his goods for examination or analysis. No extra rate ment. Advertisers may take display the same article and earry the Globe's

BUILDS CENERAL INTEREST. As seen as the application is received I may state, for the interest of the publishers who read this, thus a largenearly a larger space than the maxistorn merits of their goods. As a matter of

fact, the total space used in the di-Pretery constitutes but 25 to Super cent. The austra of the bangers in the of that printed by nmy daily prespager

We sell this Directory space on the following terrors: Nintreass space, one its h single column; maximum areact, three times a work for 52 weeks, \$124. The same sires to the Directory tunns. It will be seen that if has be-

It is due to the reader to know what has been the experience of advertisers with this kind of advertising. The fart in that the results given by the Pure

It was revegled that literally themsmeds of housekeepers, who were followers of McChen's writings, began imstoners. I say this without vanily, as

ly a solvenan for a large blacult conend dealers. Hight here permit me to Near with cave upon New York, With sales and distribution plans, and In-

trated distributing muchinery, it is an allering field. But to New York the wrongerely said, in the past, that the

a publisher fund of less than freen \$50,were selling the Idrectory under was Mr. Hennett took a two-tech card. It them onto the shelves by sheer setting

ENTERING THE MARKET.

Whentsworth Hisports. It was only a short time before these goods had gen-Nothing in the world did it hat Globe Directory selverthang. I have a letter

from New York, but as far West as I quote from a letter, received six weeks after the advertising started in names Company, a centern mark a fine grade of Norwegian fish prod-

"Khen you started year Pare Pard Ditsert distance, and the importer case from all core the nucleophilite britisty by mail, inhome, and year, in the form of numerous personal delic.

We have a letter from the Bustern saying. "I regard the results obtained rolls were made at my office either in chaved. In every instance they men-

though the cliste and the confidence N. Carry, Our small space in the Pur-Fred Percetory appeared Tuesday, April Tuesday, the 26th, I had placed 1.160 gave of Kyllogica begin on this mar-"The Kelloge Company has been in

He tresembles papellation and concert quarter for the product came not only strations. Our contract with the Glabe

is reactically their deat venture in the indicate as arbierement worth while have more of a similar nature

the armypaper of \$107,129.60, solely because the goods did not meet the stand-

of its renders and its honest adver-Harry, and that is the business of a

LEWISTON JOURNAL'S FOOD LEAD For 30 Years Maine Paper Bas Cul-

tivated Grocery Business. The Lewiston Mr. Journal has devel-

thirty years or more, when the paper pronounced with a rotall market banket

"During the past five years it has larly resoutsetured in central Maine," said it it. Disgley, advertising manager has been so successful us to agreed to other

peris of the State. I believe the chief foundation stance upon the necessity of having the pure menager and every man of the sales

"I find that if the sales manager and the salesoven of manufacturing becomes do not sincerely believe in the effency tional features our esight as well throw for an construction results are con-

"I believe it is the duty and privilege of every newspaper advertising manager to see to it that the sales pure-food manufacturing

"I have is mind at this writing as a notable example of this interlocking of to Company, whose correctle and able relevenen connect he see highly commended. What is the result in Maine for the newspaper advertising of the American Tobacco Company Interest all along the line. He is a poor motorist who isn't ready to give oil to the

Beeming Backyard Gardens

The backyard-garden idea, as a man Buffale and western New York, is a popular ene. News and the Times both are boosting ing it is being given by various organyears to have a backward garden. The clustes which contain a wealth of data, storeing when to plant, how to blant, rtc, and is distributing buoklets.

HOW CAPITAL INDUCES PUBLIC FOOD INTERESTS

Selence Department Attractive-Local Dealers Respond to Co-operation... National Advertising Increases 50 Per Cent, in Five Years-Stans Up in 225

During the last five or six years the

The two outstanding factors in this

'Vige conting school has been drawing

larger crowds each year, and splended The total attendance of our last school, which was conducted at the Auditorium in March, was reporting over "On Tuesdays and Fridays oppose the Datecally Science articles written by

"In rendering comperation, the Capital gues so far an any revenuers. ther are-

dealers that when advertising copy to

"Our cooperative efforts to increase interest in branded gracery products. that of 165 gracery stores in 18co

Rearfs for Status Ford A bracit performance, with an all-

star cast, will be held in the New York Hitpodrome at May 27. The accorde

WHAT DOES THIS MEAN TO YOU? In no interment manner to jobbers. Think Now of that Cress-Roads Mor-

chant Near Your City. "Two much age," seed Prank E. Tripp, advertising director of the 92mira (N. Y.) Star-Galette, "the pre-

nind at my office ort sales. 'A list of card I do a narrel conduct goods, or-

FRANK E THIPP. & quarter-page on

our heat advertising organizate, were FIRST WOMAN'S PAGE IN RECORD

Philadelphia Paper New Strongly Devoted to Sciretific Food Increst.

the Funday food table into a "Demestic

Women want the A B C of science The purpose of the pages was exphilipped and they were asked to su-

anything, nor urged to stock up on this

has so reach to offer to the food adver-

stocking of gunde which will not turn and he will feel safe.

New Yorkers at Planshursh Hourman Holger, Joe Hrady, Julian Harris, George Morris, Walter Gilliam, York city who are training at Plattebe sent to France.

"Why it Pays to Ask for Advertised Goods"

A series of twelve copyrighted advertisements designed to appeal to readers, retailers and wholesalers. This series will be mailed free to agencies and wholesalers who make the request on their business stationery.

Food Department

THE GEORGIAN - AMERICAN THE SOUTH'S GREATEST NEWSPAPER ATLANTA, GEORGIA

How to Reach the Homes of Raltimore on a Food Product Campaign Trade-rearked food product manufacturers find an inviting audience

in Baltimore. For years THE BALTIMORE NEWS has registrated a cretain definite standard in the class and amount of high grade food product advertising carried. Hence this paper is recognized as the leadtrade marked food products

The HOME ECONOMICS DEPARTMENT-a most interesting department is a special feature of THE NEWS in the Friday issue. This particular advanced food department is in charge of Miss S. C. Erans, an expert in the colinary art. More hospewires in Baltimore follow there pages regularly every week and receive more real

thought and help in the preparation of good things for the table than is referred through any other local prevenager. The fact that THE NEWS is the leading high-grade home everying publication of Bultimore and is read in most of the houses of the

better class is in itself the reason why the HOME ECONOMICS department has been so successful. National advertisers represented in these pages are assured of being in good company always. Any advertiser interested in this particular department will be furnished information relative to the first steps to be taken in getting

distribution and other side of interest in the introduction of a new product, provided you need this service. THE NEWS is the first choice for economical results. Only 8 per cent of the total distribution is For Botter Buriness in Boltimore Concentrate In

The Baltimore News Net Circulation April, 1917, 99,942

A GAIN of over 25,000 over April, 1916 DAN A. CARROLL.

SEVEN BILLIONS ARE TO BE SPENT HERE

Faust Reminds Advertising Fraternity of Great War Needs Inspire Confidence and Talk Prosperity He Advises-Refers to Experiences of Canada, France and England.

Paul E. Faust, of Mailory, Mitchell and Faust, Chicago agents handling the great Armour account, in a statement



Puntantion declares that the present is no time for pession. ism in the advertising field. He said:"

"Think what it will mean to this country to spend seven billion dollars the amount of the Government 'Liberty Loan. It will atimulate activity practically every bustness. tine of

PAUL E. PAUST. Merchants will be greatly benefited. So tell them about it. Encourage good sized orders to meet the increased sales that will come.

"England, France, and Canada are now and have been enjoying good busi-We will have a much better husiness because we have the most money and the best conditions.

"Inspire confidence in your trade. Believe prosperity and talk prosperity. Do your part to inspire confidence in the future. Then we will all be better off."

"NEWSPAPERS MOST EFFICIENT"

Pestum Company Continuing the Susconful Policy of C. W. Post.

Asked by THE EDITOR AND PUBLISHER to give expression to the estimate in which newspaper advertising is held by the C. W. Post interests, H. C. Hawk, chairman of the executive committee of that great food concern, writes as follows:

"I should be very glad to say something in line with your request, but I am unfortunately called out of the city and have not the time to go into the detail you seem to require.

"It is proper to say, however, that the Postum Company has found the newspapers a most efficient channel of exploitation and that we are consistently continuing the policy which Mr. C. W. Post developed, with eminent

"I hope that at some time later on I will be able to present a fuller expresmon."

Making a Substantial Market

If the legitimate use of national advertising and living up to the printed word makes a strong manufacturer, then cooperation between those manufacturers and the dealers will make a strong dealer and substantial market .-From an address by Edward F. Parker, vice-president of Southwest Cotton Company.

Sunkist oranges and lemons offer an example of what an association of producers may do to make a food speclaity from a food staple,

Educate that corner grover to use stage e-give him a taste and watch him grow; providing he will do his part in the process.

SELLING GROCERY SPECIALITIES

By FRANK K. REARDON.

For 18 Years a Grocery Salesman.

My chance has come.

I have hungered and thirsted for it these many years.

Your invitation to write an article for THE POITOR AND PURCHARREN ON the gentle art of selling grocery specialties is to ma nothing short of thrilling, for here is a chance to vent a swollen accumulation of emotions.

A few years ago I labored for a gentleman in Philadelphia who staggered under the weight of a nation-wide hunch in reference to a package of baking powder. It was a good powder-they are all pretty good, some better than othera, but his was the hest. He knew it I knew it. "The world must know it." maid he.

Now, this good old gentleman spent a long time and a vast amount of money getting together a manufacturing plant, a convincing imitation of the best-seller container, a counting-room force, and a sales organization. I had the honor of heading the latter. Because we had a "revolutionary" article, we proposed to show the nation tricks,

CORNERING JUNE MARKET.

We started in by demonstrating at a pure-food show. We told several hundred women of the value of our powder during the week. They are our biscuits and repeated. We were elated. The show cost a few hundred dollars, and a local jobber took a couple of cases, not because he had hope of selling them, but because I caught him with some blinding argument which he hadn't time to answer, and its was easier to sign the book and return the goods at leisure

We entered a local department store with a demonstration. We paid a clerk a salary and paid a cental for the space which should have entitled us to a deed I discovered later that the clerk spent most of her time selling hams.

But on this basis the store proprietor was willing we should sell all of the powder possible, he kindly stocking it at the usual Jobher rate. You see how determined we were to introduce our

The old man down in Philadelphia as convinced that, once we got the message across to a "few people," they would repeat the glad tidings, and thus, vicariously, from lip to lip, we would sweep the map. But we became impatient of the delay and went into every known catch-penny advertising trap that had sprung from human ingenuity and inexperience. They included the beautiful church fair demonstration, with the signing of orders at \$1 each, which, when delivered, came back like carrier pigeons. We sold powder on consignment mainly.

Sampling? Yes, we gave the goods away quite freely, thank you. In certain quarters the population needed to buy no baking powder, while our bankroll stood the strain.

HIS SAD STURY.

Oh, it was fine, soliciting the trade for that powder 1 could stand a grocer up in a corner and tell him about the best powder and never but an eye when he pointed to at least twenty brands on his shelves, less than helf a dezen of which ever moved. Didn't I have the BEST powder? Were we not both of us for a square deal to the house. wives of the neighborhood"

And when he repeated the familiar axiom, "Go get a demand," I chirped

about church fairs and the fan (I have forgotten to tell you about the lovely palm-leaf fan we gave away in grocery stores), and all of the other miscellancous and novel contrivances we had sprung or might spring wion the unsuspecting residents

After a few palpitating months of such endeavor, without much to show for it except a bunk callous on the tip of my tongue, I received a letter from my good hoss telling me that I was a failure as a salesman.

I went home to Philadelphia to draw my uncarned pay. We had a little talk, the boss and I. With nothing to lose I spoke fearlessly to him for the first time. I asked him if he had any more advertising knicknacks to offer the insatiable public-a shoestring with our name woven in the fabric, a doublejointed coupon to go with every package, and when you get enough receive as a premium a wreath of immortelles. Oh, I was sassy.

The old man wouldn't believe that grocers would shirk their responsibility to their customers to give them the was absolutely hest, when the hest known (to him and me).

SOUGHT MOMIL LESSONS.

I told him his business was a flivver. I told him why. Package goods were not as strong then as they are to-day and there was not nearly the science But the there is now in advertising. principle held then as now: Back your goods with a demand and the dealer will stock them, at least once.

I made the old gentleman a bet. He couldn't, with all his superior knowledge, sell in his own neighborhood as many cases as I had averaged in distant towns. He didn't take me up, but it jarred his confidence. He said he would try out some advertising in publications, and asked me to stick. I did But he bought a bunch of lemons. Wise old moneybags that he was, he fell for a list of monthly publications which didn't average a combined circulation in any given spot on the map sufficient to carpet the lobby of the leading hotel.

I went out and fought this wrinkle; told the grocer about this advertising back of my product. Usually he had never heard of the magazines and doubted their existence, even when shown. The result was my first duty was to 'well' him the magazine and then my own goods.

Some place in this misty period of the weird proceeding I heard of another and better job, and paid my He held the bar adieu to the old boxs. for quite a while, and then let go, without ever waking up.

I have had at least seven similar experiences. No use to relate them all The sum-total of it is this: I decline to serve in that unequal game again, the good Lord helping me to make a living by other means. I am no gentle flower, nor yet am I a thistie. I am no seeker of cinches, and yet I have no ambition to sweep the mand from Coney's strand. I am willing to make a business argument, but I do not care to earn my livelihood by telling lies. And I have no ambition to stick a merchant with a consignment of goods which I know will not move after he had purchased them.

RULES OF THE GAME.

As I take it, there are rules to the not the matrix that encloses it.

selling game, treated by our customs, our evolution arrangement, and adjusted by the preferences of the majority. I do not desire to pirate those rules. All the varieties of bunk that I have heard have to do with methods of beating the legitimate game of producing a decent article, offering it at a fair price, giving a liberal profit margin to the wholesaler and the retailer, and then appropriating a sufficient fund for local advertising-the stuff that the people all read and the grocer knows as much about as he does his stock-in the local news-Daners.

I don't say that the newspaper is perfect. Nor do I say that I have not seen other mediums pull in certain places and help salesmen put business across. But I do say that for a sure iun for your money, for a standard talking point with the local grocer, the newspaper turns the trick.

ALL MERCHANDISING STEPS

Tolodo Blade Covers From Analysis of Field to Placing of Goods.

The Toledo Blade's service to food advertisers is so broad as to cover every step from an analysis of the field to the actual placing of merchandise in the hands of the retailer.

Complete trade information is offered on request.

Through its close relationship to wholesulers and retailers the Blade Merchandising Service Department renders valuable assistance in securing distribution.

Window displays are often secured. Dealers bear from the Blade regarding advertising plans and with valuable trade suggestions, through a system of letters

Said W. Edwards Myers, of the Blade: "The department is able to furnish a check as regards demand, repeat orders, effect on competition and dealers' attitude. While we do not hold that this department is free from error, we believe its work approximates as intelligent a service as is possible for any manufacturer to secure."

Never over-sell a grocer!

Great husiness from little ads grow.

Every hill of beans counts this year but all food must be sold and the manner in which it is sold determines the future success of the merchant.

War or no war the people must go on esting and to introduce and push food products there must be newspaper advertising.

Men, like sheep, are gregarious in their habits-when your newspaper carries food interest producers and sollers of foods will follow you.

A question that a newspaper must decide for itself is whether or not it is a newspaper function to aid an advertiser up to the point of actually placing merchandise with dealers.

What are you doing to induce chain grocers to advertise? They attempt to cover your city with trading places, hence, newspaper advertising is of 100 per cent, value to them.

Some people count appearances for naught, holding that the diamond in the rough has the same potential value as the cut gem. It is the work of the lapidarist that gives the stone its value

What New York Spends for Food

BASED on the expense of providing food for massed groups of people, a conservative estimate indicates that New York State spends daily for its edibles, \$10.000,000!

At this ratio it costs Father Knickerbocker each year, the tidy sum of

\$3,650,000,000

to keep the "wolf" away from the door, and the cheeks of this children plump and rosy.

From the first crimson blush in the orient till the stars twinkle overhead, there's a constant call for breakfast foods, biscuits, bacon, soups and all kinds of table delicacies and staples.

New Yorkers wouldn't be as big, brawny and energetic as they are, if these necessities were denied them.

Nor would the bank rolls of the Food Manufacturers be as fat as they are, if it were not for the easy access the manufacturers have to New York's homes by means of these New York State Newspapers, which make it easy for National Advertisers quickly to accumulate wealth.

The New York State Newspapers can move foodstuffs from factories to homes in train-load lots

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	37,117	.06	.06	New York American (M)	361,712	.40	_39
Albany Knickerbocker Press (S)	†34,219	.06	.06	New York American (S)	727,154	.60	.585
Brooklyn Eagle Je (E)	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Binghamton Press-Leader (E)	27,541	.06	.05	New York Herald (S)	133,918	.50	.50
Buffalo Courier-Enquirer (M & E)	84,000	.14	.12	New York Evening Post (3c) (E)	23,682	.19	.17
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M)		.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S)	150,439	.39	36
Corning Evening Leader (E)	7,363	.0193	.015	New York Sun (E)	186,185	.34	.32
Elmira Star-Gazette (E)	†22,097	.04	.035	New York Telegram (E)	215.282	_342	.315
Gloversville Herald (M)	6,062	.02	.015	New York Telegram (S) 1	215.283	246	.225
Gloversville Leader-Republican (E) Ithaca Journal (E)	6,179 7,012	.0179	.0129	New York Times (M)	344,436	.50	.45
Jamestown Post (M)	8,765 4,462	.025	.0207 .0107	New York World (M)	387,549	.40	.40
Mt. Vernon Daily Argus (E)	5,739	.0214	.0172	New York World (E)	423,810	.40	.40
Newburgh Journal (E)	5,047	.01071	.01071	Rochester Union & Advertiser (E)	40,768	.10	706

To get your food products

into the half a million homes in the territory in and around

Philadelphia

you should use

The dominant newspaper— THE BULLETIN

The name of The Bulletin is a household word in Philadelphia's homes.

Its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania and is the largest 2c circulation in the east.

Nearly a million and a quarter people residing in the homes, in which The Philadelphia Bulletin is read each day, comprise the great majority of the entire population of Philadelphia—the third largest market in the United States.

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory each day by concentrating in the one newspaper which dominates this field—The Bulletin.

The net paid daily average circulation of The Bulletin for April was

389,734 copies a day

"A copy for nearly every 'Philadelphia' home."

DAN A. CARROLL, Tribune Building, New York City J. E. VERREE, Steger Building, Chicago.

WILLIAM L. McLEAN, Publisher.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

83 a Year (Copyright, 1917, by The Editor and Publisher Co.)

NEW YORK, SATURDAY, JUNE 2, 1917

10 Cents a Copy

Hold An Unbroken Front

Any break-down in American business—any tendency to waver, will be most welcome news to our foes and a peril to ourselves.

So, it behooves you men who lead our business thought to hold a steady course ahead.

To interfere with the normal progress of any business is to endanger affiliated enterprises and cause widening and dangerous areas of uncertainty, discontent, depression.

Do your part, therefore, to keep the currents of trade in their accustomed channels.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City, N. Y. Pacific Coast Advertising Office: 742 Market Street, San Francisco



GREATER EFFICIENCY

IN YOUR

STEREOTYPE and ELECTROTYPE DEPARTMENTS

WILL BE SECURED BY INSTALLING A

GOSS

COMBINATION JIG SAW AND DRILL

" A Real Machine"

WRITE FOR THE CIRCULAR THAT DESCRIBES IT

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory
16th Street and Ashland Avenue
NEW YOR
220 West 42nd Street

THE GOSS PRINTING PRESS CO. OF ENGLAND, Ltd., LONDON

THE EDITOR & PUBLISHER

lasted every Saturday-forms closing at ten A. M. on the Friday preceding the date of publication-by The Editor and Publisher Co., Suite 1117, New York World Bailding, 63 Park Ross, New York City. Private Branch Telephone Exchange, Seekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

Val. 40 Standard and to the Many and Control of the NEW YORK SATURDAY HINE 2, 1917 No. 51

LEADING AIM OF A. A. C. W. CONVENTION WILL HOW THE GREAT A.A.C.W. HAS GROWN TO ITS BE CALLING OF COMMERCE TO THE COLORS

All Is Ready for Opening of Great Gathering in St. Louis-United States Senator Johnson Will Speak on Monday-Entire Program It Said to be the Best Ever Offered - Mayor Kiel Will Welcome Delegates in Behalf of City and Governor Gardner for State - Much Serious Business and Pleasy of Pleasure Planned.

E for the springs of the thomesan will return on Munday night. The national officers of the Associa-

VERLYHING IS costs, practically,

L. E. Prant, of New York, in classes Advertising Club of St. Leets. The treat 400 attractions it has arranged for the andstance of the officers of every ad-Canada, and other countries, where PRESENT SIZE AND WIDESPREAD INFLUENCE

Twelve Years Ago Advertising Forces Conflicted and Worked to Injure Each Other, and the Possibilities of Blending Into a Harmonions Whole Were Not Thought Of-First Meeting Was in 1905, in Chicago, and Every Succeeding Convention Has Been Bigger Than Any Preceding Gathering - Brief

Review of a Remarkable History. DVERTERING force has always A raised it was not until a donor booker 17 to 14, 1865, that the various



"We have prepared the new pre-

commongraphy. Every one of the speak-

letiging together of all and water, fee Advertising tarted organization, ro-

The best in the business was desired centaminated the test. Advertising becourse to make it a wonderful influing to the eye and useful to all, rich

under the constantly increasing atreas

A NEW CROSS.

Caccuanted oderstising was like a forth a new order of things, it was deatired to because a tenvening power, that would permente the entire busiold in leavining costs, tespenying quality and quickening trade, that all might tion, and which is being enlarged with prosper and fewer fail.

It had groped in the dark for years, feeling and fighting its way toward the 11 was running in circles. though in the very nature of things the circles were growing wider, until at last the ripples passed beyond the everglades of twilight to the sunlight in which it was to thrive and grow, cast out the unclean and reward the true and truthful.

When it was brought into the sunshine it was welded together into a solid mass, under the name of the Associated Advertising Clubs of America,

HOW THE ORGANIZATION WAS PORDISO.

Charles H. Jones of St. Louis is credited with the idea of organizing the association that has become such a power for good in pulsating life of America. He published a little paper called the Ad Writer. He was ahead of the times, it was said. When he moved to Chicago and consolidated his paper with Ad-Sense he brought to the attention of the advertising men of that city the idea of calling a convention of advertising men, representing every branch and division of the business.

The first meeting was called for October 12 to 14, 1905, in the city by lake Representatives of the Ad Clubs of Cincinnati. Indianapolis, Cleveland, Detroit, Pittsburgh, Denver, and St. Paul, including advertising men from New York, assembled in Chicago, and there was born the Federated Advertising Clubs of America.

Mr. Jones was elected the first president and Byron W. Orr. of St. Louis. served as the first secretary during the organization period.

THE PIET MEETING.

The promoters of the first convention had great ideas. They rented the Colineum-to accommodate the crowdand when the representatives of the other clubs did arrive, it was discovered that they would have plenty of room in an ordinary hotel parlor. In the great auditorium it really seemed as though the votce of advertising was trying to span a universe of space. As a matter of fact, it had stepped out of the past, and into the present,

The Federation of Advertising Clubs was the starting point for the Associated Advertising Clubs of America, the name that was substituted a few years later.

That first meeting may be likened to the planting of the seed. It took a year to germinate.

At the second session, held in St. Louis, there were about 200 delegates present, and the press dispatches men-

The attendance doubled at the Cincinnati meeting in 1907, while 500 went to Kansus City in 1908.

Louisville drew 1,000 delegates the next year, and 2,000 trekked to Omaha in 1910, with 2,600 at Boston in 1911. At that meeting it was decided to go to Dallas for the next meeting. There were misgisings after the decision was made. How many would go that far? Would Interest be sustained." The Dallas gathering registered an attendance 200 in excess of the Boston meeting.

At Baltimore, in 1913, the proposal to change the constitution was made, and the declaration of principles on which members of the association stand was adopted. The solid foundation of the association was finished In that city, upon it the present structure, which is still in process of erecevery meeting, was commenced.

DOWN TO HARD WORK.

When the Association met in Toronto, in 1914, with about 3,500 registered delegates present, it was found that there were delegates from all over the world, and the name was changed from the Associated Advertising Clubs of America, to the Associated Advertising Clubs of the World. At this meeting the various departmentals were instituted, and the present plan and scope were adopted. In prior meetings, there was an excess of noise. The gatherings were bombastic, at least on the part of some of the delegations that marched into the meeting hall in an effort to make more noise than any other, and, if possible, all other delegations present. With the Association on firmer ground, and the consciousness of the serious work in hand, the channel in which it ran was cut deeper and wider, and the organization moved more even-Organization, coleperation, and hard work took the place of noise. The prospect of holding a future session Visions of Lainabroad was hinted. don. Paris, and Rome appeared, for the sphere of influence and usefulness of the organization had grown tremen-The world war delayed the dously. calling of a convention beyond the shores of this continent

There were approximately 4,400 registered delegates at the meeting held in Chicago, in 1915, and about 5,000 in Philadelphia last year. It is expected that the St. Louis meeting will colinge. in point of numbers, any previous ses-Some estimate that there will he at least 6,000 registered, and possibly as many as 10,000 present.

OFFICERS OF THE ASSOCIATION.

Following are the names of the presidents of the Association, in the order of their succession:

Chas. H. Jones, 1905, of Chicago: W. N. Aubuchon, of St. Louis, 1906; Smith B. Queal, of Cincinnati, 1967; E. D. Gibbs, of Chicago, 1908; Samuel C. Dobbs, of Atlanta, 1989-1910; George W. Coleman, of Boston, 1911-1912; William Woodhead, of San Francisco, 1913-1914: Herbert Houston, of New York, 1915-1916

DEVELOPS NEW AINTERTESTA

The emblem of the A. A. C. W. is Truth, which appears on the seal of the organization and on all of its printed matter. The purpose the Association serves is to bring about a better condition in business. Through the influence of the congress of advertising interests, the pulling power of advertising is constantly increasing. This is in proportion to the growth of the organization in membership, the extension of the number of independent or tocal ad clubs and the effectiveness of the local advertising obtained and main-Through the local clubs new advertisers have been developed. Men have been converted to advertising and its dividend-paying power, who a few years ago did not believe in this form of publicity. The influence extends through every industry, reaches into every branch of business, wholesale and retail, manufacturing, distributing and selling.

The standard of practice adopted by the clubs is lived up to, and is jealously guarded by the membership.

TWO BILL PIVISIONS,

The Association is separated into two divisions, one comprising the local clubs, the other the national or affliated organization, to which the local clubs send delegates once a year, where firsthand information is obtained as to new methods of moving goods, new ideas in advertising, and new combinations of old thoughts, plans, and campaigns, that have been worked out, tried, and proved. In this respect, those who attend the annual convention say that it is an education that cannot be measured in dollars and cents.

Every year witnesses a greater attendance, and with the holding of each meeting the membership is drawn into a closer bond of conperation, and a better understanding exists. Membership in the organization is regarded as a distinct asset, which the modern advertising business man prizes.

The members go home from the national gatherings with new ideas, gained from the largest advertisers space-buyers in the country. These ideas are taken back to the local clubs, where during the following year there are debates, round-table discussions, and talks, during which subjects are illustrated by lantern slides, moving pictures, and oth-From the exhibit of ader methods. vertising made at the national convention every year the best is carried back in the form of new ideals and methods for adoption by the local organizations, and in this way the smaller merchant gains a knowledge of the plans followed by the larger and more successful men, who were once in the small class, and who have forged to the front through the pulling power of properly directed advertising publicity. The National Education Committee, which never ceases its work, is behind all of these constructive movements.

Just as there is a National Vigilance committee for the international organization, so there is a local organization, modelled after the same plan, and which is assisted by the national committee. The local vigilance committee does in its field what the national committee is doing in the entire country. All organirations are kept posted, and there is the freest interchange of opinions and news and the work that is constantly being done for more and better advertistng.

A. A. C. W. DEPARTMENTALS.

The Departmental Organizations include the Additated Associations of Advertising Agents, of which O. H. Illackman, of New York, is president; the Agricultural Publishers' Association, Frank E. Long, of the Farmers' Review, of Chicago, president, the Associated Business Papers, A. A. Gray, of the Electrical Review and Western Electriian, of Chicago, president; the Associated Retail Advertisers, I. R. Parsons, of Carson, Pirie, Scott & Co., Chicago, president; the Association of American Directory Advertisors, William G. Torchiana, of Philadelphia, president; the Association of National Advertisers, A. Reilly, of the Remington Typewriter Company, New York, president; Church Advertising and Publicity Department, the Rev. Christian F. Reisner, of New York, president; the Dally Newspaper Departmental, Lafayette Young, ir., of the Des Moines (Ia.) Capital, president; Financial Advertisers' Association, M. E Holderness, Third National Bank, St. Louis, Mo., president; Graphic Arts Association, H. H. Cooke. New chairman, Mail Advertising Service, Charles H. Mackintosh, of Duluth. Minn., president; Magazine Departmental, C. Henry Hathaway, Good Housekeeping, New York, president; National Assuriation of Advertising Specialty Manufacturers, Theodore R. Gerlach. Joliet, Ill., president; National Association of Employing Lithographers, Max Schmidt, San Francisco, president; Outdoor Advertising Association, George J. Sherer, Minneapolis, Minn., president, Poster Advertising Association, Inc.

John E Shoemaker, Washington, D C. president, and the Religious Press Departmental, Philip E. Howard, Sunday School Times, Philadelphia, chairman,

VIGILANCE COMMITTER WORK.

The A. A. C. W. maintains a National Vigilance Committee, of which Merle Sidener is chairman. This committee investigates all charges of fraud. looks into fake advertising, warns publishers, prosecutes offenders, when the evidence is sufficient, and coliperates in every way for the purpose of stamping out of the business life of the United States the class of men who attempt to sell fraudulently through advertising methods. The committee has been instrumental in unearthing a number of frauds, and of curtailing the activities of many of those who would impose on the public.

The various clubs of the Association promote advertising thought, bring out the best there is in the different local organizations, explain, lay out, and show how selling plans, backed by advertising, are conducted at the lowest cost consistent with good quality, and to the end that the public shall be directly honesited. The whole idea is to reduce living and merchandising cost of through advertising, to be helpful and to render the greatest amount of good to the public through advertising pub-

THE NATIONAL COMMITTEER.

There are six national committees constantly at work. The National Education Committee is headed by L. E. Pratt, Candler Building, New York city; the National Vigilance Committee, by Merle Sidener, of Indianapolis, Ind; the National Exhibit Committee, by Charles Q. Peterson, of Chicago; the National Research Committee, by Mac Martin, of Minneapolis; the National Programme Committee, by L. E. Pratt, of New York, and the National Advertising Commission, by O. C. Harn, of the National Lead Company, and C. W. Patman, both of New York city.

The officers of the Associated Advertising Clubs of the World are:

A. A. C. W. OFFICERS.

President-Herbert S. Houston, of New York.

Vice-president-Lafayette Young, jr., Des Moines Capital, Des Moines, la.

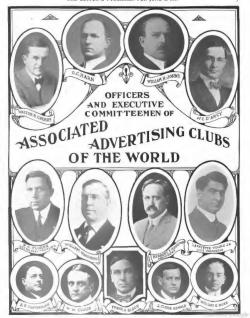
Secretary-treasurer-P. S. Florea, of Indianapolis, Ind.

Executive committee-William Woodhead, American Weekly Magazine, New York; Walter B. Cherry, Merrell-Soule Company, Syracuse, N. Y.; W. Cloud, State Bank of Maryland, Baltimore, Md.; Frank A. Black, William Filene's Sons Company, Boston, Mass.; Wm. A. Rosa Cleveland, O.; John Clyde Oswald, American Printer, New York: Frank H. Rowe, of E. L. Ruddy Company, Ltd., Toronto, Can.; A. E. Chamberlain, of Knill-Chamberlain, New York; W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis, Mo.: O. C. Harn, National Lead Company, New York; William H. Johns, of the George Batten Company, New York; Wilson H. Lee, of Price & Lee, New Haven, Conn., and Kerwin H. Fulton, of the Van Buren & New York Bill Posting Company, New York.

H. S. Merkel Goes to Chicago

H. S. Merkel, who joined the staff of Hanff-Metzger, Inc., New York, after similar work in buying space with the Cheltenham Agency, will locate in Chicago in June Mr. Merkel intends devoting his time in Chicago to rate work or special newspaper representation.

Digitized by GOOQ



CHURCHES TO SPEND \$1,000,000 YEARLY IN ADVERTISING TO INCREASE ATTENDANCE

Plans for a Campaign Being Made Which Contemplates the Raising of a Fund that Will Bring Religion to the Attention of All the People, and Swell the Number of Communicants in the United States.

NE million dollars a year for church advertising! It's a big order! It's just as big as it sounds. The plans are being worked out now. That advertising increases church attendance has been proven. It is new to the churches. So far, there has been lack of organization, and this lack has made it impossible to carry on the work.

An organization has been perfected, a naid secretary has been employed. statistics are being gathered, and the campaign to "sell the churches to the people" will commence next fall. The first appropriation will probably be in the neighborhood of \$25,000, in the form of a tryout. This is to be followed by larger appropriations, and it is expected that it will be possible to get \$1,000,000 nnnually within the next three years As soon as the success of the campaign planned has been proven, it is anticipated that it will be the easiest thing in the world to raise \$1,000,000 a vearmore, if necessary.

COST TO RACH CHURCH WILL BE SMALL.

The pioneer work, now being done, is the most difficult. When it has been finished, it will be possible to raise the fund of \$1,000,000 a year by a tax of \$4 annually on each church, provided the distribution could be evenly made—but, at any rate, for a cost so small as to be insignificant, compared with the benefits that would flow from the great mational campaigns planned, through the mediums of the newspapers and otherwise.

A few statistics will illustrate the ease with which it may be done, once the idea takes root. There are approximately 250,000 churches in the United States, with 30,000,000 communicants. The weekly attendance is roughly, between 10,000,000 and 15,000,-600-probably closer to 16,686,600 than to 15,000,000. A tax of \$4 per church would give the necessary amount-\$1,-Accepting 18,080,880 number of communicants who attend regularly, a tax of 10 cents each a year would assure the fund. The idea is to increase church membership of America's churches and Sunday schools to 69,000,000 men, women, and children.

NATIONAL SCOPE OF THE PLAN.

The advertising, as planned, is to be done on a national basis, through the medium of a general advertising agency. It is to be written by experts, and paid for the same as the copy that gives publicity to shoes, wearing appared, and other commodities. For the purpose of this campaign, religion is to be regarded as a commodity. Three things the promoters have in mind:

(1) Delivering the goods; (2) reclaiming lost trade; (3) getting new customers.

In other words, the work of building up church attendance is to be placed on a business basis, and modern methods are to be employed. System is to be introduced into the plan, which is to be exploited to the end that religion may be brought to the attention of every man and woman in America. No one church is to be advertised, but all churches see to benefit. The Idea is being pushed by hig men, who are assectating with them bus minded people in all parts of the centrary.

NEWSPAPER MAN HAS CHARGE OF WORK.

A few months ago W. H. Ashley, associate editor of the Christian Herald. of New York, was appointed executive secretary of the Church Advertising and Publicity Departmental of the Associated Advertising Clubs of the World, with headquarters in the Advertising Club, 47 East 25th Street, New York city. This is the division of the advertising clubs of which the Rev. Christian F. Reisner, pastor of Grace Methodist Episcopal Church of New York and the pioneer in church advertising, is president. The Rev. D. E. Weigle, paster of the Messiah Lutheran Church of Philadelphia, an authority on church advertising, is secretary of this department.

Mr. Ashley is collecting statistica, gathering information from all sections of the country, and driving ahead in his effort to raise the attendance of America's churches.

The plan mapped out by this departmental is very simple. In the first place, it is not a free publicity bureau. The idea is to develop paid advertising. The purpose is to convert the people—to sell the church to the present non-church member. The way to attract his attention, Mr. Ashloy says, is through paid advertising.

THE ADVERTORING IDEA.

To do this it is necessary to bring the church into direct contact with advertising men, for church dignitaries know nothing about the subject. The first step was to get a committee of laymen to join the different advertising clubs, and this has been done in a number of towns, like Chicago and New York, so that they may meet and become identified with real advertising talent through these organizations. The church advertising associations and members in this way frequent the club rooms, and stimulate the connection between the church and the advertising expert. So far church advertising has been of an individual character.

The idea is to make it national, one for all and all for one—not each for itself, as in the past. The next step is to interest the big denominational boards of the various churches, and there is every confidence that they will be induced to look favorably upon the plan to pay for advertising that will help the churches.

REGARDS RELIGION AS A COMMODITY.

In planning the campaign, religion is be regarded as a commodity, the church as the central jobbing house and each individual member of the different congregations as a distribution nnit Out of and through this organization, there is to come dealer cooperation, to the extent that on the days when the advertising appears in the newspapers and through the various media to be selected, that there shall be a supplemental effort on the part of all, through a national window display. in the form of cards, through mail-order devices, and by individual help in pointing out and backing up the campaign, just as is done in the case of any commodity, but with this differ-Where the grocer, for example. ence: limits his efforts of cooperation to the windows of his stores and the number of his employees, the church may extend it through the windows of practically every store in the country, for the church is not in competition with any other line, and can get that help. In addition to this, at least 10,000,000 people, cooperating as a unit, are available to back up the plan. It is believed that the number may be safely put at 15,000,000—and possibly 20,000,000, who will give this form of cooperation. It is the biggest kind of a thing, and requires only the fund to put it over.

THE OPENING CAMPAIGN.

This isn't going to be as difficult as it looks at the outset, Mr. Ashley says. Wealthy men are being interested now. That they will subscribe to give impetus to the campaign, to help the church help itself, he believes to be a foregone conclusion. The initial fund, as stated, will be \$25,000, and this, it is believed, will be ready for the coming fall. In order to help the matter along, laymen are being induced to join. the church departmental the fee heing set at \$10 a year. In this way the church members are to be educated to the idea of advertising. Their association with advertising experts in the club will result, it is believed, in their carrying the idea back to those who are not members. Then ministers are being induced to join the departmental, and for their benefit, the fee is placed at \$2 a year, and this automatically gives them membership in the Associated Advertising Clubs of the World

The initial national campaign is to he in the nature of an object-lesson to these men, who will thus get a "close-up" of just what is being done, and the case with which it may be accomplished, once all are agreed on the point.

Reeing the results, and understanding the way it is done, it is believed, Mr. Ashley says, that they will be in favor of including an advertising expense in their church budgets, to put the church on a cost basis, and to see to it that it gets returns. They will make it their business to increase the business attendance—of the church, Mr. Ashley thinks.

Interest in the campaign has been raised to such a point that it is believed that there will be 500 delegates to attend the Church Departmental at the St. Louis meeting of the A. A. C. W.

S. W. MEEK GOES TO THE TIMES

He Is to Assume Duties of Charles H. Grasty, for the Present.

Col. Samuel W. Meek, who until a week or so ago was general manager of the Philadelphia Press, will become connected with the management of the New York Times. The announcement was made from the office of the Times Thursday For the present, Mr. Meck will assume the duties of Charles H. Grasty, the treasurer of the company. who is now on his way to Europe, where he will act as general correspondent for the Times, aending his matter from the various European capitals and battlefronts which he will visit.

Col. Meek, who is a Virginian, during the two years of his assidence in Philadelphia, became exceedingly popular, not only with his associates on the Press and in the local Publishers' Association, but with the leaders of the latellectual and commercial life of the city. His decision to leave Philadelphia is regretted by his large circle of friends.

It is persistency, not aucident, that keeps the average person in trouble.

CENSORSHIP PROVISION VOTED DOWN IN HOUSE

Proposed Bill Defeated in Decisive Fashion by Non-Partisan Vote, Following Short and Sharp Debate – Believed that Action of House Ends for Present All Attempts to Muzale Press.

WASHINGTON, May 31 -Censorship legislation, so far as it being a part of the pending Espionage bill, is dead. The House of Representatives late this evening by a vote of 184 to 144 and five voting present, voted to return the pending conference report on the Espionage bill to conference with the inarrections that the conferees eliminate the censorship section. When the Esplonage bill first went to conference the censorship provision was placed in the bill by the House by the adoption of the Gard amendment, and now that the House has voted to eliminate censorship from the Espionage bill, that kills all legislation for the present as the Senate had already by a decisive vote refused to incorporate a consorship paragraph in the bill. Representative Gard. of Ohio, who led the fight for censorship in the House on previous occasions. to-day spoke against the pending censorship provision and advised against its adoption in the conference report His influence being turned against the consorship paragraph, after having supported it so strenuously, evidently had great influence in having the censurship feature defeated in the House.

The House action precludes any further votes in the Senate on censorship as far as the pending bill is concerned It has been predicted that should this provision on censorship he defeated, the Administration would offer a separate measure covering the same legislation. The censorship proposed by the paragraph in the Espionage bill would have forbidden wilful publication of military information but not news of equipment of armed forces, and the President would have been authorized to declare by proclamation what information would not have been useful to enemy and made by therefore published This last provision authorizing proclamations her The President is said to have greatly influenced the members of the House in their decision to defeat the consorship provision. The absurdity of the President having to issue proclamations at short intervals declaring what news was eligible for publication was more than the majority of the House could stand. Jury trial for persons accused of violations of the consership regulation was provided under the provisions of the legislation. The House gave two hours of debate, on the subject before taking the record vote The action of the House thus ends a long-drawn-out contest over the question of newspaper censorable, as far as Congress is concerned for the present at least.

Changes in Schedules of Speakers

John B. Woodward, of the Chrisge Daily News, who was scheduled to address the A. A. C. W. convention at \$1 Louis on "Advertising the Newspaper" will be prevented from attending the convention on account of illness, and William C. Freeman will discuss the subject assigned to Mr. Woodward Other scheduled speakers who will not be able to attend the convention are Mr. Legaett, of the United Drug Company. Boston: Thomas Desier, Baston: E. D. Gibbs, New York, and H. J. Heinz, Pittsburgh.





8 PRICE OF NEWS PRINT SHOWS STEADY DECLINE

More Paper is Being Produced at the Present Time and Less Concerned, Giving the Mills an Opportunity to Catch up on Their Reserve Stocks-Price Shows a Drep.

The demand for news print, due to the contenies publishers have been malors it possible to turn more machines here to the making of news The result has been a stendy decline

enjoyed for some time past. Four mett and judger to jobber, in an others The britishes of new units on the merket is gradually increasing the supply, with the prospect that the ten-

nearly saids are in sight for 1918 that and news print from the Scandian-

STITH AMERICAN PAPER NAME.

he addition to this, paper mile are being projected in South America, which has beretulare relied on the Manden for appoint The advisability be independent of foreign mills in the tion in interretional afform that will will have the effect of decirance overof construction. Mills in which autolater than Jonesey 1939, and some of

in the secunities, publishers are sometime will more think consumers the plan. Where the pulse has been

them in odvomer of that date

NEWSPAPER MAKERS AT WORK



R. RIWARD A. IN'MELY, the problem and acting edite or the New R. RIWARD A. BUNKLY, the problem and acting office of the New York Exemp Mail is a newspaper-maker who is neave tille. He is in

Dr. Humily it a newspaper-maker who reduces all un others to a new it-

The newspaper of to-day, to his send, is entering a new phase of develop

10. Daniely Scherce in Friedrich of spring on the part of his association of

NATIONAL PRESS CLUB'S FAREWELL TO BALFOUR

Body Was Addressed by Hend of Real ish Mession Who Paid High Tribute to American Journalism Appreciation Resolutions Were Presented to For-WASSIGNATION. May 31 .- Arthur James Staffour, Ireal of the British Meaning

well in material modulance afferded to of microsco at been, but after be

reniterent. Her address un this corppresented to Mr. Halfour at the Na-Whereas, Mr. Gooffrey Hatler, as the

St. it resolved. That the Based of

estanole ricornor S. Wilcox, Prov-

NEWSPAPER MEN AT LONG BEACH Prominent Editor, Attend the Engrish Relations Conference at Long Beach.

CREEL FORMULATES PRESS CENSORSHIP RULES

Asks that the "Periodical Press" of the United States Abide by Regulations Now Fully Outlined, Many of Which Are Along the Line of the Voluntary Censorship the Daily Papers Have Been Following Since the Declaration of War with Germany.

EORGE CREEL, charrman of the Committee on Public Information. commonly referred to as the Clovernment censor, has given out a preliminary statement to the newspapers of the United States in the form of "regulations for the periodical press of the United States during the war." Ho would har the discussion of a possible peace. Originally, Mr. Creel's statement was shown in confidence to the members of the press gallery in Washington, for the purpose of obtaining their voluntary cooperation. Many of the rules laid down by Mr. Creel are those that the newspapers of the United States have been voluntarily following since the conference between representatives of the State, War, and Navy Departments on the one hand and representatives of the press on the other, when a voluntary form of censorship was agreed upon, and which have been adhered to by the newspapers of the

Mr. Creel states that there has been friction in the press bureaus of Europe. and states that he does not expect to ettain perfection in his organization. The policies of the committee, he states; will be based on the hope and belief that the printed word in the United States will equally lend itself to the national defence, and that the American press will realize the obligations of patriotism as keenly as those who have taken the oath of service in the Army and Navy. The policies of the committee, he says, will be based on this assumption. Cooperation is the vital need, he declares. not grudging obedience to resented orders, and there will be earnest effort to frame all rules in such a way as to appeal to common-sense as well as to patriotism. He says that the worst newspaper indiscretions here will not be no serious in helping the enemy as is the case in Europe, because of proximity to enemy lines.

"The only news which we wish to keep from the authorities in Berlin," he says, "Is the kind which would be of tangible help to them in their military operations."

To facilitate the work of his committee, he suggests a sharp distinction hetween three categories of news:

PUTS NEWS IN THREST CLASSES.

- (1.) Matters which obviously must not be mentioned in print
- (2.) Matters of a doubtful nature which should not be given publicity until submitted to and passed on by the committee.
- (3.) Matters which do not affect the conduct of the war, do not concern the committee, and are governed only by peace-time laws of libel, defamation of character, etc.

Under category No. 1 would fall the locality of warships and mine fields, locations, and description of coast and harbor defences, or photos giving clues on these matters, dates, and port of sailing of merchant ships.

Under category No. 2 come narrative descriptions of units in the army or navy and their operations. The committee will want many such stories

printed, he says, but first they should be submitted for visé. The committee will try, he says, to meet the wishes of publishers as far as possible, and thus encourage them to submit all doubtful items and manuscripts.

Under category No. 3, matter may be freely published.

ENBAY, HOWEVER, BELLER ON SPIRE.

The news most desired by the enemy, he says, will not be collected from the newspapers, but will be gathered by high-grade, highly-paid spies. The really dangerous spies, he says, are high officials, or officers in high command. The free flow of news, he declares, will not be checked, efforts being concentrated to prevent the transmission of specific information set forth in the rules and regulations he has formu-

Regularly accredited correspondents from Allied nations will be allowed to their papers free from interference by American censors, reliance being placed in the discretion of the editors of the papers published in Allied countries. If there is indiscretion, a word to the Ambasadors, he says, will remedy the difficulty.

It will be necessary at times, he says, to keep information from our own people, in order to keep it from the enemy.

MOTIVE POR CESSSORSHIP.

"The metive for the establishment of this internal censorship." Mr. Creel says, "in not merely fear of netty criticism, but distrust of democratic common-sense. The officials fear that the people will be stampeded by false news and sensational scare stories. The danger feared to real, but the experience of Eunot suize the problem. A printed statingible, even if faire. It can be dealed. A printed story is faisity can be proven. It is not nearly so dangerous as a false rumor,
"The atmosphere created by common knowl-

edge that news is being suppressed is an ideal 'culture' for the propagands of the bacteris 'culture' for the propagamens of mind was of cormy runners. This state of mind was the thing which most impressed Americans viscous cumptiles. Instance and danlting belligerent countries. gerons tunsers, some of obvious compy origin, were readily believed, and they apread with were readily believed, and they apresed with amazing capidity. This is a greater denger than printing scare atories. No one known amazing capidity. who starts a remor, but there is a responsible cilitor behind every printed word,"

He suggests that dispatches should be signed, not headed "From our special correspondent," so that people may distinguish between honest reports of those who are willing to stand by their statements, and the "alleged" news which is frequently sent out from the Mexican border by agencies known by the Secret Service to be supported by the enemy.

PROMINES FREE CRETICISM.

"The work of the Committee will be rea-dered more easy and more effective," Mr. Creel rays. "If it is clearly understood that there is neither aim nor inclination to interfere with expressions of opinion or criticism of policies or persons. It is supposted, however, and argof as an obligation of patriothem, that the viclose and shorter be avoided in opinion, and that criticism shall be specific and of a conatmostless character. Reckless journalism, re-grettable enough in times of posce, is a post-tive mentice when the nation is at war, Victory rests upon unity and confidence, and those who imperit national solidarity by attack upon men and measures should be at in-

finite pains to astablish their facts and to test their motives. In this day of high emotional mental confusion, has immeasurable power, and the term traiter nan immensurance power, and the urm cratter is not too harsh in application to the pub-lisher, editor, or writer who wields this power without full and even soleum recognition of re-sponsibilities. It is not alone the people of the United States who are on trial, but the press the United States as well."

The rules and regulations which Mr. Creel lays down for the conduct of the press of the United States in the printing of war news, are as follows:

A. GENERAL.

- (1.) News regarding naval and military operations in progress, except that officially given
- (2.) News of the train or best arbi travelling official missions in transit through the United States. It is the duty of hospitality to surround distinguished foreigners with every
- (3) Threats or plots against the life of the President or other high officials unless an from authoritative pources. In such times of tension unbalanced minds are especially susceptible to auggestion, and all accounts of crimes and trials growing out of them are likely to influence weak minin and incite to criminal acts. When arrests are made this specific charge about the minimized by mere mention as "disorderly conduct."
- News relating to the activity of the seeret solice. Their work in protecting the co from the enemy's agents in our midst is handicamped by publicity.
- (5.) News of possible or observed morements of ation input through the territory of the United States or their arrival at or emberkation from

B.-NAYAL

News relating to the naval operations, as fol-

- (1.) The locality, number, or identity warshire belonging to our own navy ac to the
- nation of any country at war with Germany.

 (2.) Secret potices issued to markers or other confidential instructions issued by the emfidential Instructions many or the Department of Commerce relating to lights, lightships, buops, or other guides to navigation.
- (3.) All information concerning the departure merchant ships from our ports.
- 14 1 All information indicating the port of arrivel of incoming ships, or after their arrival. indicating, or hinring at, the port at which the abip arrived. These rules apply with equal force to information indicating ports from which they saffed. It is supposted that arrivals of ascretant vessels may be published under a generni heading similar to the following:
- 'Arricula of tessels .- At Atlantic ports: Suf-
- ik, Neptune. At Paride ports; Mankato."
 (5.) Details as to convoys and as to the sighting of friendly or enemy ships, whether maval
- (0.) Information concerning the laying of mines or mine fields by our by the authorities of any nation at war with
- (7.) infilmention regarding alguaia, orders,
- or wireless messages to or from war weeds, (%) Information regarding operations by against submarines. In respect to unvertil against submarines. In respect to unverified regards of submarine victories or submarine disasters, the Convolutes over no further than be urge costraint and to request that the greatest care he takes to avoid confusion between more ramor and official announcements.
- (B.) Information relating to dry docks and to all clauses of work, repairs, alterations, or run-truction performed in connection therewith.
- (1) News of possible or observed moreonests of Canadian troups through the territory of the United States or their arrival at or emburkation
- from any of ear ports.
 (2.) disformation regarding the fixed land defences of the United System, their very exist-ence, as well as the number, nature, or posi-tion of their guns should not be mentioned,

- (3.) Information in regard to the train or boat movements of troops is at all times and under all circumstances dangerous during a war, and should be perupulously avoided.
- (4.) Specific information regarding the duties of small detachments should be avoided as dan-
- gerous and laying them open to nettack.

 (3.) Information regarding the assumbling of military forces at peaports from which inference might be made of any instealion to employed. bark them for service abroad.
- (6.) Information regarding the aircraft and appearienances used at Government aviation schools and tried out in experimental tenta under military authority,

Publishers, editors, and reporters alike are arged to give such careful attention to the puragraphs of section 1 as will enable them at and navni roasons it is desirable to withhold from publication. Indiscretions in some cases may prove harmious, but in others cases they gravely embarrase the conduct of the war and result in mendless loss of life.

For the signification of the above section, the following nature have been submitted by the Departments of State, Wer and the Navy: The Department of State considers it danger-

one and of service to the enemy to discuss differences of opinion between the allies and diffiruities with neutral countries.

The prelection of information belonging to friendly countries is ment important. Subma-rine warfare nows is a case in point. Enginel persuits this Government to have full informa-tion, but as it is England's policy not to publish details this Government must auspert that

Speculation about possible peace is another topic which may poseess elements of danger, as pence reports may be of enemy origin, rat out to

weaken the combination against Germany.

Generally speaking, articles likely to prove
offensive to may of the allies or to neutrals

The Department of War points out that trains and addpo transporting troops are inviting objects of attack for individual enemies or anomy Jects of attack for individual encembes or anomy sympathices. One person armed with high ex-plosives may cause great loss of life under such clerumntances and therefore any publication in the daily press giving advance notice of the the movements of troops may supply the enemy

ith information of the highest military value. There is no objection to the publication of news regarding the tocation of Army posts, militia, or training camps, but already a numher of looketed attacks have been made on senand small pirkets with some loss of life. While It may be safe to print "the Seventh Begi-ment has gone to the State capital on guard duty." It is desgroun to say "the Seventh Stepiment is guarding a particular aqueduct or

With regard to the prohibition concerning airraft and experimental tests, it is pointed that while many of the machines used in this work are of stundard types, every detail of which is commonly known, others are not, and It is to preserve the secrets embedied in the latter that a general policy of silvness is requested. While secrety as to strerntt is considered necessary, publicity as to the activities of the aviation echonic, the encolment of mor for this particular service, etc., in considered

The Desartment of the Navy urges that so accounts shall be printed of active naval operations, successes or mishaps, until after they are officially announced. Such announcement will be made as soon an accurate reports are at band. Editors and publishers are asked to are the public from the oniscensity distress of false russors. The Department of the Navy does not wish to hold back information but to source the public of current information.

Special care is urged upon nowspapers in re-gard in the regulations conversing harbors and merchant shipping. Insidertestly one of the merchant shipping. Insiderrestly one of the New York papers published information as to the location of the nets guarding the harber.

The fact that merchant ships have arrived in news of such importance that it is desirable

not in approve it. But it is of greater im-portunes and in publish one even in bind at the porticular part of strival, for it may at day then be necessary in sality adapting from one part in another, and it is desirable to keep Information of surb shifts of bias from the on

followantes of upth shifts of bias from the en-very substrates.

Rialements from sorrinors of merchant shirs or cranaports which have been attached or seek by yearsy short fire, or by others, should not be been damaged or sink by salars, should not be

PRITTERS IS -- COUNTRIVABLE MATTER. There are many other news three which, while ard an obtineity designates his three living in Section 1 may be designated. In all cases of deader, editors are requested to seek above of the Campities on Public Information. The following are some examples of such depleted Naryavira accessed of hand, or different operations becomes of life to tracelles comps. While it is desirable that the public ahould be look independed in these subjects there is always a chairs that a reporter, this

there is always a chase that a required, and revine East, may econociously meatine me-fining which the mittary unflocitive particular-ty desire to been from the record; all such arti-cious abund he extending in the Committee on 5. Therapies of possible new military (tensories absold he kept below the public, bei is of paraller beportspor that old Gov of paralter importants that all tier-espectarum in war material about to absolute servers. This request has

pertirelar application to the mean't for month to combet the automatus. Therefore, all ac-

ire and nows stories along those lines should appealing for the. on which he is working. An instance of the meants of the specific menthe of the work of an investor was affected by the certain of the publication of a surrepoper by the centr of the publishme of a company enery that the emilitarium forestime in que-flow had discovered a "U-deat viller." The story was followed the peri day, units and GRIFS. by species along that politic protes from against dismans agents had seen imme tion against formers against had from imm discript required to stand both the man of the quelts where the expectances were no proof to be residented. That the report of it formidd had here presently desired the man 2 Navy required and distribut times will be brought to the elements of necessary men. If it is to be desired that there been not be given positively settl they have been need receiving restilled; for example, element on the state of the set of the need to be received as the need to be not the need to be need to be not the need to be not the need to be need to fing range. It would be most experience or ging enclaser to exergenced accounts of such citable minters. Bellice are requested to ging emblance in streptoness are requested to remain anothers. Billion any requested to remain behavior which they may moving an early subjects to the committee for earther-ties. Daily reports from the rided enablesy efficies will be settlishly. And this remailine this arrange to have parties of hemoproper war.

and in Intracted ARTHON III. PRACTICE AND BRITISHS. When news in pictally of a designmen charwhether specifically scottled by the last or left, officer are expected to ex-perious. When there is the deart drubt It is the administratory of over, others are a-ked on communities with the Countries on Paster Information of Westington. (1,1 Ways compagny over and publishers who have any doubt as to the destruction of pulbase may doubt as in the destroiting or your builting any lives of court, or newspaper article on translation, submit such from to the courmirror: the matter, if admindble, will be sen't

Where

Set if should be bette to mind that there who public without estendards to the committee do

come range burerent delays will be olice may here to be take \$1. The Committee on Fuldir Deformation | relates copy for publication under two ups: "Fained by the Demotities on Public committee" and "Authorized by the Occount.

Information" and "Arthodom by the Occasis-tee as Public Salemanium."

That ecopy "Passed by the Consultion on Public Information" on an Jose of seedfall sews most get by takes as a rectificate of the carefully largetlessed and is eathering Oversionally States of news or attition

ress of the Committee's work and bely to occur-culturally of practice and equality of loves, next, if they will promptly not confecuntary

45.5 Egitors may render cartist service by an attrement to the scattery communities published in ports should, with ran, retails from giving information to enemy appets in empirit or above conting at sont ports. Non-publication of ours information shipps the enemy to ruly on spice artistly in the in-stitute relevance, and he well then incorable of wipriess are resoured as the point at I'V.1 The hibration of all editors, public

ex) from these to time, if

The Constitue on Public Selevanties we

dive its name in an opini of ophosing, but as an an house independent of year . They be the opening that he negative function executed will be increasingly established in the profile Chariton independent. : : Any "loopy" or proofs submitted will be its suppliest or to depticate to very out-

be exposed that the Countities suche to tablish a seem agrary for the promotistion "related" matter to contention with pol-The one offset will be in open up the bun

minumbers and the street of th good in the differed Builetin. This is not immagazed in the attracted some of the most bin single purpose is to assess the full and tra-pointing of the official annuaryments of the

GOODSPEED IS APPRECIATED Gift frees Ad Clab to Bussiness Manager of Buffalo Evening News. William P. Goodsneed, toolness man. ager of the Bullato Rivering News. last Wednesday celebrated the 58th ox-



He received congratefallogue relinquished the office of president of the Staffale Ad Club, which he filled ter, on tehalf of the members, pre-

The new officers are: President, 15. Meldrum and Alex. F. (180orn; pp. the bubbles comments to float

New War-Time Feature

LESHER TOINS SPECIAL ACENCY Advertising Man Becomes Associated

with Cone, Lorenzou & Woodman. I. A. Lesher, who has recently joined the organization of Coor, Lorenza 4



L A Lorenza

the advertising field. He started with vertising, which took him all over the United States. Then he was with the Duluth (Minn.) Tribune, after which he greers) years, being sice-propident and tablished Soyce's Monthly, which was later merged with the Woman's World.

Mr. Siethen Asks Donial charence it Hiethen editor-in-chief of

le Scattle (Wash) Times, asks Tex Steres are Procession to deny as he seem of this paper for May 19, that move spirit. Mr. Bletten is, however,

paper glodly gives him space in which Mes, Mary Oliver's Will The will of Mrs. Mary Dorothen Oil-

ver, wide of fermer Bennier George T. ctiver, president of the Pittsburgh Ga-

DETROIT MEETING OF A. N. A. INTERESTING

About Two Hundred Members of the Organization Attended the Semi-Apneal Cathering, and Ware Present at a Dinner at the Hotel Statler-Delegates Then Go to St. Louis.

Policeing the meeting of the Assoof the Associated Advertising Claim of the World. The Detroit meeting war-



President Association of National Ad-

beld Thursday exysing at the Hetel Among the speakers on the pro-

granuse and the subjects they were to of the National Visilance Committee

John N. Beyle, commel to the A. N. A. as Affecting Advertising and Advertis-

Edward S. Sahoro, advertising manager of the Pleastone Tire & Rubber Co. A. G. Sharpe, advertising mahazer American Chicle Co., on 'Selling Your Advertising Plans to the Sales Organivertising cornager and the sales mana-

beer of the Horovecha Adding Ma. chine Co. "The Aveldable and Unavoid dealer, direct and through branch ofrry Tipper on Trepy that Is and

Grange Peack Lord of the E. I de-Pert Nomours & Co., and chaleman of the Plin Adverticing Committee: Jack W. Sprare, of the Todd Projectoreach Co. O. C. Hart of the National Lend resparer of Wells Perco & Co.: Ed-

ward S. Sisteon, of the Pirestone Tire GREAT CHICAGO MARKET A Hubber Co.: J. D. Ellsworth, adverphone & Telegraph Co., on phases of

tising manager of the Eastman Kodek Co., on 'Other Recent Clevalation

RELIGION AND BUSINESS. How They Can Co-operate Through Proper Church Advectision.

peralten in business and a breader vision of reliates and the place of the burch in the world, according to Dr. iss sittending the 129th tieneral Assem-

Daugness is no longer a resilier of said "It is come a motter of community service. The same is true of the church and religion. A charge of thought in tech tradances has been through proper advertising The church the people through advertising and has Survive office. It is a court of the The cities of advertising demand the

fruit. Advertisers have been aucoess ful in combating the grafter by advorating and practicing truthful advertimes. The result is over have been good. Dusiness is no tenger a matter of the survival of the fittest. he days of 'bog and hominy dealings'

listend, we have coopera-Daxiness men have adopted the Rusand to make people sick, but to keep them from getting sick. The business even wants a peacedal, well-fed comsaunity, and the minister a peareful

Editor's Chargery Denied to consider the charges made by the Preservin (Pla) News regarding the members of the Florida Legislature used under soth. They testified that they never used railroad passes to travel to Piorida, P. S. Hayes, of the News, testhe Senate and not to the House; but it was stated that the bill under consideration by the House at the time the

Telegram Building Burned The building of the Superior (With) WELL WORTH WINNING

J. F. Kelly Tells How the Daily News Co-operates with Manufacturers of Food and Other Products in Linking Up Advertising and Distribution-Newszapers Afford Key to Problem. Br J. P. Smar.

Munaper Adorritating Previagences Department, Chicago Smile Arges Chargo is probably the greatest sarket in the world for food products. syrtisize campaigns to this city because



I P Vace

rallroad centre of this country and the Any proposition or food product which is advertised successfully in Chicago not sely means to the manufacturer has an influence on the catire West have reade their product popular on a ed this market is a half-hearted manper, succeeded in setting some distripertrd to develop this great

lest they have not succeeded, while turers that ignore Chicago entirely because they think the took is too stu-

ount of its inductive on other sections. of the United States. When a manumation. The newspapers here are very willing to cooperate with food manu-

HOW BALLY NAME OF OPPOSITOR Yers frequently the Dully News will erry in Chicago advising them of a acts justify themselves and require no campaign on a new product which is differen

shout to start in the Daily Many arrto capitalise the advertising which is teing done; and then point out that the tremendous circulation of the Dogoods and they should be prepared to meet it because the Dally News in read by more of their and prospective customers than any the fact that the Dully News has a great circulation in Chicago and We are in negitien to stay rearm.

facturers of food products statistics about Chicago which have a direct esation is valuable because it would cost them much time and money to obtain, and we are ready to reader this service at a moment's notice. The recall dealers of all kinds of mershandise in Chicago have learned from goods' that when a campaign of ac-

ly newspapers that a demand is created provided the advertising ropy tells the given the manufacturer's selement a letter which he can show to the dealmanufacturer has made a contract for advertising covering a period of somany months, which will begin on a cortain date the dealers makes that a demand will be rreated and in soif-We believe there are hundreds of

and effectively their goods can be placed on sale giving them a most butters of Chicago, The Dally News In applican to belo manufacturers of food products. We are assisting manutacturers every day to solve their creddens in Chicago. We have statistics and a knowledge of the market starturer considering opening up and A. G. THURMAN GOES TO DALLAS.

Pertland Man Bocornes Circulation Man of the Dallas (Ore.) Chroniele. Allen G. Thurman, who has been for

tion department of the Purtland (Ore.) tion manager of the Bullet (Green Chronicle. The Chronicle has made arand outlying cities. The capacity of the bronicle is shortly to be increased by the installation of a modern web perfecting press.

World Men Bay Bonds The New York World has purchased cusualt Liberty Loan bonds to make it

roseible for any of the employees to subarche for any desired arresot, and have a year's time in which to pay. The resouther by members of the sinff has been quirk and therst, the World's ac-When you try to faultly your action

you attempt to shield misconduct. Good

APPEAL TO GOVERNMENT TO AROUSE THE NATION

United States Chamber of Commerce Asks President Wilson for Systematic Campaign of Education Regarding Soriousness of War Situation Has Been Urged by "The Editor and Publisher."

Following the line of action urged editorially by THE EDITOR AND PUBLISH-ER, to force the American people to realize that they are at war, the Chamber of Commerce of the United States has asked its members to express by wire their opinions on a plan for a nationwide campaign of information to be conducted by the Government,

The plan which was presented to the President this week, provides for the creation of a definite branch of the Government whose job it will be to show the country, by means of advertising space in magazines and newspapers, posters, on billboards and the like, the magnitude of the task confronting It.

"The same fallacies that beset England," runs the appeal of the National Chamber, "are to be overcome in the United States. England, too thought It would be a short war, six months at most. England, too, thought it would be a small job. England, too, thought there wasn't anything special for the Individual to do, that the Government would do the work."

SHOULD IMITATE ENGLAND.

It is felt that an urgent need exists for precisely the same kind of campaign of antional education and information as that conducted by the English Government when it came to the realization of what the war really meant. That campaign was immensely successful in arousing the entire people of England to an understanding of the war and to the obligation of personal service which it placed upon each individual citizen.

'Present conditions indicate clearly that a great crisis is approaching in the war situation," the appeal to the National Chamber membership goes on, "and that it is probable the united efforts of America on a prodigious scale will be called for in the very near fufure. This means that the neanle must be stirred to a sense of their individual responsibilities in order that their whole-hearted cooperation may be secured. This spirit and this conperation obtained simultaneously can throughout the country by means of a properly directed national campaign of Information under strong and intelligent headship."

READONS ADVANCED FOR ACTION.

Seven urgent matters, it is said, must be made clear to the people if we are to get that unified action which is necessary to hasten our war activity:

- (1) That the banks cannot take care of the bonds. The bonds must be bought by individuals.
- (2.) That conscription does not carry with it anything of disgrace. It is as patriotic and much more effective than the medieval system of volunteering.
- (3.) That labor must be readjusted on a large scale. It must be made more productive, and its varied problems carefully considered.
- (4.) That food administration will necessarily be repressive, but is in the interest of all.
- (5.) That there is a false and a proper national economy. Business in war time is not "as usual"
 - (6.) That the intelligent cooperation as general manager of the paper.

of women in both direct and indirect A. B. C. REPORT SHOWS branches of war effort is absolutely essential.

(7.) That there should be a centralized control for the systematic support Organization Performs Its Work Much of the families of those who go to war. This should be through the intelligent cooperation of the Government, local organizations, and employers.

WAR PORRINGLITTES CONSIDERED.

"Aside from the question of shortening the war," the statement goes on, "there are life-and-death reasons why the United States should speed preparations for the great conflict. There are possible and even probable contingencies which might cause the United States to hear the brunt of the fighting on her own shores:

"If Russia should collapse; if the British first should be overcome; if the food situation should bring our allies to their knees; if great reversals should be met on the western front; if the submarine menace be not checked.

"The impossible has happened so often in this war that any one of these contingencies is not impossible. Germans should have gotten through at the Marne and captured Paris and Calais, and established control over the Channel. The English should have annihilated the German fleet at Jutland. The Central Powers should have been starved before the last harvest."

WHAT THE PLAN PROPOSES.

As explained by Elliot H. Goodwin, general secretary, the proposed campaign of education should be considered as absolutely apart from routine, press publicity matter, and the ordinary outnut from the various departments of the Government meant for publication in newspapers and periodicals. It should be a definite branch of the Government, under the direction of the President. with a man at its head of broad practical experience in the use of the means of national education, with a capacity for organization.

The director, in consultation with those who are shaping the main war programme, would map out such Government campaigns as might be thought desirable and through various channels at his disposal would by utilization of news and advertising columns. posters, and the like, promulgate throughout every part of the country simultaneously the message which each campaign would be designated to impress upon the minds and the hearts of the people

This work to be effective must be a branch of the Government backed by the Government, controlled by the Government, and financed by the Government and on this basis it would not fall to impress people much more strongly than would be the case if similar efforts were put forth entirely by private organizations. At least, that has been found to be so in England and there is little doubt that it would prove to be so here.

Munsey Buys Back News

Announcement was made in Bottlmore on May 30 by Stungt Office gen. emi manager and publisher of the Baltimore News, which he purchased from Frank A. Munsey of New York eighteen months ago, that the paper had been sold back to Mr. Munsey. Mr. Oliver conditions gives the unprecidented brought on by the war and the added expenses to newspapers as the reason for the sale. Mr. Oliver will remain

A FAVORABLE RECORD

Faster Now Than Ever Before, and Is More Necessary to Publishers and Advertisers, Directors of Association Say in Annual Statement.

(Special to THE EUROR AND PRINCIPLIES.)

CHICAGO, May 31.—The annual report of hoard of directors of the Audit Bureau of Circulation to be submitted to convention Friday, shows a favorable record for the past year and predicts greater value for the sevice during this coming twelve months. The report says:

"A period of rapid circulation adjustment confronts us, due to the increased cost of news print and production, proposed postage increases, the new 50 per cent. Post Office ruling, and increased prices to the reader and subscriber. circulations will be more or less affected. Competition will be of the keenest. It is therefore essential that the space buyer shall have authoritative circulation information, on a uniform and standardized basis; not only that, but it is of vital importance for the publisher to know what other publications in his field are actually doing under the new conditions.

A. B. C. AUDITS NECESSARY.

"A. B. C. information will therefore be more than ever necessary, because there is no other source from which such data can be obtained.

"A. B. C. publishers will deserve more than ever before the confilence and loyal support of advertisers and advertising agents."

With regard to the progress of the Bureau during the past year, the report

THE YEAR'S RECURD.

"We have operated within our revenue for the fiscal year. We have come within thirty-one of making during our fiscal year as many audits as there are publication members. We have made the audits of all divisions of publisher membership within the amounts of the dues paid. We have reduced our audits obligations so that by August 1, 1917. we will not owe a single publication an audit for more than the regular twelvemonth period. We have perfected our checking and duplicating departments so that all audits are now released for approval within thirty days from receipt, except where further investigations or adjustments are necessary. We expect very shortly to reach and maintain a fifteen-day basis for releases. We are now releasing publishers' statements (when they are received at the office in corrected form) within an outside limit of two weeks. Under ordinary conditions, the release is made in a few days. We have increased our membership and our annual revenue. We have operated on a hudget system and have maintained a comprehensive and detailed cost system, showing every item of expense in the Bureau's work. We have installed the A. B. C. standard circulation record books in the offices of over 75 per cent, of our publisher members."

A summary of the remainder of the board of directors report follows:

SUMMARY OF THE REPORT

"Audita-8" audita were made during the fiscal year, 56 cancellations of amility, the total being 911, or 31 short of publisher membership, which is 942

"Publishers' statements It should be the aim of every publisher to establish confidence in his own circulation statements, which should be got into circulation as noon as possible.

"Membership-The Bureau has to-day 1.251 members and applicants, a net gain of 95 over last year. A net gain of 44 has been made in advertiser and agency membership, the table showing 201 more this year.

"The receipts for the year were \$209,-821.49, of which \$31,018 came from advertisers and advertising agents, and \$138,661 from publishers. There is a belance of \$17.791, as against \$17.129 last year."

MANAGES UNIONSTAR

F. R. Champion Takes Management of Newspaper Where He Started.

F. R. Champion, who has become vice-president and manager of the business of the Schenectady Union-Star, is one of the best-known newspaper men



F. R. CHAMPION.

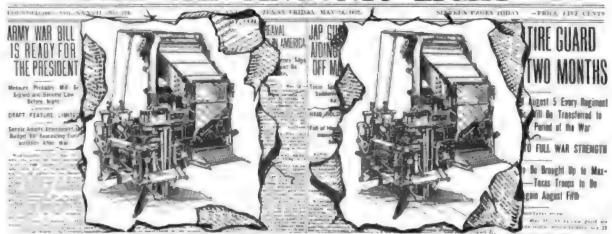
of New York State. Mr. Champion has always lived in Schenectady County. where he was born, his ancestors having settled in the Mohawk Valley in the seventeenth century. While attending Union College, he became editor of the Union College Garnet, in 1898. His first active newspaper work was for the Schenectady Union, a few days before the late Mr. Callanan purchased it. After completing his college course, he became a regular member of the staff. with which he remained until July, 1900. when he left newspaper work to become assistant advertising manager of the T. Hanson. of Rehenectady. with which company he remained for three years, when he returned to the employ of Mr. Callanan as managing editor. He continued in that capacity until a few months ago, when he retired from newspaper business to give his entire time to personal affairs and to look after his father's estate. When Mr. Callanan became critically ill. he was called back to take charge of the lanan's death, Mrs. Callanan requested him to assume the management of the landness permanently, to which he consented, and was elected to the vicepresidency of the company. The same policies followed by Mr. Callanan, which coincide with his, will be followed by Mr. Champion in the conduct of the newspaper. Mr. Champion served in the Spanish-American War as a sergeant in Company F, Second Regiment, New York Volunteer Infantry.

Jains A. N. P. A.

The Iteno (Nev.) Evening Gazette and the Springfield (III.) News-Record have twen elected to active membership in the American Newspaper Publishers' Association.

THE SAN ANTONIO LIGHT

EDITION 4:00 P. M.



BREAKING UP THE OLD SYSTEM

TRACE LINOTYPE MARK

Model 9 a Decided Success

In March, 1916, the San Antonio Light installed one Model 9 (four magazine) Linotype for ad work.

"The Model 9 was such a decided success that we discarded all type cases in the ad alley up to and including 14 point" says H. L. Beach, the Publisher.

"We found the utility of the Model 9 was so great that the machine was soon buried in copy that had formerly been set by hand—which made, it imperative that we purchase another Model 9.

"The second machine handles all matter up to 18 point, and a hand-set line up to this size is now rarely seen in The Light.

"Both machines have been highly successful, and we estimate that they have more than paid their way."

> The Light has <u>proved</u> its case. Let us submit the proof in your case.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO: Canadian Linotype, Ltd.

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ARMY WANTS HORSES

One Summer to West Ad A Company of the Company of t

N. Y. TRIBUNE PLEADS TRUTH IN ANSWER TO GIMBEL BROTHERS' \$1,000,000 LIBEL SUIT

Declares, in Its Reply, that it Was Justified in the Printing of the Article by Samuel Hopkins Adams, Exposing the Alleged Misrepresentation of Gimbel Brothers in Advertising, in Trade Methods, and in Dealing with the Public.

HE New York Tribune has filed its Tribune states that the Alumnee Assoanswer to the Gimbel Brothers' libel suit for \$1,000,000 damages. The Tribune pleads the absolute truth of every statement made in its fight against the advertising methods of that firm as justification for the articles on which the suit was brought. The basis of the suit was an article printed in the Tribune October 22, 1916, written by Samuel Hopkins Adams, in which he described Gimbel Brothers' alleged aggressions against the Tribune's policy of truth in advertising which, the answer of that newspaper states, had compelled the Tribune to exclude the advertising of that firm from its pages. In the suit for damages, Gimbel Brothers named the Tribune Association, Ogden Mills Reid, Richard H. Waldo, G. Vernon Rogers, and Samuel Hopkins Adams, the writer of the article.

THE TRIBUNE'S ANSWER.

The Tribune answer goes back to the establishment of the Gimbel stores in Milwaukee and Philadelphia, and the manner in which they have been managed. Going into detail the riply of the Tribune sets forth what it terms to be a record of perseverance, patience, and forbearance in its effort to hold the Gimbel Brothers to a high standard of business, setting forth what it terms one fault after another, excuses and promises of reform, all of which, it says, were nullified by succeeding acts of alleged misrepresentation of merchandise, until the final rupture with the store when, according to the Tribune's reply, promises to conduct the business on a different plane could no longer be credsted, and the refusal to accept any more advertising from the firm followed.

CHARGES MUZZLING OF THE PRIME

The answer makes the charge of attempting to muzzle the press, which the Tribune alleges was a corollary of the Gimbel advertising appropriations. It cites instances in which alleged misdeeds laid bare in public procedure which would have ordinarily been mentioned in the newspapers-were suppressed through the influence of the targe Gimbel advertising contracts, in newspapers published in the cities in which the firm does business. Among the allegations which the Tribune answer sets forth as offering body to its suspicions, is evidence produced lefore a Wisconsin legislative committee in 1914, that Oscar Greenwald, vicepresident of the concern, admitted on the stand that the moral conditions exlating in his store "might be improved." Of this and other sensational testimony. the answer avers, practically no mention was made in the newspapers of Milwankee, for there again, according to the Tribune's charges, the Gimbel advertising appropriation effectually muzzled the press, so that reports in the local papers were of a character to minimize and avoid attracting public attention to the phases of the proceedings most injurious to the Gimbel Brothers.

CITIZE OTHER INSTANCES.

The Tribune answer then discusses an alleged successful attempt to muzzle the press, when it was sought to compel the firm to make improvements in their Philadelphia store, where they were m conflict with the fire statutes. The

ciation of Bryn Mawr College investigated, and tried for years, it was asserted by the committee, to bring about a change in the Gimbel store, without nuccess. The Philadelphia Chamber of Commerce, the Board of Trade, Bureau of Municipal Research, and other organizations had boistered up the city in its demands, but it was not, the answer anys, until the women entered the battle that anything could be accomplished, and in the fight against the Gimbel Brothers, the answer asserts, that the Bryn Mawr women found the newspapers of that city tightly closed against them, which the Tribune characterizes in its roply as another instance of the effect of the Gimbel advertising appropriation. The women, it was said, had to rely on publicity obtained in newspapers and magazines outside of Philadelphia to arouse public opinion, and put an end to what was termed a grave danger to the people of the city. There appears in the Tribune's answer the following editorial from the Outlook of June 7, 1916, bearing on the Philadelphia situation.

"There is one aspect of the case which has nothing to do with fire dangers, which reveals another serious social danger in many American com-munities. We refer to the alleged munzling of the newspapers by powerful advertisers. The Bryn Mawr committee, in its letter to us, says: 'We have wrestled in vain, you will hardly be surprised to hear, with the Philadelphia papers to take the matter up; they refuse to mention the name of Gimbel save in the way of kindness.' The situation thus hinted at is not confined to Philadelphia, nor to this particular controversy. Is there not a latent public evil here which the Associated Advertising Clubs might de well to discuss frankly at their great annual convention?"

The Tribune also reproduces an editorial from the New Republic of April 22, 1916.

PAPERS PORGOT THE NEWS.

The Tribune answer then cites as cause for its suspicions as to Gimbel had faith the alleged activities of Nathan Hamburger, reputed to be a relative of the Gimbels, and who is said in the answer was one of the managers of the Milwaukee store, who was indicted on a charge of bribing Charles B. Havener, an Alderman, to support an ordinance to permit the Gimbel Brothers to erect a bridge across a public street to connect the two buildings of their establishment. Havener was convicted, but Hamburger's trial was delayed for four years, the answer says, and he was acquitted. At this time, the answer avers, the Gimbel Brothers succeeded in silenging the newspapers to the extent that they concealed from their readers the connection of Gimbel Brothers with the case. When Hamburger was indicted, the answer avers, nearly all of the newspapers of Milwaukee forgot to print the news.

The Tribune answer alleges that there were official proceedings against the Philadelphia store by the Pennsylvania Department of Agriculture for violations of the Pure Food laws.

The Tribune's answer then sets forth

that it was with the idea of vigorously carrying out its policy of the new moralin advertising that Richard Waldo, who had enplained the fight for truth in advertising through the columns of Good Housekeeping, while its business manager, was employed as the person to carry out these ideas for the Tribune. Mr. Waldo had called in Samuel Hopkins Adams to aid him in cleaning out the advertising columns of that newspaper. To maintain this high standard, the answer states, the Tribune established the "Money-Back Guarantee" and created its bureau of investigations. In the course of these investigations of alleged false, misleading. and decentive advertising the bureau came upon traces of alleged bad trade practices on the part of Gimbel Brothers, and it is stated that that firm had claimed to have purchased and have on sale at their New York store the entire stock of some great manufacturer who had failed or gone out of business, and which was offered for sale as "value irresistible" and "astonishing bargains," representing the goods as new and to be sold at "an average of half price." The answer states that these Were found by the Tribune Bureau of Investigations to include widely exaggerated advertising claims, and the sale of the good at unreasonably high prices, also the sale of damaged goods, sold as perfect. It is alleged that a large part of the goods which were offered by Gimbel's to their buying public at these 'special sales" were composed of old, out-of-date stock of the houses whose stocks had been purchased, with a large admixture of similar old goods from the Gimbel stocks.

"THE CCLMINATING MISDERD."

The Tribune's answer then deals with what it calls the alleged culminating misdeed-the "birthday sales" in New York. In which \$6,000,000 worth of fine new merchandise was to be offered as a holiday sacrifice in which "Iceland fox" furn a genus yet undiscoveredabounded, in company with other alleged falsely valued goods, all set forth in Mr. Adams's articles and n the answer of the Tribune, and other goods, which, the answer alleges, were found to be selling at a higher price than they were worth.

The Tribune was aware of these practices, the answer states, when Gimbels applied for advertising space in the Tribune's columns, but it was only after repeated and earnest assurance from Isaac Gimbel, ruling spirit of Gimbel Brothers, that the store had determined to abandon these practices that that newspaper would consider the advisability of opening its advertising columns to Gimbel Brothers, the answer states.

Later, the reply states, after the publication of 100,000 or 150,000 lines of advertising for the year beginning October, 1915, an agreement was made between the newspaper and Gimbel Brothers.

ADVERTISING AT A PROTINIARY LO

"All of said advertisements of the plaintiff, like all the advertisements of the proprietors of every New York department store, at the rates paid by them respectively therefor, for publication during said year, in the daily or Sunday issues of said newspaper, were published at a pecuniary loss to the Tribune Association. If the pullintiff had, in its said advertisements, and in the sale of goods therein advertised, not violated the standards of the defendants with restandards of the defendants with respect to truth in advertising and fair dealing in the sale of goods, the advertisements of the plaintiff would have

been as valuable to the Tribune Association, at the agreed rates of payment therefor, as the advertisements of the proprietors of any department store in the city of New York," says the Tribune answer, in refutation of the Gimbel charge that the Tribune nutified the contract for ulterior purposes and because it was no longer to its financial interest to continue it.

SATS REFORM WAS PROMISED.

For several months prior to the making of the contract, the answer states, the Tribune Bureau of Investigations. prompted by complaints, particularly from the Vigilance Committee of the Advertisers' Club of Milwaukee, made an investigation, the results of which were laid before Isaac Gimbel, who acknowledged that mintakes had been made in the past, and is said to have emphasized a determination to satisfy the Tribune that Gimbel methods in the future would be free from criticism.

When the question of the contract with the store arose, the answer states, Mr. Adams was opposed to it, by reason of the alleged general reputation of the firm, and on account of the specific information which he had secured while preparing an article published in a national magazine in 1913. So strong was Mr. Adams's opposition to the contract, the answer states, that he indicated a desire to sever his connection with the newspaper should the Gimbel advertising be accepted. Subsequently, the answer goes on, he, with the management of the Tribune, was persuaded to give the firm a trial, which was to terminate whenever proof could be presented that there had not been true reform in the advertising and other business methods of Gimbel Brothers.

MADE ANOTHER CONTRACT.

The assurances of Gimbel sincerity, as offered by Isaac Gimbel, the answer says, were so plausible that another contract affecting the Sunday Tribune was entered into by an arrangement between laac Climbel and Mr. Walde. When It was made, C. E. La Vigne, director of the Tribune Bureau of Investigations, the answer avers, evinced skepticism regarding Gimbel good faith and said that he would be able to produce evidence within a short time which would convince his co-workers that the Gimbel business ethics was not consistent with the Tribune's policy of fair dealing. The allegations of the answer declare that Mr. La Vigne carried out his expressed purpose. Almost coincident with the appearance of the first Gimbel advertisement, the answer relates, came complaints of unfair dealing in its sales adjustments to customers. The subsequent investigation of the Bureau, it is alleged in the Tribune's reply, showed that there was repetition of the "special sale" incidents, and the answer goes on to state that, in response to representations by Mr. Adams and Mr. Waldo, Isaac Gimbel offered plausible explanations and excuses for what he declared to be errors and mistakes that were unintentional, and that the plan was to live up to the Tribune's requirements in the future. Notwithstanding this assurance, the answer states, complaints continued to be received from the public and the Bureau of Investigations, until it was only a question of time when the Tribune, in justice to itself, its readers, and to its advertisers, could ac longer carry the Gimbel advertising.

MORE THAN ONE CASE.

Had Gimbels been guilty of but one mistake, the answer states, that might have been condoned, "but," runs its

(Continued on page 22)



Greater - Port - of - New York Supplement

Federal Government, New York State, New Jersey, and Private Enterprise all have their plans for extending the greatness of the Port of New York.

This supplement presents completely, for the first time, their

A notable compilation of plans and statistics—of expert opinion, history and prophecy! 110 pages. Botogravare Cover. Maps. Photographs.

The New Hork Evening Post

Un Coogle

AUSTRALIA REGULATES NEWSPAPER PAY ROLLS

Judge Issaes, of Federal Arbitration Court, Fixes Higher Wages and a Forty-Six-Hone Week for Editors, Sub-Editors, Reporters, and Correspondents-Many Discharges Have Resulted.

STERRET, May 1 .- Judge Isaacs, of the Federal Arbitration Court, sitting in Darlinghurst last Wednesday, fired in a bomb to the newspaper offices of the Commonwealth when he granted an award that will mean a big increase in the salary list and pull about \$90,000 a year cut of the pockets of the proprictors. He holds that forty-six hours is a proper week's work, and that the claims of the writers for a scale of wages as follows is reasonable and fair. The paysheet hereafter will be cast as

POMO MO.		
	Morning	Evening
	paper.	paper
News editor	.\$60	\$55
Editor of weekly gape	r 60	0 0
Sub. ed. on weekly pa	per	
Leader writer	. 60	45
Chief sub. ed		50
First asst. sub. editor.	. 60	45
Sub. of evening edition	Di.	
of morning paper .	. 47.10	

Classified journalists will rate: Sonlors, morning papers, \$40; evening papers, \$37.50; generals, morning papers, \$25; evening papers, \$32.50; juntors, morning papers, \$25; evening papers, \$22.50.

All these rates are subject to a 5 per cent. reduction in West Australia, 10 per cent. in Queensland and South Australia, and 20 per cent. in Tasmania. Then follows a long explanation as to what are to be considered as classified journalists.

CUB REPORTIERS CARRED FOR.

Cadets are placed at \$7.50 for the first year, \$13.50 for the second, and \$16 for the third year of their training. The gradings are also stringent; there are to be three-fifths seniors on any staff, one-fifth juniors, and the rest generals, with a reservation in the case of Tasmania (the baby island state of the Commonwealth) of one-third as seniors, one-third juniors, and the rest generals. Editors-in-chief, sole editors, annociate editors leader writers, and chief day and night sub-editors are excluded from the grading clause, special rates of pay being prescribed in their CBJIID.

Another man who has come in for a very big lift is the district correspondent, whose stuff will cost the papers four cents a line instead of the recent three. He is to have the sole right of his district to any reasonable degree, and his pay must not drop under \$20 a week, while outside of his district he receives or will henceforth receive six dollars a day of eight hours, with \$3.50 for half that time, time of over four hours to rank as a full day. In his case, also, sick pay and a three weeks' consecutive holiday annually are fixed, and if employed on Saturday sporting fixtures for an evening paper, he shall receive \$4.75 for the afternoon, with a fee of over a dollar for any special assignment, whether copy is published or not.

Contributors not on the classified staff, but regularly employed on a paper, get full lineage rates of four cents for published matter, and special matter written in the journalist's own time for his paper is also upon the same mark.

Photographers are to be supplied with all materials and paid \$1.25 for each

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE FREE-ADVICE FIEND

How B. T. Battford, of the Manitoba Free Press, Depicts the Newspaper Pest.

After you have worked all day on a corking idea, and just as you are touching it up, wouldn't it jar you to have some enthusiastic admirer butt in and tell you that if you'd go to New York you'd make a hit-provided you handed out the same line of stuff the other fellows do?

Every cartoonist has been there. These office pests mean well, but they're They pitch curves when nouthpaws. they should be chasing the hall. Generally they are fellows who are not sent out on assignments because there are others who can do the work better. That's what gets on a cartoonist's nerve-the nerve of the other fellow who gets into the paper about once a week, on space, while the funny man is putting it over every day.

B. R. Batsford, cartoonist of the Winnipeg (Can.) Free Press, regards such an occasion as a tragedy in a

which depicts his idea of the inter-"Get" the make-up of the fellow who is passing out the chin music imitation tortoise sheel rimmed everlasses and all that sort of thing, not to mention the tooth-pick shoes, spats and high-water pants. Can you blame the cartoonist?

liatsford is an American. He was born in Minneapolis, and while selling newspapers on the streets, he made up his mind that one of these fine days they'd all be buying the dailies to see what he was doing. Without instruction he started work, feeling his way slowly, but surely. If ever a man won by sheer determination, B. T. Bataford is his name. He went to Winnipeg with his parents, and decided to hit one of the newspapers for a job. His sketches looked good to the editor and since that time the readers of the Free Press look for his work daily. His cartoons on the war have been wonders. The pictures tell volumes-at a glance. Batsford has the faculty of focussing the idea of visualizing a thought and pornewspaper office. He furnishes a sketch traying it in a way that drives it home.

picture; this also applies to district

Time off is to be one and a half clear days per week. Christmus Day, and Good Friday, with three weeks' consecutive holiday at full pay, and sick pay will be rated for every two months or part of two months he has been employed up to six months. First week, full pay; second, half, and third, quarter-pay. After being on the staff for over six months, he is to get four weeks' full pay, four at half, and third four at No differentiation has quarter-pay. been made between male and female employees, and there is to be no preference to unionists. This latter was voluntarily agreed to. The award, which is post dated to the first of January last, will be in force for five years.

RETALIATE WITH DESCRIPTION,

As was to be expected, the proprieand wholesale reductions of staffs are hardly sound so well.

already in progress, so that while to those retained the new award is likely to be a very fine thing, there will undoubtedly be a large amount of unemployment in consequence.

Aiready the members of the Sydney Sun (evening) newspaper staff have received a fortnight's notice prior to drastic reductions, and other metropolitan papers, both here and in Melbourne, Brisbane, and Adelaide, are sure to follow. The cost of paper and general production has risen so materially, owing to war conditions, that proprietors would in any case have been compelled to cut down to some extent, but the present award has made a careful economic rearrangement imperative, and cooperative news agencies are likely to be immediately organized.

A rose by any other name would untors are not taking this lying down doubtedly be as sweet, but it would

L. B. PALMER SPEAKS ON FREE PUBLICITY EVII.

Manager of the American Newspaper Publishers Association Addresses the Members of the Inland Press Amoria. tion in Chicago-W. A. Thomson Also Speaks to the Organization,

Lincoln B. Palmer, speaking before the Inland Press Association in Chicago Thursday, spoke on the cytis of free nublicity and what has been done by the American Newspaper Publishers Association, of which he is manager, to eradicate it. Mr. Palmer, who appeared before the members for the first time in tive years, reviewed the work that has been done in behalf of the newspapers to retain the present postal rates, to prevent a burdensome increase in freight rates, as affecting shipments of news print to publishers in all sections of the country. On behalf of A. G. Mcintyre, representative of the Paper Committee of the A. N. P. A., who could not be present, he delivered a message, relating to the situation in the print paper market and outlining the work that has been done and what it is hoped to ac-complish. While not all of the large newspapers of the limited States are members of the A. N. P. A., be reminded his audience that all publishers are deriving a benefit from the work being done by the organization in behalf of the publishing business of the United States

William A. Thomson, director of the Bureau of Advertising of the A N. P. A., told the members of the Inland Press Association about the work of the bureau with which he is connected, what it has done and was doing in behalf of a wider use of national advertising in the newspapers, and something about the splendid results being obtained by those who are utilizing the columns of the daily papers to increase their business.

After the meeting, which was held in the La Salle Hotel, many of those present went on to St. Louis to attend the convention of the Associated Advertising Clubs of the World.

Ad Men Made Good Editors

The second section of the issue of the San Francisco Call, issued on May 21, bore the date line "St. Louis, June 4. 1917." The issue was gotten out by a special staff of members of the San Francisco Ad Club to be shipped by fast train shead of the automobile caravan to St. Louis and there distributed to help the campaign that is being waged to secure the 1918 convention of the Associated Ad Clubs of the World for San Francisco. The proceeds obtained from the special publication of the Call went to the campaign fund of the Ad Edward Rainey, secretary to Club. Mayor Rolph, of this city, who is an old newspaper man, acted as managing editor of the Ad Club edition. The paper that would be a credit to any city in this country.

Will Refuse Liquor Ads

The management of the Cleveland Leader (morning) and News (evening) announces that hereafter all whiskey. beer, or other liquor advertisements will be refused publication. This action has brought hearty approval from a number of the churches of the city. The Rev. W. W. Bustard, pastor of the East End Baptist Church, read the announcement from his pulpit and resolutions were offered and passed by the congregation commending the papers for their stand.

A. A. C. W. TO CALL

COMMERCE TO COLORS
(Continued from page 1)
of a restification of the business braise
of the nation. There is 455-000,000
spent to advertising every year, and we
are going to get the heaving of the best
thought of the men who supervise the
gending of this and amount of others.



LEWISLAN E. PIOTT,

C. W.

known to the designate or the publication the especial of the concention. As exact designar registron, in one law, as exact designar registron, in one law, as exact designar registron to the contract and a valuable accurate of the contract, and a valuable accurate of the contract, and transverse, includes the especial registron, and contract, law for the contract of the law for the la

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Buy is always in peoperion to the work involved. If the employee cheats the employer, he pays the penalty. If the employer cheats the employee, he is meen without worker's to sealed him.

for BETTER BUSINESS

Jor BUSINESS
in Balcimore
concentrate in the
BALTIMORE
NEWS

Net Dully Circulation 99,942

GAIN over April 1986, 25,000

Council has reade a number of suggesttions, which they will request all cities seem to assist in currying out. Uspics of the credit maps and rains will be.

For Number their Swidney, CREADO

Dr. CHIGHTAN F. REISSER,

mettal, A. A. C. W. Nan Francisco will strive for the same end.

There will be some false imprised to expense of the superschild as to the cent of abstraction and the beautiful process. The same of the control of the protester abstract control of the control of the

Buyers, Sellers, Writers of Advertising It has been written at last

"Story of the Automobile"

By H. L. BARBER, Economist and Financial Writer Author of "Making Money Make Money," etc.

Interesting
Authentic there had been no authentic story written to the third largest industry in the United States, in which millions of dellars have been, are and with the invested—the automobile and accessory industry—an industry which leads all others

Stop There is no reason why you should genus any fugures—read the chapter by EUWARD G. WEST—LAKE, one of America's foreron Automobile Bilister; the chapter by the BUSNESS BOURSES of New Yerks and every chapter in this look when the coins of the entire value of the coins when the coins of the entire values.

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A. J. MUNSON & CO., Publishers
Dept. A-4, 20 W. Jackson Blvd. CHICAGO, ILL.

The Court of Court

DIT

ON TO ST. LOUIS!

30 confer with each other on the problems of the times, to aid in stabilizing the thought and purpose in the minds of business men of the country in the nation's crisis, to recall to same and sensible policies those who may be mentally "at thousands of advertising men are journeying to St. Louis, to attend the annual convention of the Associated Advertising Clubs of the World.

This groat gathering has the enthusiastic endorsement of the President of the United States, who sees in it possibilities of great potential value to the nation at war. To the extent that the conference shall strengthen the arm of business, shall clear the trucks for renewed effort to expand the nation's commurcial life, these possibilities will be realized.

The scope of the discussions scheduled for St. Louis is very wide. Light should break upon every economic problem now vexing the minds of manufacturers, of retailers, of publishers, of salesmen. The delegate to this convention should return to his task at home with a clearer vision of the road before him-with courage to do things in a big way, that the big task of the nation may be simplified.

"FOR THE PROTECTION OF THE NATION."

THE President has conducted his fight for a censorship law "for the protection" tion," as expressed in his letter to Congressman Webb.

The President, however, has not made clear to the people his reasons for believing that the interests of the nation will best be served through enacting a law which the Constitution expressly forbids Congress to enact. And the American people, to whom the institution of a free press means more than it means to editors and publishers of newspapers, are accustomed to having even their Presidents offer reasons for any sort of legislation which they demand of Congress.

If the President has had in mind the need to control reckiess and irresponsible newspapers, it is the belief of a majority of the people that he now has that power-that the laws against treason and the abuse of free speech afford all needed legal restraint.

The regulations proposed and published by the Creel committee are, in the main, such as are being strictly observed by all newspapers. The interpretations of some of these regulations, as made by the Departments of State and Justice, illustrate the spirit in which a consorship law might be enforced. To say that newspapers may not print news about peace proposals, or about differences of opinion between the governments of the Allies is to impose unon a free press restrictions to which even newspapers in countries under autocratic rule are not subject. If these examples of the working of the bureaucratic minds at Washington afford us light, what would remain of our boasted free press under a law which would give to these men the right of veto over the work of American editors?

If a free press is such a vital asset to a free government as to have called for specific constitutional protection, why should it suddenly become a menace to the nation? Has any man a right to a place in the Cabinet or Government of a democratic country who does not consider himself, his policies, and his acts as proper subjects for public discussion? Is it not the purpose of some of our Washington officials to protect themselves from criticism through the aid of a convenient censorship law? True, in most of the bills which have been under consideration, the right to criticise public officials is plainly reserved to the newspapers but such criticism could not be effective if it were not permitted to state fully the premises on which it may be based. And to do this, obviously, would violate other provisions of the law, as proposed.

It is conceivable that there may be a few disloyal newspapers in the country. But, in order to deal with these, is it necessary to set aside the guarantes of a free press? Should the great majointy of newspapers, loyal to the core, be penalized. muzzled, rendered impotent to serve the rition usefully because a few newspapers may need the iton band?

TAKE the case of men of letters. LEvery piece of work which is not as good as you can make it, which you have palmed off imperfect, meagrely thought, nig-gardly in execution **** every hasty or slovenly or untrue performance should rise up against you in the court of your own heart.-Stevenson.

We have been shocked to learn of the German method of conquering cities of holding leading citizens as hostages for the good conduct of even the irresponsible units of the population, or of threatening the utter destruction of a city in reprisal for any individual acts of lawlessness among the people. That is burbaric, of course. It typides the spirit of ruthlessness and autocracy against which we are fighting. That spirit must no longer exist in the world.

In a restrictive censorship law we should adopt that policy, in its substance. We should impose upon all newspapers regulations needed only for the control of a few. In order that we may be sure that we have apprehended the craminals who should be in custody, we proceed to put sverybody into jail. That is one way of being sure that the offender, or the man likely to offend, is under control -but it is rather hard on the rest of the people.

There was never a period in the history of the world when a free press was so essential to the cause of world democracy as right now. Only under a proclamation of martial law may the Government legally muzzle or control the press. In enacting a law abridging the freedom of the press-which is the only purpose of any sort of censorahin law-Congress would do precisely what the Constitution says shall not be done, Unless the Constitution should be suspended-which is unthinkable, because it would be a confession that a democratic form of government had failed under stress and trial-such a law would be H.LEGAL of Beelf.

The House of Representatives, by its decisive vote late on Thursday, rejecting the consorship provision of the Espionage bill, has administered the death blow, let us hope, to the effort to throttle a free press. All good Americans will rejoice that this victory of democratic ideals has been won at a time when it was sorely needed "for the protection of the nation." There are likely to be further attempts to pass a censorship law-but such attempts are, we behave, foredoomed to failure.

BUY LIBERTY LOAN BONDS!

SHE EDITOR AND PUBLISHER believes, and has urged, that the Government should conduct a great campaign of paid advertising for the sale of the Liberty Loan bonds-but whether this sensible and tested policy shall be followed or not, it remains tine that every one connected with the making of newspapers in this country should be an investor in these bonds.

Newspaper folks are, peculiarly, protagonasts of democratic ideals. Their daily work is in the service of those ideals, and the furtherance of their realization in the conduct of human affairs. They are the custodians of the Great Legacy-a free prose-which has come to them from the founders of tree government on this continent.

The issues at stake in this war are fundamental to Americans. Failure to win would mean the annulment of all that has been gamed in the establishment within our borders of government by the people -it would mean setting the clock of history back to the days of feudalism and autocracy,

Newspaper folks cannot, all of them, offer their hodies as a living sacrifice to this cause, but they may, all of them, offer their resources and their personal service to the nation in its need

Let the feroid slow that every worker in this paral in hore; has railed to the firing-line has yielded to the nation either personal service or financial support!

If you believe in the cause of your country, measure that belief in service or in deliars-or in both. If you cannot fight, WORK-and tender to the nation the fruit of that work: If a \$50 bond represents all that you can buy, buy it! If you can invest hundreds, or thousands, do not delay. The need is immediate the responsibility is personal.

Match with your dollars the sacrifice of the men who are mobilizing for service at the front. These men are offering the "full measure of devotion." If your measure of devotion must be expressed in money, see to it that you make it complete. For YOU'R DOLLARS WILL DO SOME OF THE FIGHTING IN PITANCE! They will speak for you on the western front! Let them speak YOUR MESSAGE TO AUTOCRACY!

HE call to the national service has reached enger T and responsive ears in all of the newspaper of tices of America. From every section of the country there come to THE EDITOR AND PUBLISHER NEWS of the enlistment of newspaper men for war. In some instances the staffs of newspapers have been seriously crippled. The difficulty of finding trained and available men to fill the vacancies will grow, with the coming months, to the proportions of an industrial problem. As in Canadian newspaper offices, we shall soon have "Rolls of Honor" posted in the editorial and business offices of our newspapers. While, in many instances, these men might be justified in fighting for the colors with their pens, the urge toward "service at the front" is too strong, with many newspaper men, to be resisted. All is well with democracy when her defenders of the press turn so instantly to her defence with the

HE address of Charles M. Palmer, a feature of THE address of Charles M. Lander, of Missouri, Newspaper Week at the University of Missouri, is a compendium of common- and uncommon-sense concerning the newspaper business. Mr. Palmer, whose training and experience have been chiefly in the business end of the newspaper business, and who is generally considered the best authority in the country on factors of value in newspaper properties, emphasizes the truth that a newspaper's chief asset is CHARACTER, out of which grows good-will and influence in its community. Mr. Palmer makes plain the ethical and commercial value of INDEPENDENCE in a newspaper, and stresses the importance of keeping the news and editorial columns utterly free from sinister influences. He makes it clear that, merely from the standpoint of "business," a newspaper cannot afford to sacrifice. on any provocation or under any influence, its character as the defender of the public interests.

I has not seemed necessary to try to prove to the American people that improved machinery lowers the cost of production, or that modern methods lessen the expense of distribution. It would seem almost equally superfluous to defend advertising from the standpoint of its economic value-for without advertising the manufacturer and retailer would have no assured markets and could not make modern methods of manufacturing and distributing count so effectively in reducing selling prices,

SPACE-BUYER for a national advertiser, re-A marked recently that he had not seen of late a rate-card which looked familiar to him-but added that he was trying to reconcile himself to the increases in rates. "It requires nerve to sign on the dotted line nowadays," he said, "but it would be foolbardy not to sign."

W HEN the Adjutant-General's office planned to send a grotesquely inadequate military force te Munila to cooperate with Dowey's victorious floet, the newspapers defeated the plan through exposing it. That was national service. Proposed cansorship regulations would prevent similar sorvice in the present war.

PERSONALS

N EW YORK-Thomas W. Garvin, of the Tribune, has been elected president of the Leonia Men's Forum, at his suburban home, Leonia, N. J.

C. R. McMillan is now the champion of the New York Paper Trade Golf Association, he having won the title when he defeated Roger B. Taft, at the Arcola County Club in New Jersey.

Frank H. Simonds, editorial writer of the New York Tribune, is away on a week's vacation.

George Lawton, retired veteran telegrapher and former night chief operator of the Western Union Telegraph Company in Denver, was a visitor to New York and Washington this week. Mr. Lawton went West when the country was infested with hostile Indians, and is said to enjoy a wider acquaintance with Western newspaper men than any other man. He was a personal friend of Eugene Field, when he was editor of the old Denver Tribune, and corresponded with him regularly after Mr. Field went to Chicago. Mr. Lawton is now living nt Plymouth, Ill., where he has owned a farm for more than thirty years, and because of which fact he was known among the newspaper men of the Rocky Mountain country as Old Farmer Law-

Mr. and Mrs. Lewis S. Gannett of the World staff, who were married on May 12 in Buffalo, N. Y. returned to their respective desks in the morning World's city room on Monday, after a honeymoon in the Pocono Mountains, Pennsylvania.

Donald H. Clarke has returned to the reportorial staff of the World, which he left some months ago to assume a desk on the American.

THER CITIES .- George R. Witt, of Othe Worcester (Mass.) Telegram, has joined the staff of the Albany (N. Y.) Knickerbocker Press.

Samuel T. Clover, a former Los Angeles newspaper editor and publisher, now located at Richmond, Va., hav given his three sons to the cause of liberty for the world. Greaver Clover has sailed for France in the American Ambulance Corps, and Paul plans to ioin the same organization. Philip will moon return from China and join the Engineers' Reserve Corps of the United States army.

W. W. Marsh, of the Cleveland Plain Dealer, has gone to the Officers' Reserve Corps camp at Fort Benjamin Harrison, Ind., for duty.

Jack Remington, for ten years connected with the St. Paul Poincer Press as feature writer and reporter, has joined the staff of the Minucapolis Tribune. He was a war correspondent during the Turco-Greek, Russo-Japanese, and Spanish-American wars, and is an authority on the present war, military affairs generally, and matters of European diplomacy.

R. J. O'Donnell, who was city editor of the Parks raburg (West Va.) News. has returned to Zanesville, O.

H. B. Byer, arvertising man, and R. P. Biddle, circulation manager, of the Parkersburg (West, Va.) Sentinel, have joined the Officers Reserve Corps at Fort Benjamin Harrison Robert Byer. head of the mail room, succeeds Mr. Mr. Byer's place is taken by W. E. Ingersoll.

James A. Mathews, circulation manuger of the Oklahoma City Oklahoman, will attend the big A. A. C. W. convention, later going to Indianapolis to confer with President Schmid about I. C. M. A. affaira.

Steele Reynolds, for some time business manager of the Amsterdam (N Y) officers' training camp at Fort Snelling,

WAR suspends the rules of moral obligation, and what is long suspended is in danger of being totally abrogated.—Burke.

tion with the Chalmers Knitting Company. P. A. Speer, advertising manager of the Morning Sentinel, has succeeded to the position of business manager.

Thomas F. Maroney, who for about two years has been city editor of the thean (N. Y.) Times, has been advanced to the position of editor, taking the chair vacated by W. G. Naylor. The new city editor of the Times, succeeding Mr Maroney, is Charles H. wardwell, former night editor of the Morning Herald, of reutland, vt.

James M. Skewes, for three years managing editor of the aniwaukee Daily News, has purchased the nighal and Signal Printery, newspaper and paper business, of Unicago Heights, 1st., and OOK DUSSESSION ON JUNE 1. Mr. SACAUS ta president of the Milwaukce Press Citto and is well known in Wisconsin newspaper circles.

is to preta, tormerly city editor of the Du Done (I'a.) Courter, mes become managing secretary of the Philipsburg (ral) Chamber of Commerce.

rawaru neca, editor of the Winnipeg (Man.) relegrum, is to resume the editorship of the latter, which he founded as been by eekly a few years ago.

Samuel L Garrison, editor of the boonton (A. J.) Buttetin, and his wife celeurated their golden wedding anniversary May 9. Air, Garrison is said to be the oldest active editor in the State of New Jersey.

C. H. Batley, of the San Francisco (tal.) tail has been appointed captain in the quartermaster's section and bas gone on duty.

L. L. Dolson, of the Fort Dodge (Iowa) Chronate, is the new editor of the Dows (lows) Advocate, succeeding James C. Byrnes, who returns to Howan (lows) to publish the iteview.

Hilton H. Railes, formerly aight city editor of the New Orleans (Lac) American, is now on the staff of the Philadelphia Evening Ledger.

W. E. Maiden, of the New Westminster (B. C.) British Columbian, is ruported as having been wounded in action "somewhere in France," where he has been serving with the 131st But-

Robert A. Golden, a cub reporter on the Savannah (Ga.) Press, rescued a man from drowning last Sunday at Isle of Hope, by taking a daring dive from a tower on the river side.

Paul J. Barrett, formerly of the Des Moines News, is now managing editor of the Muscatine Tribune.

Delbert J. West has been made city circulation manager of the Topeka (Kan.) Daily Capital to succeed J. E. Wilson, now Chief of Police.

Roselle M. Davis has resigned from the Council Bluffs (Iowa) Nonpareil and is now a reporter for the Omaha (Neh.) World-Herald. He is succeeded on the Nonparell by Charles L. Ken-

E. L. Harrett, of the Des Moines (lowa) News copy desk, has returned to the copy desk of the Omaha (Neb.) News.

A. C. E. Schonemann recently sucevoded F. R. Conway as editor of the Mason City (lows) Morning Times.

George F. Authier, formerly secretary to Gov. A. O. Eberhart and recently Washington correspondent for the Minneapolis Tribune, who returned to the twin cities to apply for admission to the

Morning Sentinel, has accepted a post- found upon physical examination that he was afflicted with a serious allment of his digestive organs. He will go to Rochester for an operation.

Joseph Auld has retired from the management of the Burlington (Vt.) News and is succeeded by Denald G. Habbitt.

Victor L. Smith, of the Omeha (Neb.) World-Herald, has been appointed secretary of the Omaha Business Mon's Association.

Major J. C. Hemphill, of Washington, D. C., formerly editor of the Columbia (S. C.) News and Courier, was in South Carolina for several days last week on a business trip.

Mrs. Rahl has been editing the Sebring (Fla.) White Way, and she has made it a whiter and better Way, while her husband, editor Rahl, has been attending legislative sessions at Tallahas-

John B. Cox has resigned as circulation manager of the St. Paul Dispatch. His future plans have not been an-

ITTSBURGH. - Pa.-Col. Charles Alexander Rook, president-editor of the Pittsburgh Dispatch, attended the National Conference on International Relations, held under the auspices of the Academy of Political Science, at Long Beach, N. Y.

Rose Collins Jones, society editor of the Pittsburgh Leader; Lillian Russell Moore, wife of A. P. Moore, editor-inchief of the Leader; Alice Emge, daughter of J. K. Emge, managing editor of the Leader, and Gertrude Gordon, feature writer of the Pittaburgh Press, were active in forming a Pittsburgh chapter of the Woman's National Defence Longue, and have now a large body of women enrolled.

Erasmus Wilson, the "Quiet Observer" of the Pittsburgh Gazette Times, will be seventy-five years old on June 8. His friends are planning a party in his honor to be held that evening at the Fort Pitt Hotel. Guests are expected from newspaper circles throughout western Pennsylvania.

Charles E. Robinson, reporter on the Pittsburgh Post, has been called to the Officers' Training Camp at Fort Ni-

V. Kirk Johnstown and John Edmund Reilly, of the editorial staff of the Pittsburgh Chronicle-Telegraph, have enlisted as privates in the Fifth Reserve Engineer Regiment.

E. B. Speer, former owner of the Midland Heraid, has joined the editorial staff of the Pittsburgh Sun. O'Brien & Canne purchased the Herald from Mr. Speer, and continue both the paper and the job plant.

J. B. Werner, for several years manager of the Somerset Democrat, has joined the staff of the Johnstown Demo-His father, E. H. Werner, now manages the Somerset paper.

Charles A. Bell and Cecil E. Sniff, formerly publishers of the New Wilmington Globe, have enlisted and have disposed of their interests in the paper to A. J. Moorland.

I'FFALO-Charles B. Taylor, conv. Brender on the News, is engaged to marry Laura M. Clody.

Color-Bergeant Briggs, of the Seventy-fourth Infantry, a Jamestown newspaper man, has been assigned as one of a group to report at Madison Barracks for officers' training.

A. H. Kirchhofer, assistant city editor of the News, has been selected as the publicity representative of the Western New York Liberty Loan Committee.

Leonard Smith, of the Express staff, is at Madison Baracks, training for an officer's commission.

Charles H. Armitage, Albany legislative correspondent of the News, has returned to Buffalo and is covering general politics.

Fred E. Ruslander, of Pittsburgh, and Maurice F. O'Brien, formerly of Rechester, have joined the staff of the News.

WASHINGTON, - Gerald Egan, formerly with the New York Tribune bureau here, and who enlisted and served four years in the Const Artillery, has been commissioned first lieutenant of infantry and is serving with the Officers' Reserve Corps at Fort Myer.

The world's greatest inventor gets results by hard work. The men who fail are those who tell what "ought to be done," and are either too lazy or incompetent to buckle down to the task.



The Rochester Union and Advertiser has renewed its contract for The Haskin Letter for another year



PHILADELPHIA—William Randolph Hearst was the purchaser of a Stuart Washington at the auction of the Harned collection held in this city this week. He gave \$3.400 for it, and also purchased many other historical items.

Robert Melican, son of the publisher of the Bulletin, has received a commission as second leutenant in the Eleventh Company, cavalry, at Fort Nikaura. Joseph M. Du Barry, 2d, well known socially and a former Princeton Triangle Club star, who was a reporter on the Evening Ledger before he went to the Officers' camp, has also been made a second licutenant.

Miss Anna M. Kelley was elected president of the Philadelphia Club of Advertising Women at its last meeting. Miss Mary C'Donnell was made first and Miss Nellie E. Quirk, second, vice-president; Miss Bertha B. Shaffer, treasurer; Miss Helen V. Straussei, corresponding secretary, and Miss Regina Jones, recording secretary. Liberty bonds will be sold by the Club members on June 5 and 6.

CLEVELAND, O.—Victor Morgan.

Changing editor of the Cleveland
Press, has been sued for \$25,000 for personal injuries by Miss Catherine Campbell who claims that Morgan's automobile struck her as she was crossing Euclid Ave. at East \$2nd \$8.

C. S. McCoole, a newspaper man formerly connected with the Loraine. (O.) Times Herald, has organized and is president of the Airplane Amusement Co., which has purchased a large acreage in West Park near Cleveland and will put up an amusement park.

Vera Hohem, trained nurse and physical trainer, who did the boxing specialty with the Passing Show last winter is writing physical culture lessons and sports for women for the Cleveland Press and other Scripps papers served by the Newspaper Enterprise Association of Cleveland.

Dan R. Hanna, jr., son of Dan R. Hanna, president of the Cleveland Leader-News, has joined the Officers' Reserve Corps and is in training at Fort Benjamin Harrison, Ind. Young Hanna is a grandson of Senator Marcus A. Hanna. He was on the Leader ed-Rorial staff for two years.

George H. Klisbee, of the art staff of the Cleveland Leader, has been accepted for ambulance service in France and sails the middle of June. Klisbee, well known for his work signed "Klis," has been with the Leader for two and a half years, coming here from his art studies in Parls. He is the designer of several recruiting posters whilely used throughout Ohio. He is the four-teenth Leader-News man to volunteer.

Daniel Carter Beard, author and writer for boys, will be the guest of Cleveland Boy Scouts next week. He will speak before the City Club and other organizations.

CHICAGO.—8. J. Duncan-Clark, war cannelyst for the Chleago Evening Post, spoke before the Association of Commerce on the war a few days ago.

Walter Rohm, publisher of the Republican, Mayor Thompson's special organ, has been brought into the limelight through that paper's attacks on the Administration's war policy.

Frank Hinman, City Hall reporter for the City News Burenu, has joined the Officer's Reserve training camp at Fort Logan, Argenta, Ark.

T. A. Lowery, of the financial advertising department of the Chicago Tribune, is making some speeches in behalf of the Liberty Loan. The most recent was before the Kiwanis Club in the Great Northern Hotel.

Jay Williams, formerly of the Chicago Examiner, is now City Hall reporter for the Chicago Tribune, as the result of a shift of Parke Brown and Herbert Brande, who were formerly on this run. Mr. Brown has been assigned to cover the Fort Sheridan training camp, and Mr. Brande has been transferred to the editorial writing staff.

Percy Hammond, dramatic critic for the Chicago Tribune, topped the field with a card of 79 in the recent tournament of the Chicago Press Golf Club. M. E. Taylor, of the Associated Press, was second, with 83; Pericy Benna. of the Tribune, third, with 86, and R. J. Jacobsen, of the Drovers' Journal, fourth with 87. Each player contributed one cent to the Red Cross for every stroke.

PROVIDENCE, R. I.—Frank A. Jones, telegraph editor of the Providence Evening Tribune, who has been Ill for nearly three months, is back at his deak.

Arthur W. Tallsot, of the Providence Journal, has just finished a successful tag-day campaign for the Providence District Nursing Association, in which \$13,222 was secured.

W. M. Tugman, John R. Hees, Jr., and J. Donald Adams, who are in the officers' training camp at Plattsburgh, state that they are working so hard they have no time to even write letters.

H. Harold Price and Arthur C. Nichols, members of the Town Criers, were each presented with an umbrella at the Monday meeting. Both are soon to be married

ST LOUIS.—Gaty Pallen, political reporter for the St. Louis Republic, will become director of publicity for the Mercantile Club June 1 at a salary of \$2,500 a year. Pallen has been engaged in the newspaper business in St. Louis for twenty-one years. He has worked on various St. Louis newspapers.

Richard L. Stokes, for three years ussistant to the Sunday editor of the Post-Dispatch, and for the last two years music editor of that newspaper: Thomas H. Rogers, former chairman of the St. Louis Efficiency Board, and previously secretary to Mayor Kiel, and at various times political reporter for several St. Louis newspapers; S. Archie Webster, a writer of long experience on civic affairs and who has served on the staffs of the Post-Dispatch and St. Louis Times, and R. A. Glen, former political reporter for the St. Louis Star. and formerly with Cleveland, Philadelphia, and New Orleans papers, are recent acquisitions to the editorial staff of the St. Louis Globe-Democrat, that paper announcing the fact along with cuts of the men.

M HEWAUKEE. Stuart Heath, formerly with the Milwaukee Leader, has joined the Sentinel's reportorial staff,

A. T. Davis, of Minneapolis, is now a reporter on the Milwaukee Free Press. Floyd W. Greene, of Noonah Wie

Floyd W. Greene, of Neensh, Wis, for a year night city editor on the Milwaukee Sentinel, has taken the Court House run for the Evening Journal.

Carl Schneider, formerly reporter, has been promoted to the position of assistant night editor on the Milwa-ikes Free Press.

Robert Welte, erstwhile of the Cleveland Plain Dealer force, is now a copyreader on the Milwaukee Free Press.

W. A. Bowdish, veteran Milwaukee newspaperman, is doing special features on the Journal, having left the Sentinel day force.

Victor Berger, former Catagrasman

from Wisconsin, and head of the Leader (Socialist), left a few days ago for "somewhere in the East" to attempt a departure for the scene of the Stockholm. Sweden, socialistic conference as American delegate.

J. E. Harris, for the last year managing editor of the Milwaukee Leader, has resigned to take a desk on the Sentinel.

William Dean, for twenty-two years Associated Press operator of the Milwaukee-Sentinel's No. I leased wire, has been transferred to superintendency of the day force. He will be replaced by John Klaus.

 H. Sea, formerly member of the Milwaukee Free Press night copy desk, has gone to Chicago to take up newspaper work.

Charles Pfister, millionaire owner of the Milwaukee Sentinel, has formally opened his summer camp at take Five, near the city, where he is a customed to spend the summer heated reason.

C. R. Jones, Washington, D. C., has resigned his position with the Milwautee Free Press and entered the employ of the Evening Wisconsin.

Richard Lloyd Jones, editor of the Madison State Journal, delivered a lecture at the University of Missouri on "The Services of an Editor" at the recent series of talks during "journalism week."

Bloor Schleppey, attorney-journallat of Indianapolia, who recently joined the Milwauker fraternity, has some from the Sentinel to the Daily News.

J. E. Moriarity and James Martin have opened a publicity bureau in Milwaukee. "Morry" was for a long time connected with the Milwaukee Free Press, while Martin has been identified with press-agent work for various enterprises.

H. E. Mitchell, formerly managing editor of the Duluth News-Tribune, but for the last three years connected with Milwaukee publications, has withdrawn from active newspaper work to assume the position of State organizer for the Kiwania-Juba.

Charles Kennedy, formerly with the Oshkosh (Wis.) Northwestern, has joined the staff of the Milwaukee Hentinel.

E. A. Fredenburg, formerly telegraph editor of the Milwaukee Evening Wisconsin, has assumed the position of head of the copy desk on the Morning Breen Props.

Roman Isthrens has taken the position of assistant telegraph editor on the Milwaukee Evening Wisconsin, having left the employ of the Sentinel.

SAN FRANCISCO.—R. J. Kirk, of the Call staff, one of the best-known newspaper men of the city and a director of the Newspapermen's Club of San Francisco, is one of the first men to enlist in the Eighth Regiment Reserve Engineers, which will be the first Parific Coast unit to see service in France.

Miss Bessie Beatty, of the San Francisco Bulletin staff, who is on her way to Russia to write her impressions of that country and its people under the new régime, has already sent to her paper several interesting stories, relating her experiences on shipboard, and in the Hawnian Islands, where she spent a few days en route.

Clarence P. Kane, automobile editor of the San Francisco Daily News, is now working hard as a second lieutenant at the Presidio, after having passed an excellent examination as one of 2,000 applicants for positions as army officers. Kane was one of the first newspaper men to apply for a commission in the Officers' Reserve Corps and

has been commissioned as second lieutenant. At one time Kane acted as San Francisco correspondent for The Eutros and Pusilshess.

Dallas, Tex.—R. H. Gramfield, well-known newspaper man, of Newton, In., has accepted a position as Secretary of the Chamber of Commerce, at Enid, Okin.

W. L. Johnston, founder and for a number of years editor and publisher of the Yoakum (Tex.) Daily and Weekly Times, has retired from nowspaper work and has been elected secretary of the Yoakum Commercial Club.

J. R. Montgomery, well-known South Texas newspaper man, for a number of years in charge of the Houston bureau of the Galveston-Dallas News, has been commissioned a captain in the Officers' Reserve Corps. Mr. Montgomery is a veteran of the Spanish-American War and saw seven years of service in the regular army.

DENVER, Col.-W. C. Shepherd, managing editor of the Post, has gone to New York for a two weeks' contact with metropolitan offices, combining recreation with a search for new methods.

William Arkins, for years active in spreading the fame of Cripple Creek as a mining reporter, is here on a business trip from Los Angeles.

Arthur Chapman, managing editor of the Times, reports that his poem, "Out Where the West Begins," which leads a collection of his verse reprinted from the files of the Republican, is in its third printing. The publishers, Houghton Mifflin Company, say it will be one of the best sellers of poetry printed in this country in many years.

Lute H. Johnson, of the Post, has had a play accepted by Walker Whiteside for early production in New York.

The savage trades shells instead of money, and shuns commercial confidence. That's the reason he sleeps under a tree instead of under a roof.

Letters to Successful Publishers

THE TRIBUNE,

Sloux City, Iowa.

Gentlemen:-

The character of your paper and the fact that you have used our liliustrated service for five years, tend to bear out our claim that our clients are the atrong established papers in their respective teritories.

The standing of the Tribune in lowa and the Middle West is well known. It is a good paper, well edited and carefully managed, and it is a successful paper.

Our connection with papers like yours is valuable to us. It encourages other papers of worth and high standing to make use of our service. We hope to serve you for years to come, and will try always to give you good value.

Sincerely yours,

The Central Press Ass'n. New York and Cleveland.

UNCLE SAM GETS PAPER FOR \$2.50 PER 100 LBS.

International Paper Co. Asked \$3.10. Until Informed that Under National Defence Act the Government Had the Power to Take Over the Mills of the Big Paper Making Concern.

Summary action has been taken by the United States Government to secure for its use news print paper at a price considerably lower than that which it was offered through so-called competitive bids and at a private offering. In brief, the Government officials believed that they were being held up, and therefore caused the paper to be furnished at the price-\$2.50 per hundred -which the Federal Trade Commission decided was reasonable.

The Government has invoked the National Defence act to bring the paper company to terms, and this being the first time the act has been invoked along this line, it is believed that the precedent set is a very important one. The conditions leading to the Government's taking this action are as follows:

NOW THE NIPS RANGED,

In February last, as it will be recalled, bids were opened by the Congressional Joint Committee on Printing. for its annual supply of paper. Among the lots advertised was a quantity of newsprint which was used by the Goverument Printing Office for minting the speeches of Representatives and Senntors for distribution in their respective districts and States. There were at that time two bidders-the Republic Bag & Paper Company, of New York, \$7.25 per hundred; and Weinstock & Sens, New York, \$750. Both were rejected by the Joint Committee as being excussive and exorbitant. The lots were not immedistaly rendwartised as the Public Print. er had a sufficient supply on hand for immediate demands.

INTERNATIONAL ARKED \$3.10 A HUNDRED.

About three weeks ago, when it was decided by the President to issue a daily statement of subjects pertaining to the war, the Official Bulletin was established, and hundreds of thousands of copies have been printed for general circulation. The paper used for this publication is news print, and the daily issues began to exhaust the stock on hand. Then, the Public Printer took up the matter with President Dodge, of the International Paper Co., believing that the latter would cooperate in securing for the Government a supply of paper for the Bulletin at a reasonable price. President Dodge agreed to furnish a carload at \$3.10 per hundred, and the tenor of his communication indicated that he believed this was a concession to the Government.

ASKED FOR BILE.

The Public Printer was not satisfied with the price and took the natter up with the Joint Committee on Printing, which committee directed that bids be invited. This was done, and there were three bidders: Bermingham & Seaman Co., Smith, Dixon Co., Batimore, and Maurice (l'Meara, New York, jobbers. All hid \$4 per hundred.

The Joint Committee received the bids and decided that in view of the fact that the Federal Trade Commission, after an

investigation, had reached the conclusion that \$2.50 was a reasonable price for newsprint paper, decided to obtain it at this price.

INVOKED NATIONAL DEFENCE ACT.

The Joint Committee directed that a letter be addressed to President Dodge, stating that the official bulletin was military in character and that President Wilson had ordered it established, along with other matters similar in character in his capacity as commander-in-chief of the army. Attention was then forcibly directed to the fact that under the National Defence act the Government had authority to take possession of any mills or materials that were required for mil'tary purposes.

President Dodge agreed to furnish the paper at \$2.50 per hundred.

MISS SCHORER'S BIG PARTY

Her "Kiddie Klub" Family Gives Pageant in Central Park.

The New York Evening World's Kiddie Klub, of which Miss Eleanor Schorer is the head, gave in Central Park last Saturday afternoon the biggest family party ever held there. "Constn" Eleanor sat in state in a small stand erected for the purpose and securely surrounded by polloemen and boy scouts, who allowed no one to annoy her. The Kiddle Klub presented the pageant "Young Manhattan," written by Miss Schorer,

An Indian Chief wandering over the field seeking a spot to settle his tribe gave the tribal call when he found a suitable location, and boys and girls cume tearing in, beating tom-toms and singing an Indian song.

The first white girl in New York and the first white boy strolling in became panic-stricken when they mw the red men, but when the Chief advanced with outstretched arms to greet them they bowed and curtifed. then beckened to all the little Dutch boys and girls, who appeared and did a windmill dance

In chronological order the pictursque events in the early history of the State were depleted by the children, winding up with the mounting of Liberty on a pedestal and the singing of "The Star Spangled Banner."

CARES FOR 300 NEWSIES.

Splendid Work Being Done by Association, in Houston, Tex.

The annual report of the Newsboys' Association Home in Houston, Tex. shows that the Association furnishes a home for 200 newsloys, nearly all of whom have no parents and would be left to their own natural bents if not influenced by the Association and the home-like influence thrown about them. The boys live in a large three-story building, which has been fitted in nearclub style. The home is managed by Miss Ferdie Trichelle, assisted by Miss Allee Finfrock

The boys are taught all the principles of good citizenship, and this is put into practice by the organization of a miniature municipality or commonwealth, through which the lads govern themselves. The various officers this commonwealth are chosen by pop-

THE STARR COST SYSTEMS -Have proven their value in many cases

They are devised to fit individual needs, and are installed only after

careful personal investigation

Write for references. They are numerous and strong enough to make you see just why you should take advantage of them as quickly as possible. PIERRE C. STARR, 548-9 Transportation Bldg., Chirage

plan election and all offenders against the laws of the land and of the Newsboys' Home are tried in the courts of this municipality. A free employment bureau is also maintained to secure work for boys leaving the home.

Special Industrial Edition

The Charlotte (N. C.) News recently issued an eight-eight-page special edition, which was called a "Textile, Industrial, and Educational Edition." for the special purpose of "Telling the Truth About the Cotton Milling Industry of North Carolina and the Men Who Have Made it What It Is To-day The issue contained a complete review of the industries of that section, particularly the cotton-milling industry. Copies of the well-known enrioons showing emac'ated children working at the cotton machinery were printed side by side with actual photographs taken in the mills, showing conditions as they actually exist. Photographs of factories, public buildings, etc., are also shown together with the necessary deser prive text. The edition is a valuable compendium of manufacturers of North Carolina.

Richmond Papers Raise Prices

The Richmond (Va.) Evening Journul and News-Leader have announced that on Monday next they will advance the selling price of their newspaper on the street from one to two cents a copy. The rate for delivery will be ten cents a week. The tremendous increase in the cost of white paper is given as the reason for the raise in subscription price of the papers, and they promise to the public even letter newspapers in the future than in the past,

Censoring the Newsboys

Newsboys of Tules, Okla., are prohildted from crying the news in the papers they sell under an ordinance just enacted by the city commission. The newsies can cry only the name of the paper they offer for sale and in case of an extra, they can announce that fact, but they must say nothing about the news on which the extra is based. The continual crying of crime stories by newshoys was the cause of the enactment of this ordinance. A penalty of \$25 for each offence is provided. The publishers of the city are preparing to resist the ordinance in the

Three Picture Pages Daily

The Philadelphia Evening Ledger, which has for some time been running a full back page of news photographs as one of its most popular features, has

now increased such picture pages to "The art of journalistic three, daily, photography," says an editorial, "has advanced by such great strides that it is demanding more and more space in a newspaper which seeks to make the news of the day a vitally real part of the lives of its readers. To visualize new things is as important as to read about them." The Ledger's excellent photographic staff is made superlatively effective by the use of the camera motor-car, by menns of which many street spectacles are snapped and high speed in getting material into the press-room secured.

New Orleans Item's Form

The New Orleans Item has leased a large lot in the heart of the residential section of New Orleans, and has planted thereon a garden growing corn. tomatoes, squash, pumpkin, beans, watermelons, cantaloupes, and all of the other seasonable vegetables. The work is being carried on under the sypervision of R. G. Miller, agricultural editor of the Item, and the "farm" has become one of the show places of the city.

Edge and Editors Confer

Governor Edge, of New Jersey, held a conference last Monday, at Trenton, with owners and editors of the papers throughout the State and discussed the most effective use of the press in aid of the State and Federal authorities in preparations for the war. The Advertising Club of Trenton will distribute printed suggestions to increase interest in the military enrolment day, June 5,

Played Ball for Red Cross

Members of the art departments of the Chicago Tribune and Chicago Herald played hall last Sunday for the benefit of the Red Cross. The Tribune artists won by a score of 19 to 3. Carey Orr, cartoonist for the Tribune, starred in the rôle of pitcher. John T. Mc-Cutcheon made a two-ham hit.

Speaks on Censorship

Frederick Roy Martin, of the Assoclated Press, presented the opening paper on "Consorship and International Relations," Tuesday, at the Conference on American Foreign Relations, at Long Beach.

The burning of a tree does not add or detract from the amount of matter in the world-the balance is always the same. But the man who burns a tree without putting the heat to some useful purpose is adding to his own problems and cheating posterity.

INTERTYPE

"The BETTER Machine"

Model A. \$2100 Sirgle Magazine

Model B. \$2600 Two Magazines

Model C, \$3000 Three Magazine

SIDE MAGAZ NE UNIT, APPLIED BEFORE SHIPMENT, \$130 EXTRA You can buy other composing machines



for less money. But you cannot buy other machines of

equal efficiency, model for model, at any

INTERTYPE CORPORATION

Terminal Building

Brooklyn, N. Y.

THE EDITOR & PUBLISHER FOR JUNE 2, 1917

FIRESTONE TIRE CO. PLANS BIG CAMPAIGN

New Advertising Drive by the Taylor-Critchfield-Clague Company for The Akron Rubber Co., Details of Which Are New Being Arranged-Tips for the Advertising Manager.

THE TAYLOR-CRITCHFIELD-CLASSIE CO., Inc., 223 West Jackson Boulevard, Chicago will handle a new advertising campaign for the Firestone Tire & Rubber Co., of Akron, O., which will be started soon, and which is being plun-

THE F WALLS ARMSTRONG ADVERTIS-ING AGENCY, North American Building, Philadelphia, is placing orders with some New England newspapers for Antonio Rolg & Langedorf, "Girard cigar," 315 North Seventh Street, Philadelphia, Pa.

COLLIN ARMSTRONG, INC., 1457 Broadway. New York city, handles the business of the Mason & Hamlin Co. planes. 490 Boylston Street, Boston, and 313 Pifth Avenue, New York city.

THE ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York city, is placing 300-line 15-time orders with some Pennsylvania newspapers for the Bethlehem Motors Corporation, Allentown, Pa.

THE THOMAS E. BASHAM CO., Inter-Southern Life Building, Louisville, Ky., is placing orders with newspapers in selected sections for the Washington Manufacturing Co., "Shir-Gar" garters, Nashville, Tenn.

THE CHAPPELOW ADVERTISING SERVICE. International Life Building, St. Louis, Mo., is making 6,000-line one-year contracts with a few newspapers in selected sections for the Dorris Motor Car Co. of St. Louis

CHUNCHILL-HALL, 60 Union Square, New York city, placing orders with a few newspapers in selected sections for the Boston Woven Hose & Rubber Co., "Good Luck fruit jar rings," Cambridge, Mass.

CURMAN-CHELTENHAM Co., THE 11 East 36th Street, New York city, handles the business of Mennens Chemical Co., Mennens Talcum Powder, 42 Orange Street, Newark, N. J.

THE COWEN Co., 50 Union Square. New York city, is placing orders with eastern newspapers for the New England Lines.

THE GEO. L. DTER Co., 42 Broadway. New York city, is placing orders with newspapers in selected sections for the Corn Products Refining Co., "Mazola" Cooking and Salad Oil, 17 Battery Place, New York city.

THE ELLIOTT ADVERTISING SERVICE, 508 St. Paul Street, Rochester, N. Y., is ngain placing orders with newspapers in selected sections for the Shinola Co., "Shinola" Shoe Polish, Rochester, N. Y.

THE PROBRES. ADVERTORNO AGENCY, 6 East 39th Street, New York city, handles the advertising of the House of Black, mourning apparel, 112 Madison Avenue, New York city.

FENYON & GARRINGE, 286 Fifth Avenue, New York city, are placing one-time orders for the American Trans-Atlantic Co., 17 Battery Place, New York city,

HENRI, HUBET & McDonald, Peoples Gas Building, Chicago, handle the advertising of C. J. Sellers & Sons Co., kitchen cabinets, Elwood. "St. Herri

Hour's Smyrer, 120 West 32d Street New York city, and Reston, Mass., is neum placing orders with newspapers In selected sections for the A. F. Pierce facturing Co., Richmond, Va.

Co., "Pierce Corn Planters," Springfield, N. Y. TRIBUNE PLEADS Мани

H. H. LEVRY, Marbridge Building, New York city, is placing orders with newspapers in selected sections for the Michelin Tire Co., 181-7 Park Row, New York city, and also 42-line 4-time orders with some Sunday newspapers for Humania Hair Co., 181-7 Park Row, New York city.

THE H. K. MCCARN Co., East Ohio Gas Building, Cleveland, O., and 51 Broadway. New York city, is placing orders in newspapers in cities where salesmen will visit, for the Cream Whip Co., Cleveland, O.

THE ROBERT M. MCMULLEN Co., Cambridge Building, New York city, is placing orders for advertising in a few New York city newspapers for the Thermokept Products Corporations, 139 Frank-Iln Street, New York city.

THE MATOR ADVERTISING CO., Bulletin Building, Philadelphia, Pa., is again placing orders with some Western newspapers for the Quaker City Rubber Co., "Quaker tires," 629 Market Street, Philadelphia Pa

THE METROPOLITAN ADVERTISING Co., 6 Wall Street, New York city, is placing 28-line double-column t. f. orders with a few newspapers in selected sections for the Goose Creek Co., financial.

THE FRANK SEAMAN CO., 461 Eighth Avenue, New York city, handles the advertising of Colsate & Co., Jersey City.

J. B. SHALE, 301 West 108th Street. New York city, is placing some advertising for Torrey & Co., "Fulton Motor Trucks." financial, 60 Wall Street, New York city.

THE CHARLES H. TOURALIN ACENCY. Kesner Building, Chicago, is placing 150line 7-time orders with a selected list of newspapers for the Chicago, Duluth & Georgian Bay Transit Co., 109 West Adams Street, Chicago, and the Northern Michigan Transportation Co., East End Auston Avenue, Chicago,

Fine C. Williams, 108 Fulton Street. New York city, is placing 35-line doublecolumn 5-time orders with newspapers in selected sections for Joseph Telleys Co., "Tetleys tea," 110 Franklin Street, New York city.

PHILIP WOLF, 200 West 42d Street, New York city, is placing orders with some Pennsylvania newspapers for the New York Hair Co., \$32 Broadway, New

THE SOUTHWESTERN THE & RUSSIA MANUFACTURING Co., of Dullas, Tex., will put out some advertising shortly. R. L. Cameron is president.

THE CHAPPELOW ADVERTIGING SERVICE. International Life Building, St. Louis, will handle the business of the Dorris Motor Car Co., of St. Louis, Mo.

THE SIMPSON ADVERTISING SERVICE CO., of St. Louis, handles the account of the James Clark Leather Co., 1601 Washington Avenue: the chemical account of the Commercial Acid Co., Boatman's Bank Building: the shoe account of the Friedman-Shelly Shoe Co., 1621 Washington Avenue; the jewelry account of the Hess. & Culbertson Jewelry Co., Seventh and St. Charles Streets; the account of the T. L. Horn Trunk Co., 1122 Washington Avenue, all of St. Louis,

THE PERMAN ADVERTISING AGENCY. Richmond, Va., handles the account of the Carolina Metal Products Co. Wilmington, N. C.; the fertilizer account of the Planters Fertilizer Co., Charleston, S C; the can account of the Virginia Can Co., Buchman, Va., and the auto accessories account of the Bain Manu-

TRUTH IN LIBEL SUIT

(Continued from page 14)

answer, "in no case was a single, isolated error of that character ellowed to bring a merchant into the light of publicity through" its columns, "There must have been evidence of a policy on the part of the advertiser so unreliable or so inimical to the public interest that the publishers of said newspaper could not justly continue to expose its readera to it."

It is further stated in the answer that in a conference with Mr. Waldo, Isaac Gimbel did not furnish satisfactory evidence that the necessary reforms would be effected.

Therefore," the answer sava "al. though the plaintiff, its managers and agents attempted by threats, by appeals, through various influential channels and otherwise, to prevent the publication of the Adams article, the Tribune takes the stand that it was incumbent on it, in pursuance with its avowed policy of protection to the public and to fair dealing manufacturers and merchants generally, to investigate and make public all the facts and circumstances of its battle for truth in advertising-to perform what was i's bounden duty and in its eyes a public servicethe exposure of the alleged deceptive and misleading business methods of Gimbel Brothers" Consequently the Tribune published the article about the Climbel birthday sides, upon which the \$1,000,000 libel suit is based.

N. Y. NEWSPAPER MEN ENLIST

Partial List of Staff Men of Local Dailies Who Have Joined the Colors,

Here is a partial list of the editorial and business office newspaper men of the New York dailies who have gone either into active service or training camps. It does not include the names of those who volunteered and failed to pass examinations, nor the many men from the mechanical and circulation departments:

Herald-Commander J. D. J. Kelley, U. S. N.; Major W. A. Niver, Adjutant-General's Department, National Guard Reserve; Captain J. S. Stuart Richardson, Licut. R. Ernest Dupuy, Licut. George Seay Wheat, Ensign F. H. Johnson, Whiter Chilaire, Eric Leavens, Warren D. Leary, Cardinal Ingram, Frank Henelotter, B. Thurles Hillon.

Telegram-Licut, H. G. McCafferty, Edward B. Morse, George D. Morris, Frank Coyle.

Sun (morning)- Lieut. C. M. Coshy, Lieut, Harold G. Telford, Brewster Beach.

Sun (evening) Quincy S. Mills, R. W. Rits, Conrad Crawford, Edward S. Morne.

Tribune-Edwin N. Lewis, Walter L. Wilgus, William Wren, Blanton Barrott, Thomas J. Ross, jr., Lleut, J. Snmmers; Sterling Patterson, William S. Lahey, Arthur L. Bunnell, Henry N.

Philip Hoyt, Times- - Licut. Julius Adler. Major Harris Walker, Captain R. J. Sprague, C. E. Lovejoy, Lee Brown, Edward Klauber, George E. Hyde, Herman Buggelyn, William Bradley'.

Globe--- Harold J. Kolne. Robert Wilson, Humphrey C. Tiffany.

Mall-Charles Roome.

New York City News Association-H. W. Berdie.

World-Ralph Pulitzer, ansign; Colonel Reginald L. Foster, Major Boze-

man C. Bulger, J. S. Calliban, G. J. Ednie, Arthur Shephard, P. R. Shorey, J. A. Brady, G. C. Smith, R. R. Randall, F. E. Stoker.

Sixteen of Staff in Service

Sixteen persons connected with the St. Paul Dispatch and Pioneer Press have enlisted for the military and naval services. They are: Navy-Leslie McKenney, Fred N. Witson, Russell Johnson, William A. Moon, Ted Nelson, cartoonist, and Miss L. Andrews, stenographer. Officers' Reserve-Harrison Fuller, S. C. De Pass, V. O. Law, H. F. White, Leland Pryor, Elmer Gordes, Martin Kelly. Hospital Corps-Kendall Parish, Lawrence Weinacht. Marine Corps-O. Pheiffer, Field Artillery-Howard Kahn.

Hikes, Recruits, and Reports

The Pittsburgh Dispatch and the Universal Film Company are cooperating in making the walking tour of Miss Dora Rodrigues, who is walking from New York to San Francisco, a success. The purpose of her trip is to establish in all the places in which she stops recruiting stations and cultsting young men to do their "bit" for Uncle Sam. She is writing her experiences for the Dispatch.

Remembered His Associates

The will of Col William C Church founder of the Army and Navy Journal. has been filed for probate. He left \$75 .. 000 real property and \$100,000 personal. To seven friends, including William A. Kilts and Charles P. Leach, associates on the Army and Navy Journal, he gave

New Orleans States

Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending April 1, 1917

36,670 Daily

We guaranties the largest white bosses delivered exesting circulation in the trade territory of New Orleans. To reach a large majority of the trade prespects in the local ferritory the States in the legical and even-inte medium, Circulation data sent on request,

The 5. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
New York Chicago St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kan-sas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST,

22 North William St., New York. Tel. Beekman 3636

Digitized by Google

AD FIELD PERSONALS

Enwin E. Myssus, who has been the secretary-manager of the California Redwood Association for a year past, has resigned his position in order to return to the East. He will spend a vacation of a few months on the Pacific Coust before taking up other work. The Redwood advertising matter is being released by the San Francisco office of the H. K. McCann Co.

JOHN LEE MARIN, of the Federal Agency of New York and Chicago, addressed the Advertising (Tub of New Orleans on the subject of "Modern Distribution" at its session on May 22d.

E. S. CHASE, Jr., has been appointed sales manager of the Barley Motor Car Co., of Kalamazoo, Mich.

H. J. BARRETT, formerly advertising manager of Hale Bros, San Francisco, and later proprietor of the Barrett Advertising Agency, of Los Angeles, has joined Churchill Hall, Inc., New York.

E. C. Gerryttit, who has been with the Chicago Daily News as associate advertlaing manager, has been appointed successor of A J. McFaul as Western manager for O'Mara & Ormsbee, Inc. with offices at 1803 Peoples Gas Building, Chicago.

ALPRED H. BARTSCH, for seven venue advertising manager of the Besch Magneto Company, has resigned and is now secretary of the McLain, Hadden, Simpers Advertising Agency of New York and Philadelphia.

RALEH KAYE, formerly of the Otto J. Koch Advertising Agency of Milwaukee (Wis.), has been appointed advertising manager of the Klasel Motor Co. of Hartford, Conn.

B. B. Grynn, a well-known advertising man of Dayton, O., has been appointed a member of the National Advertising Advisory Board.

A. A. GELATT, one of the five members of the Gundlach Advertising Company of Chicago, who enlisted in the United States service, was notified a few hours after having registered at the officers' reserve training camp at Fort Sheridan, of the death of his father, H. B. Gelatt, editor of the La Cross (Wis.) Leader-Tribune. He obtained a week's leave of absence to attend his father's funeral.

FRANK IRVING FLETCHER has moved his office from 171 Madison Avenue to 347 Fifth Avenue, New York city.

ALAN R. MACFATDEN has accepted a position in the office of R. Bruce Owen, special representative at Montreal. This agency represents a number of prominent Canadian papers.

H. Walton Himmera, president of the Chicago advertising agency which bears his name, addressed the Kalama-200 Chamber of Commerce, May 17, on the subject "Organization." He also addressed the National Convention of Furniture Manufacturers and Allied Lines. at Chicago recently on "The Need of a New Industrial Vision."

EINAR OLAF PETERSEN has joined the advertising staff of the Boston Globe. He was for fifteen years with O'Flaherty's New York Suburban List.

RALPH ESTEP, for a long time advertising manager of the Packard Automobile, and a member of the Cheltenham Agency, who has been in Europe for some time, has returned to this country, and is full of done on automobile trucks as they are used in war.

H. P. Kiggawa has been appointed advertising manager of the Haves Antomobile Company, of Kokomo, Ind.

& Sons Advertising Agency, of Philadel- Monday, June 4.

while has resigned and gone to France to join the American Ambulance Company as a driver.

C. H. Bristol, advertising manager of the Triangle Distributing Corporation, who has been on a trip to the Bacific Coast, has returned to New York.

A. G. CLARK, former president of the Portland (Ore.) Ad Club, has been appointed manager of the Oregon Home Industry League.

HELPS EMPLOYEES BUY BONDS

Milwankee Daily News Donates \$5 Toward Each Bond Bought.

To stimulate the purchase of Liberty Loan war bonds by its employees, the Milwaukee Daily News offers to make the initial deposit of \$25 with the Wisconsin National Bank or Wisconsin Trust Company, for each employee who desires to invest, to be paid back to the Daily News at the rate of 10 per cent. a week on the salaries of those receiving \$20 or more weekly and 5 per cent. for those who are paid less than \$21 weekly, until the sum of \$20 shall have been repaid, when the initial deposit of \$25 will be cancelled. In other words. the Dally News will contribute \$5 toward such bond purchased. The remaining \$25 necessary to secure a bond may be paid thereafter to the Dally News at the rate of 5 per cent, of the weekly salaries of all employees investing. The News will make the weekly payments to the bank until the bond shall have been paid for, when it will be turned over to the purchaser. the event of any employee joining the colors, the opportunity to pay for the bond will be arranged to suit his convenience or deferred until his return to work, his place being held open for The Daily News will make no interest charge to employees during the time the bond is being paid for, and the bank and trust company pays the 3 per cent interest on the deposits from the start, while the bond in the end pays 3% per cent, interest. To the first 1,000 who make a deposit of \$25 or more with the Wisconsin National Bank or the Wisconsin Trust Company, the hanks will present an American flag 6x4 feet, with seven-foot pole, rope halyard, and iron bolder complete. All of the funds received on this plan will be invested in Liberty Bonds, the banks paying 3 per cent, interest on all deposits on such accounts.

ADVERTISING CUTS COST

Merchants of Washington Co-operate With the Star to Prove It to the Public,

Taking up the idea contained in a series of articles regarding the reduction of the cost of distribution and selling through advertising, sent out by the Association of National Advertisers. Floring Newbold, of the Washington Star devised a number of attractive window displays to demonstrate the The result was that many retail-Idea. ers of the city dressed their windows with advertised goods, on which the prices were marked, to show that there was either no increase or no unreasonable increase in price; and that newspaper publicity, through the advertising columns, cuts the cost of distribution and selling. Sixty-nine prominent mer chants of that city adopted the suggestion during the past month and madeffective displays, the signs being furnished to the Ster,

The Paterson (N. J.) Press-Guardian, it is announced by the publisher Wm. JOHN W. Born, JR., of the N. W. Ayer B. Bryant, will go to two cents on

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants. any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of which it is secured and where it is

ALABAMA	MONTANA				
NRWS Birmingham Average circulation for December, Dally 41.675; Sunday, 42,457, Printed 2,521,112 lines more advertising than its nearest competitor in 1916.	MINRR				
CALIFORNIA	NEW JERSEY				
EXAMINER Los Angules A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Deliv- ery. MERCURT-HERALD	JOURNAL Elizabett PRESS CHRONICLE Pateron COURIER-NEWS Painfield				
GEORGIA	NEW YORK				
BANNER	COURIRR & ENQUIRER				
JOURNAL (Cir. 57,531)	11. PROORESSO ITALO-AMERICANO — New York.				
ILLINOIS HERALD NEWS (Circulation 15,190) Foliet	DAY				
IOWA	оню				
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	VINDICATOR Youngston				
SUCCESSFUL PAIMING Dem Motines More than 700,000 circulation guaranteed and proves or no pay. Member Andit Bureau of Circulations,	PENNSYLVANIA TIMES				
KENTUCKY	DAILY DEMOCRAT Johantow				
MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in	TIMES-LEADER				
the world. In everse of 90,000 copies monthly.	TENNESSEE				
LOUISIANA	BANNERNashv'lle				
MICHIGAN	TEXAS				
PATRICIT (No Monday Imme)Jackson Sast Gor. Statement—Daily, 11.408: Sunday, 12,368. Member A. B. C. and A. N. P. A. Flat Bates—One lime ads, 30 cents lach: yearly	Citronicle				
contracts, 35 cents inch; position 30% extre.	UTAH				
MINNESOTA FRIBUNE, Merning and EveningMinneap-lis-	HERALD-REPUBLICAN Suit Labo City				
MISSOURI	VIRGINIA				
POST DISPATCH St Leuis					
Daily Evering and Sunday Morning. Is the only measurer in its territory with the bossiful Esturraure Ficture Section. The POST DISPATCH solls more papers in	DAILY SEWS-HECORD				
St. Letin every day to the year than there are homes in the city. Circulation entire year, 1916:	WASHINGTON				
Bunday average	POST INTELLIGENCER				

NEBRASKA

FREIE PRESSR (Cir. 128,384).......Lincoln

NEW YORK

The following publishers guarantee circulation and willings grant any affective the privilege of a careful and cabanatica investigation.

ILLINOIS

TAX UPON ADVERTISING EXPECTED TO PREVAIL

Senate Finance Committee Seems Inclined to Impose a Straight Two Per Cent. Levy .- E. A. Frost, of Chicago, Asks for One Per Cent. Rate and Exemption of Small Papers.

Washimoron, May 31 -It is generally conceded that the Senate Finance Committee has abandoned the House provirion of the War Revenue bill imposing an increased rate on second-class mail matter, and will substitute therefor a two per cent, straight tax on all advertising, including that contained in newspapers and periodicals. Senator Hardwick's amendment continuing the onecent rate on reading matter and increasing the rate on advertising matter as carried by newspapers and periodicals at three cents a pound, has received consideration, but it is confidently expected that a straight two-cent rate on advertising will finally prevail.

It is approximated that \$200,000,000 is spent annually by the American pub-Of this amount, lie for advertising. \$770,000,000, it is estimated, is expended for advertising in newspapers, trade journals, farm papers, magazines, and periodicals. The balance of \$30,000,600, it is estimated, is divided as follows: \$8,000,000 for billboards, \$8,500,000 for painted outdoor and electric signs, \$6,con,one for street-car advertising, and \$7,500,000 for miscellaneous advertising. such as theatre programmes, handbills, tin signs, sporting-news announcements, etc. A straight two-cent tax on this total amount would, of course, yield \$16,000,000. It is believed that the Finance Committee will eliminate the ten per cent, tax upon imports. will materially affect the news print situation, as the products of the Lord Northeliffe mills would necessarily have to be taxed accordingly. But with this tariff import tax of ten per cent. olminated, of course it will make the distribution of the paper from the Northcliffe mills much easier, should it be possible to secure the output from this Newfoundland paper plant.

SUGGISTIONS FOR SUBSTITUTE.

E. A. Frost, of Chicago, representing certain advectising interests, in appearing before the Pinance Committee, said, in part, as follows, in making suggestions to substitute for the Committee provision regarding advertising:

We suggest as a remedy that a tax of 1 per cent, he extended upon all advertising, irrespective of the medium. That will produce \$8,000,000 of revenue If it be answered that it is impracticable and is not to be thought of at this time that additions should be made to the burdens of newspapers and magazines. then we ask that bill posting and outdoor advertising be exempt. In exempting us the Government will lose about \$1,000,000 of revenue.

"In 1862, when the same problem, in those desperate war times, was before Congress and before the Senate, your predecessors were confronted with the same questions, and they were solved at that time in a manner presently set We believe that the solution at that time is the proven and tried precedent, which should be the solution at this time. It was then provided that all advertising should be taxed, other than newspapers whose circulation d.d. not exceed 2,500 and we recommend that he increased to 5,000 and newspapers whose advertising income did not exceed \$1,860 That preserves to the local community the benefit and advantage of the local country newspap. shortened their days.

upon it to-day, has to struggle for existence. The local country newspaper to-day is really the instrument and channel for the dissemination of information, which the Government should encourage. We engaged in the advertising business want the country newspaper protected, because it is carrying advertising to those communities to which, on account of the limited extent of our business at this time, we are unable to extend the facilities of the advertising mediums we represent.

WOULD EXEMPT SMALL NEWSPAPERS.

"So we ask you to exempt the small country newspapers; we ask you to exempt advertising to the amount of \$1,000 in all newspapers; and then we ask you either to equalize this tax. which every man sitting around this table and in this room knows upon the statement I have made to be unequal. or else to eliminate us as well as the newspapers and magazines carrying \$770,000,000 of advertising from the baneful effect of the tax. We are perfeetly willing to pay 5 per cent. if the necessities of the Government require it, and also that the Government may take our entire plants, as did the Governments of England and of France, in using the billboards to recruit their armies in volunteer times. We are content that, if required, the Government shall take what we have, he it 5 per cent, or he it 50. But we are not content that the Government should establish against us, in favor of our competitors, an arbitrary 5 per cent. differential. We feel, however, you ought to tax all advertising only 1 per cent. or eliminate it altogether from taxa-

ADVERTISING SHREDDED WHEAT

Why Food Product Campaigns Go to the Newspapers.

Truman A. De Weese, director of publicity for the Shredded Wheat Company. Ningara Falls, N. Y., writes to THE Forron and Publisher in part as follows:

"We use newspapers all the year round because our distribution is now national and world-wide and calls for intensive advertising instead of general advertising.

"We use the newspaper because it is the only medium that enables us to cooperate with our sampling campaign. which is probably the most extensive sampling that is done by any food manufacturer, and which covers every city. town, and village in the United States and Canada during the year.

"We use the newspaper because it is the only medium which enables us to take advantage quickly of any conditions that may suddenly arise in the price or distribution of foods. It also enables us to take advantage of events that have news value to the reader. Just how we take advantage of the present food shortage and of present pubhe interest in food values may be seen from the 'talks' which we are now running in daily newspapers in four hundred cities and towns.

"The necessity for doing this intensive advertising in all cities and towns makes other mediums of doubtful value although we still use preferred posttions in many of the national maga-

Most the are imaginary. The ancients had none of them, because they were too busy living long and useful lives to be concerned with forms of sickness that

er, which, with all the burdens cast PRESBYTERIANS CONDEMN THE SUNDAY NEWSPAPER

General Assembly at Dallas, Texas, Passes Resolutions Which Cause Storm of Protest by Editorial Writers Who Say Churchmen Acted Through Lack of Knowledge.

Sunday newspapers were strongly criticised and people everywhere were unged not to read, subscribe for or advertise in them, in resolutions adopted by the 129th General Assembly of the Presbyterian Church in the United States of America (the Northern Presbyterian ('hurch), just held in Dallas, Tex.

The resolutions were presented as part of the report of the special committee on Sabbath Observance, and were read before the assembly by the Rev. Harry L. Howlby of New York, secretary of the committee

"As we write we almost stand atremble before some stubborn and insistent facts," the report said. "The times themselves are trying men's souls. Nevor before has there been so ably organized and well-financed a movement to break down the Christian Sabbath as in the year through which we have The bold and brazen marshaltransperd ling together of mighty forces which leaped into the open in recent months startled even those into whose hand was committed the safeguarding of the Lord's day. The liquor traffic, the sporting elements, theatres, dance-halls, motion picture shows, business of unnumbered varieties, the powerful newspapers, strident voices of the world from everywhere and the mad haste for Sunday pleasure in which an innumerable company of church members are likewise registered these all have played their part against the sanctity of this day labelled with the name of the Author of Our Faith."

The fear is expressed that the motion pictures will take every positile advantage of the opportunities to show merulting pictures on Sunday and thereby secure an entrance to performances on the Sabbath, as the newspapers took advantage of the Civil War Sundays in the publication of news, leading to the cumbersome Sunday newspapers of to-day.

"It is lamentable, indeed," says the concluding paragraph of the report, relating to Sunday newspapers, "that men of high culture, including an occasional minister of the Gospel, in the pay of leading metropolitan newspapers, will stultify themselves by writing editorials or even light verse for these Sunday newspapers, and even against the Sabbath Day."

SUNDAY NEWSPAPERS CONDENIED.

Of the fourteen resolutions, made as recommendations of the committee and unanimously adopted, the seventh related to Sunday newspapers, and reads as follows:

"(7.) That the General Assembly hereby resterates its emphatic condemnation of the Sunday newspaper and urges all the members of the Presbyterms Church in the United States of America to refuse to subscribe for it, or read it, or advertise in it."

The adoption of the resolution condemning Sunday newspapers caused a storm of protest from the press of Dallas and of the State. The Dallas Evening Journal, answering the General Assembly, declared editorially, that the Presbyterlans had acted through misinformation and lack of knowledge; that if their action was intended as a protest against labor on the Sabbath then it was the Monday morning news. paper, which was prepared and most of it printed on Sunday, and not at the Sunday newspaper, which was prepared and printed on Saturday or the days preceding.

The Evening Journal pointed out that practically no work on the Sunday newspapers was done on the Sabbath. And, again, if the Presbyterians objected to the Sunday newspapers on the ground that the reading of them on the Nabbath was objectionable, then all reading on the Sabkath was objectionable, and the General Assembly was adopting a resolution criticising its own work and the teachings of the Church.

AID WITHOUT FREE SPACE

Advertising Manager Tells How Papers Can Assist Their Advertisers.

Replying to queries by THE EDITOR AND PUBLISHER on advertising methods. J. C. Sherman, advertising manager of the Berlin Milis Company, of Portland, Me., writes in part, as follows:

"While we are in the Association of National Advertisers, we are just beginning this game, and I cannot give you any information from our experience in connection with Kream Krisp which answers properly any of your questions. I can only say that our plans as formulated are:

To use the newspapers extensively In introducing Kream Krisp to the American public, and to continue their use, as required, to maintain our distribution and demand.

"As to the service which I think newspapers might render to aid selling campaigns: I note with appreciation the offers made by many papers to furnish their advertisers with complete merchandising data in regard to territories which they cover, including classification of dealers, locations, and other facts of interest to the producer. I am not in sympathy with the current practice of asking newspapers for free publicity, because I think this has grown to be an evil, and should be stopped. It is an accommodation extended to the large advertiser rather than the small advertiser, and therefore bears unequally upon the advertising field. amounting in effect to a 'relate' such as the railroads once gave to large cus-

"I heartly agree that the full value of staples, as well as branded articles, can be brought to public notice by advertising, and I think that the collective advertising now being done on behalf of rice, prunes, and fruits is one of the most wholesome indications in the present advertising world."

Liberty Fund Gained \$10,000

The huge, all-star benefit performance in the New York Hippodrome last Sunday night for the benefit of the New York Herold's Russian Liberty Fund. organized to present a Liberty Statue to Russia, netted more than \$10,000 for the cause. There was not a vacant seat. standing-room was sold until it was thought inadvisable to admit any more. The Hippodrome could have been twice filled. It was a remarkably enthusiastic audience. For three hours and a half stars from the operatic and theatrical stage followed in almost bewildering succession. All appeared inspired by the spirit of the occasion, as well as by the mighty audience, and were at their bost.

The practical joker is seldom able to take his own medicine.

ARBITRATION FOR BOOK AND JOB PRINT SHOPS

Closed Shop Division of the United Typethetae and the Franklin Clobs, to Secure as Agreement Against Strikes and Wall-Outs, Such as Members of

the A. N. P. A. New Enjoy.

Maratra G. Next, president of the
International Typesemphical Voice,
wires Test Econo and Processes as fol-

The proposed arbitration agreement feltween the International Typographesis United States of the United Typographesis of the United Typographesis and Pranklin Cubic of Assertion has been emborated by a humboury majority by the meralism of the international Typographical Vision at a referencies were taken on

May 20: "This art of canastrone resplayer many filled bods and an dress suggest the control of t

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INCOMPTAL ASSETTATION ACCESSMENT.

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the Paper Henself.

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girl to set the type, ran her peinting seess, selicited her printing jobs, gathcret the seves, and, incidentally, manmore money than six-ever had easily before.

"Women out non newspapers as well us men," asserts like boy, "They even

I themselves, and they should be prepared to do so, in case there is a servelty of some caused by the war. There is no reason why wester control make just no good newspaper workers as near."

dreatisfied with her male help, she discharged the force and did the work herself.

A "good fellow" is usually a man who



Globe-Wernicke

The Globe-Wernicke Co.

Che Globe-Wernerke Co.
Consum No. 1 tob.
Control of the Special Cont

A CIRCULATION MAKER!



"THE DOINGS OF THE DUFFS"

W. R. ALLMAN

is the maker of this circulation-make

g. G. athem drawing this most popular comic strip hos the NEA service, and he is gring to keep right on doing so. This clover, clean, original feature helps make circulation for every paper using it, and can not be obtained with the

THE NEWSPAPER ENTERPRISE ASSOCIATION
1279 West Third Street Chrysland, Ohio



First in Dry Goods Advertising

In April The New York Times published \$14,078 lines of Dry Goods and Women's Specialty Shops advertising, 53,875 lines more than in April, 1916, a greater volume by 67,997 lines and a greater gain than any other New York morning newspaper. Average net paid circulation, daily and Sunday, exceeds 840,000 copies.

Gain of 73%

During the past four years the Detroit During the past root years (in lettras. Free Frees lies ethipsed a gain of 13% in circu. atlem. Claracter and solidity explain this increase. Advertising MUST pay in a medium which cuis furth such a freemendous resource from the public

The Detroit free Dress "Michigan's Greatest Herespaper."

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansas City, Chicago

Food Medium of New Jersey

Trenton Times

2c-12c Per Week

KELLY-SMITH COMPANY 220 Pifth Avenue NRW YORK Lytton Building CHICAGO

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives

World Balling LOVIS GILMAN NEW YORK HARBY B. LASHER CHICAGO

We can increase your business—you want it increased.

You have thought of press clip-pings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURREI

60-62 Warren St., New York City Established a Quarter of a Century

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

T HE LADIES OF THE LEAGUE OF ADVERTISING WOMEN OF NEW YORK (and they are all ladies, God bless 'em!) gave a mid-season dance at the Advertising Club House, 47 East 25th Street, Thursday evening, May 24th, and it was some gay little party-und, by the same token, it was not so all-fired little, either.

Miss J. J. Martin, the president of the League, acted as general yardmaster, and had her hands full most of the time-full of other people's hands, for, as the chief greeter, she was holding hands with somebody nearly all the evening.

Dancing being the chief thing to be attended to, things and people were kept moving right along, and everybody seemed to be happy to the very limit.

There were a number of prominent advertising women there-most of them, in fact-and an almost equal number of prominent advertising men took advantage of the occasion to get into really good society.

It is hinted that this dance was planned as the result of a Top o' the World remarking, in passing, at the time of their annual feed-fest, that such a crowd should get together oftener than once a year. If this is so, those who were lucky enough to be therethat evening owe a debt of gratitude to this column.

C HARLES EDWARD RUSSELL, THE NEW YORK NEWSPAPER MAN, who was appointed a member of the United States Commission to Petrograd, does not seem to feel assured of a hearty welcome in that city if Maxim Gorky has anything to say about it.

This famous Socialist and author, it seems, remembers how Russell, who, at that time was city editor of the New York American, objected publicly to Gorky's code of morals, which he so nonchalantly flaunted during his visit to this country a few years ago.

Gorky, so the story goes, left a perfectly good wife and family in Russia and journeyed to our shores with a lady friend,

Sundry, diverse, numerous, and various prudish hotel men objected to this atrangement and failed to see their way clear to act as hosts for this pair, and Russell gave space to the story, doing much to spoil lots of the pleasures of the trip.

.

And Gorky remembers.

. . THE PUBLISHER OF AN EVENING NEWSPAPER ANSWERED HIS TELE-PHONE, and listened to the following conversation from the president of the second largest department store in his city:

"A reporter for your paper has the facts in regard to the action in court to-day in the divorce suit of my friend, Mr. Blank. The other reporters did not notice this, and I know it is not to be printed elsewhere. I called you up to say that I do not want it published."

The publisher replied: "I am very much embarranced by your request. You see, I have a rule in the editorial department that nothing is to be kept out which is a matter of court record, if it is decent. Mr. Blank has been my friend, as well as yours. He is the defendant. He is very well known, and there is not the slightest chance that, even if we suppress the news, the public would fuil ultimately to learn of this suit. Besides, I feel that I owe my first allegiance to my readers. I wish to accommodate you, but I am going to ask you to reconsider, and excuse

The advertiser replied: "That's all bunk, old man. I have promised certain members of Blank's family that they would not be emburrassed by this publication. I spend a good many thousand dollars a year with you, and I expect that you will show me a courtesy when I ask for it. Are you going to publish that item or not?"

The publisher said: "I am sorry that you have taken the stand that you have just expressed. It is true that we have done business together; but I have always believed that our rate was fair, and that we delivered to you the full value of your purchase. We prize your business, and it would be a very great less to us if we were not to have it. We feel, also, that without our service your business would decline. It is extremely embarrassing to have the matter discussed from that angle, and I do not wish to offend you; but I must say that the news will be published."

The advertiser rang off in a huff.

The item was published. No real harm was done any one, even to sensitive members of Blank's family, and perhaps some real good was done somewhere along the line - who knows?

There was a consultation among the partners at the store the next day. One partner, the one who had telephoned, was for "pulling out the advertising."

Another partner, who is in business to make money, and not to carry his friends on his shoulders, especially through false notions, spake as follows: "By the same logic, let us close the front door of our store. Let's go out of business, on purely sentimental grounds. If that newspaper does not print the news, it will not have circulation. If it has no circulation, it will have no advertising value. As it does print the news, it reaches the people, and it carries our merchandise news to them. What you propose to do will not close that newspaper up, but that kind of a policy will ultimately close this store up. You are off on the wrong foot, my good partner forget it! Let's get busy with our stock of merchandise to-day and frame some advertising which will bring the renders of these newspapers into this store for a clean-up next Friday and Saturday."

Having thus wiped the sand out of the gear-box, all goes merrily in the town. The papers that did not print the facts appear to be holding the bag.

The Best Known Slogan in St. Louis



Foreign Advertising Representatives STORY, BROOKS & FINLEY

Chicago Philadelphia New York

WHAT MAKES The Omaha Daily News

Nebraska's First Paper?

- 'lis practical support of the rights of he onlinery class.". The Editor.
- 2. "The biggest circulation in the most pros-perous state." The Manager.
- 3. "Productive disculation commanding con-fidence of advertisers." The Adv. Mgr.

G. D. BERTOLET

Boyce Building, Chicago A. K. HAMMOND

B. B. WOLFOTT

New York

Buffalo News

EDWARD H. BUTLER Editor and Publisher

The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusive ly. The above is one of the many rea-

MEMBER A. B. C.

Foreign Advertising Representati KELLY-SMITH COMPANY Lytton Building CHICAGO NEW YORK

The Bittsburg Dispatch

Possesses a clientele all its own. representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Feeples Gas Building, Chicago Peoples Gas Building, Chicago H. C. ROOK, Real Lettes Trust Building, Philadelphia

The Evening Star with one edition daily. has a greater circulation in Washington, D. C., than that of all theother Washington papers combined.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower. N. Y John Glass. Peoples Gas Bldg. Chicago Foreign Advertising Representatives

Flags For Immediate Delivery

Flags For Immediate Delivery

"OUR FLAC"—of cotton busting, sewed stripes fast colors, 3s frest, price 58c, each squantity lots. Same flag, larger clie, 4s8 feet; 5125 each in quantity lots.

RPELIAL for parades, action delib, etc., new line alls flags, mounted on black pulsahed sticks with gold spear bend, also 11\(\frac{1}{2}\) xi FLAG PRITICES.—Size 11x15 inches bend-tifully colored with satisful anisome. Price for the flags of the flags of

S. BLAKE WILLSDEN

29 E. Madison St. CHICAGO

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER

Write for Details, SINGER TOWER, NEW YORK

HIGH LIGHTS ON THE **FOREIGN SITUATION**

The kind of reading that appeals to all classes with the United States now in the world were articles from leading soldiers, attenues and eathers of Bureys. Attenues and eathers of Bureys attenues and eathers of this description than any other agreey in America.

THE INTERNATIONAL NEWS BUREAU, INC.

> J. J. BOSDAN, Edito 15 School Street, Bouton, Mass

"America's Largest and Best Newspaper Industrial Advertising Agency."

JOHN B. GALLAGHER CO.

11 South La Salle Street Chicago

USE

UNITED PRESS

Afternoon Papers

General Offices. World Bldg., New York

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

By the Side of the Road By Thomas Dreier

"Peace of mind most come in its own time, as the waters settle themselves into clearness as well as quietness; you can no more filter your mind into purity then you can compress it into calmaren; you must keep it pure if you would have it pure, and throw no stones into it if you would have it quiet."

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IT IS NOT AN EASY THING for me to pay out good money for a maxazine, because for years I have been receiving from fifty to a hundred publications every month without paying for them. They all came to me because I edited some magazine or other that had an exchange list.

But, in spite of what has grown to be a constitutional unwillingness to pay money for magazines, I spend fifteen cents for The American every month.

I know that the editor of that magazine is proud of the fact that he is now putting out a publication that appeals to young business men. There are many how-to-succeed and how-tomake-money articles in it.

What most appeals to me is the monthly David Grayson essay. They are worth more to me than all the other articles in the magazine put together. I tear them out and nut them where I can get my hands on them when I want them, although I know that eventually Doubleday, Page & Company will publish them in book form and then Harry Maule will send me a copy to review it in one of my house-organs.

In his last article, after telling about his conversation with his neighbor, Horace, regarding the crops, David says:

"So many people have the curlous idea that the only thing the world desires enough to pay its hard money for is that which can be seen or eaten or worn. But there never was a greater mistake. While men will haggle to a penny over the price of hav, or fight for a cent more to the bushel of oats, they will turn out their very pockets for strange intangible joya hopes, thoughts, or for a moment of peace in a feverish world—the unknown great pessessions."

Many a millionaire will give his millions for the dreams of his youth.

IT IS HARD TO BELIEVE that Annette Kellermann was a cripple in her childhood. She had to wear fron braces on her hips. Also, when she was a little child she was afraid of water. she did not learn how to swim easily, The other members of her family learned in five or six leasons. She required eighteen. To-day there is no woman in the world who is better known as a swimmer. There in a few sent-tires is a success story that ought to encourage you to go ahead and do what you want to do.

A LITTLE NINEYEAR-OLD New Jersey boy hung himself with a clothesline in the cellar because his playthings had been taken away from him at the request of his teacher after he had been troublesome in school

We say: "What a foolish youngster! If he had only waited a little longer he would have outgrown those playthings, and their loss would have meant nothing to him."

A Boston business man shot himself In his office because he believed that he could no longer finance his bustness and keep it from going into the hands of a receiver.

Was he any more intelligent, any wiser, any older mentally and morally than the nine-year old?

Are any of us showing wisdom when we weep because of losses that come to us? The only certain thing in the world is change. That is all we can depend on.

We are all spectators watching a continuous performance. Why take any act too seriously? When one performer leaves, why weep and wring our hands and beat our breasts? Another will appear immediately. The show must go on.

During the San Francisco fire my friend, George Eberbard, stood on the heights and watched the city burn. "What a wonderful spectacle," he exclaimed.

Near him was a man who was crying that his business had been wiped

"What is your business?" asked Eberhard.

"I ran a shoeshine parlor," answered the man. "Now all is lost. What good is life now?"

"Shut up, you chump," said Eberhard. "Look out there and enjoy the show. I am losing \$15,000 worth of stock down there this minute. My seat here on the hill cost me \$15,000. The same view costs you a few hundred. Get what you can out of this You will never have another chance to see anything like it."

There is sense in that kind of philosophy. The great show goes on. New acts come and go. Let us play our part, watch the other performers, and refuse to even think of leaving until the curtain is rung down on Then, for us, the show will be 32.00 over. Not before.

THE KANSAS EDITOR, a monthly Journal of Information and entertamment for the Kansas newspaper fraternity, is published by the University of Kansas.

WHEN THE WORLD GROWS a bit wiser it will be content to thank genlus for its services and will leave Its privacy undisturbed. One is grateful to the rotting log from whose heart is efferred as a tribute of beart . to the world a handful of fragrant violets

On the back page of a recent issue Dr. Washington Gladden tells what he thinks are the elements of a noble vocation. Every newspaper editor should have these pasted on the wall in front of him:

War-Talk From Washington

By Edward Riddle Padgett Sunday Ednor Washington St

A new 3-a-week feature, with photos-beginning lune 11th.

The International Syndicate Established 1889 Baltimore, Md.

The McClure Method

Cur features are sold on individual meets. Any service may be ordered singly. THIS MEANS:
The greatest possible variety from which to choose.
The submitting of each feature to your own editorial judgment. or
The opportunity to order a budget constong only of what you want.
A meterial reduction from individual prices on budgets.

Biogram.

Write us for complex of our Eunday Colored corries, dully comics, women's features, bedding stories, feriou, etc.

The McClere Newspaper Syndicals 12) West 32nd Street, New York City

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and

SERVICE

by experts means material and methods that have been PROVED.

Les us send you camples of one cal-ored comics, daily and Sunday pages in block and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager 27 WEST 20TH ST. NEW YORK

The Evening Mail New York

Last year GAINED

178,965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

The True News -FIRST-

Always-Accurately

International News Service World Bldg., New York

CIRCULATION

National Editorial Service, Inc., 225 Fifth Ave., New York.

THE EDITOR & PUBLISHER FOR JUNE 2, 1917

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies.

Courtenay B. C. The Argus, a new publication, backed by a number of Liberals, has made its appearance here. Arkadelphia, Ark.—Roy Elliott has started a daily paper here. It is called the Daily News, and is the first venture of a daily paper in this city.

LITTIEFIELD Tex - Neal A. Douglass has launched the Lamb County News.

PRAINTE VIEW, Kan.—H. G. Vines, late of the Cedar Enterprise, plans to start a new paper here.

MIAMI, Okla,—E. P. Martin, editor and owner of the weekly Miami Record-Herald, has just started issuing a new daily edition of that paper.

Hork Rappes, in.—A company has been organized to start a third newspaper here. It has purchased a site for a new building in which new machinery will be installed. F. R. Creglow will have charge of the publication, the name of which has not yet been announced.

Routs, Fan.—Albert B. Salson has moved the plant of the Ottawa County Democrat, of Bennington, to this city, where he will start a new paper.

Amazualo, Tex.—The M. B. Herely Publishing Company will establish a daily newspaper here.

CHANGES IN INTEREST.

Filmans, Cal.— The Faironks Citizen, edited by J. J. Hoy, has been purchased by Will D. Simonds, formerly connected with the Cakland Tritune, who will take charge of the paper on June 1st. Hoy will go to San Francisco to assume active management of the Olive Journal, which he founded some time ago.

St. Choix, N. B.—The St. Croix Courter has been sold. Conservative interests have acquired the property.

LATYTETE. La.— The Gazette has been absorbed by the Press Publishing Company. The paper will be continued.

REALPOST, Out. E. Brennen has purchased the Advance, an independent weekly.

ARLINGTON, Cal.—W. A. Cassel has purchased the Times and has assumed editorship. He was formerly one of the owners of the Coronado Strand.

CASTLE ROCK, Wash.—John W. Phillips, of Kelso, has purchased the Comlitz County Advocate from Mrs. Neite P. Mettlane, and the Castle Rock Independent has been purchased from Mrs. Ella Fletcher by D. D. Imus

Kalma, Wash.—M. J. Gore and H. P. Bennett have taken over the Kalma Bulletin from Hite Imus, who has been publishing it for twenty-eight years.

Wat paca, Wise—The Wanpace (Wis.)
Post Printing Company and the Wanpaca Leader Company have joined interests under the name of the Wanpace
Leader Company, which has increased
its capital stock to \$17,000, and will
publish one paper to be called the Wanpaca County Post, to succeed the Republican Post and the Wanpace ResordLeader The editor of the Republican
Post, D. H. Hurnham, becomes business
manager of the new concern, and E. E.
Tayne, editor of the Leader, will be manasing editor.

Hennington, Kan Abert B Edson, for two years publisher of the heal thtaxa, County Democrat, has sold the good-will of that paper to B. A. Belt, of the Tessot; Press, who will move his

plant to this city June 1 and continue the publication of the Oltawa County Democrat.

HANNA, Okla.—J. T. Herry, of Spiro, has purchased the Hanna Dispatch and taken charge of the same.

PERHYVILLE, Ark.—Hamel Bower, jr., has bought a half-interest with Dr. A. P. Leigh in the Perry County News, published here, and has taken charge of the mechanical department.

Hartnes, Okla.—H. E. Banner, for many years editor and owner of the Hastings Herald, has sold his paper to F. M. Tindall, of this city.

HIGHNSVILLE, Mo.—Edward Felgate has purchased the Higginsville Jeffersonian from Lee Shippey, editor of the paper for the last eight years.

SLATER, Mo.—Sanford A. Howard, owner of the Slater Rusiber for the past three years, has sold that paper to Harry King, who will continue it.

GREENFIELD, Mo. J. S. Engleman has sold his interest in the plant of the Dade County Advocate, published here, to W. R. Bowles, who takes complete charge of the paper.

TEXHOMA, Okla.—George Butterbaugh, for several years connected with the Texhoma Times, has purchased that paper from Roland Bush.

Nowata, Okia.—F. S. Ashi-man and E. E. Sams have purchased the Nowata Times plant from B. G. Isowell.

Johnston Resigns Presidency

Colonel R. M. Johnston, for many years president of the Houston Printing Company, publishers of the Houston (Texas) Daily Post, resigned at a meeting of the board of directors last week, and Roy G. Watson was elected president. Colonel Johnston retains the posation of editor-in-chief of the Posts He will also act as chairman of the board of directors. Mr. Watson is 28 years of age and is the son of the late J. L. Watson, one of the founders of the Post. Other Officers elected by the board of directors are: O. J Palmer. vice-president; A. E. Clarkson, treasurer; and L. J. Van Laeys, secretary. Colonel Johnston is one of the best known newspaper men in the South. He served for a time as United States Fenator.

NEW INCORPORATIONS

BRIDGESSET, Conn.—The Post Publishing Company, Inc., filed a certificate of increase of capital stock from \$140,000 to \$1,000,500, the shares of the company being proportionately increased from 1,400 to 10,000, par value \$100.

DAILY SUSPENDS

MIANI, Okla.—The Miann District Daily News, an eight-page paper which recently started publication here, has been discontinued.

LOS ANGELES EXAMINER

to carer the GREAT SOUTHWEST Sunday Circulation 150,000

Canadian Press Clippings

The problem of covering the Causdian Field is answered by obtaining the actvice of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cost, of the mempapers and publications of CANADA.

We cover every foot of Canada and Nowfoundteal at our best office.

74 76 CHURCH ST., TORONTO, CAN.

Price of nervice, regular press clipping rates, special rates and discounts to Trade and Newspapers.

EDITOR-COLONEL'S FEAT

Blethen First to Recruit His Regiment to War Strength.

Col. Clarence Brettin Blethen, editor of the Seattle (Wash.) Times, has the honor of having organized the first regiment of the volunteer militia organizations of the country to be officially reported at war strength, the Washington Artillery Coast Militia. Col. Clarence Brettun Blethen, commanding this regiment, sent a dispatch to Newton D. Baker, Secretary of War, on May 19, that, in addition to the full quota of men prescribed by the regulations, the cultisted personnel of his regiment is three hundred men in excess of the War Department's requirements

Col. Blechen was the organizer of the first company of the Washington Coast Artillery Militia, which won the remant for gumery in 1915. He holds all certificates of profice ney to artillery officers issued by the War Department in Washington and a certificate of proficiency in gunnery from the United States Artillery School. In June, 1915 he was detailed to organize a battallon of field artillery. He has been active in militia affairs of the West, and founded the first successful Western business men's camp for military instruction at American Lake two years 1800.

Col. Blethen was the ranking cadet officer, with the rank of major, in the University of Washington, and later was named civilian commandant of cadeta in 1898. He was appointed a first lieutenant in the Washington National Guard in 1913. He succeeded his fether. Col. Alden J. Blethen, as vice-president and treasurer of the Times Publishing Company, of Seattle, two years ago.

INCREASED TAX RUINOUS

Junius Parker Pays Splendid Tribute to Advertising.

Washiniton, May 31.—Junius Parker, of New Fork city, representing the American Tobacco Company, and sundry-independent manufacturing associations, in appearing before the Senate Committee on Finance protesting against the tax on the manufacturers of tobacco, paid a splendid tribute to the adventuges of advertising in his statement stating that it was impossible for the manufacturers to absorb the increased tax without ruinous results to the manufacturers. His tribute to advertising is taken from his



"TO-DAY'S HOUSEWIFE"
GEORGE A. McCLELLAN
Geograf Manager



own words in his testimony before the Committee. They follow:

"The manufacturers to-day are beset with the highest market for everything they consume, from labor to the smallest article, utterly unheard-of before, If they did absorb it (the tax), however, it would simply mean the elimination of advertising funds, and there is no business, known to me, where the stimulation of advertising is so enormous. It is hard to realize that the consumption of cigarettes in 1910 was 8,000,000,000 and the consumption of cigarettes at the present day is 28,000,000,000. What has produced that? It has been the enormous advertising expense of a half dozen large and rich concerns that have been working in competition against each other. Therefore the very worst thing that could happen to the tobacco industry is the elimination of the advertising funds, the withdrawal of the ability from the manufacturer to push his goods by every known advertising method."

The most scientific man is be who lives in the daylight and the fresh air, and sleeps in the night.

There is always room for the best

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York



R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE of the

Editor and Publisher

742 Market Street SAN FRANCISCO

COLONEL W. I. LAMPTON. NEWSPAPER POET, DEAD

Widely Known Journalist and Satirist Succumbs to Heart Affection Aggravated by Indigestion Was Connected with Many Publications During His Forty Years' Career.

William James Lampton, part newspaper man, and satirist, died early on May 30 at the French Branch of the Young Men's Christian Assiciation, in New York city, where he had made his home for eleven years, from an affection of the heart aggravated by acute indigestion. It was just eleven years ago the day he died that Mr. Lampton, who was unmarried, took up his quarters in the French Y. M. C. A., and in all the intervening time he had been the most popular man there.

On Tuesday he had several fainting smells, but remained cheerful. Friends called to see him Tuesday and Tuesday night. When they asked how he was he would ruply emphatically, "I'm feeling fine."

He gave the same assurance early Wednesday to Richard Collier Gurhart and James Tomlinson, who called at his room to make inquiries. A short time later Mr. Garbart returned, but Mr. Lampton seemed to be asleep and he left without waking him. Later Mr. Tomlinean went to his room and found he was dead. Dr John Lester, a close friend of Mr. Lampton, was called and said that death was due to heart disease.

BEGAN CAREER AS EDSTOR.

Mr. Lampton had been active in newspaper work since 1877, when he began in the profession by editing a Republinewspaper, of which he was the pro-prietor, in Ashland, Ky. He was born in Lawrence County, Ohio, but his parents, William H. and Ellinor Fairfax (Miller) Lampton, were both natives of Kentucky. He received his education at Ohio Wesieyan University and at Marietta, O., College. He received an honorary A. M. degree from Marietta in 1891.

Mr. Lampion, after editing his own paper in Ashland, became successively a reporter on the Cincinnati Times, a paragrapher on the Steubenville (O.) Herald, a staff writer on the Louisville Courier-Journal, editor of the Cincinnati Merchant Traveler, and staff writer on the Critic and Evening Star, of Washington. On the latter newspaper he originated the "Shooting Stars" department. He later joined the staff of the Detroit From Press.

He was a contributor of verse, mostly of a satirical nature, to the New York newspapers most of his life, and contributed both verse and prose to the magazines. He published a number of books, among which were "Yawps and Other Things," "Confessions of a Hunband," "The Trolley Car and the Lady," "Mrs. Brown's Opinions," "Judge Waxem's Pocket Book of Politics," and "Tame Animals 1 Have Known," published in 1912.

In March, 1910, he was appointed colonel and aide-de-camp on the staff of Gov. Wilson, of Kentucky.

A funeral service for Mr. Lampton, which was attended by many of his friends, was held at the French branch of the Young Men's Christian Associa-

tion on Thur-day night, and his body was later taken to Winchester, Ky., where his sister, Mrs. A. H. Sympson,

Mr. Lampton was said to have been a cousts of Mark Twain through his mother's family. He was a member of the Presbyterian Church. Recently he had contributed verse daily to the New York Herald.

Pittsburgh Publishers Protest

The Pittsburgh (Pa.) Newspaper Publishers' Association has ment to Congressmen H. Clyde Kelly, Guy E. Campbell, Stephen G. Porter, John M. Morin, Thomas S. Crago, and M. M. Garland, the following telegram:

"All Pittsburgh newspaper publishers emphatically protest against adoption of that postal rate for second class mail and favor the zone system with a moderate increase over present rate in the first and second zones and increasing the rate in proportion to distance so that the mail rate will be based on the service performed. Charges in proportion to distance would be equitable both to publisher and to Government and we urge you to use your influence accordingly."

The telegram was signed by the Pittsburgh Chronicle-Telegraph. Dispatch, Gazette Times, Leader, Post, Press, and

SITUATIONS WANTED

ivertiarments under this classification, tru-costs per line, each tasertion. Count de words to the Rise. For these unemployed, not to severa 30 words, two tasertions FREE.

out to exceed 30 mords, two insertions FREE.

ADVERTISING ASSISTANT —Young man. 20,
with fire years' advertising agency experience
produced like position with general agency or
produced like position with general agency or
produced like position with general agency or
produced like position of the general agency of
produced like position of the general agency of produced agency of the general agency of the general

of Publisher CHRTLATION AND ADVERTISING man with record of 20 years' unconstal work seeks pus-no in the West or Southwest; Address R. 3289, re Father and Publisher.

EMERIPER ADVERTISING MAN in a city NEWSPAPER ADVERTISING MAN in a city of issuint wants cleared on directioning community of the conference of the conference of the community of general advertisor. Age 30, long expetition, well recommended, Communication write and real position. Address S. 3296, once Felling and Publisher.

Feltier and Published Is your publishing or angustus office in need of a young man 33, with encoding of citting, layout work and advertising. Well educated uith art training and housters experience. Heavitateled abroad. Moderate artary. The opportunits is what I want Address 8 3294, care The Efform and Unblisher.

the Fifter and Publisher
BUSINESS MANAGEMENT of good live daily
anted by experienced man who could invest
to or there thousand dollars, and also work
part sale, part slock basis. If desired. Ad-

EDITOR having American and European ex-

perience, familier location and European experience, familier location and impulse, expert intersecue; good editorial writer, would like position with newspace, magazine, or synthesis to take charge of foreign department. Editor, and Fullisher.

EDITORIAL WORKER—Part or full time on editorial work by a well-scherized young man with the second of the control of the

ADVERTISING MANAGER-Having sold out ing and business manager. Sold more advertising in State I have in last ten years than any other two men. Fifteen years not paper, neven years with the other, before buying interest. Address R., 328H, care Relitor and Publisher.

MISCELLANEOUS

Advertisiments under this cleanification affices could be read to the form of the fine.

WANTO Server column casting but with corest core, if possible. Have the column casting to the first column casting the for sele. Van Tassel and Odell, Tatty-tewn, N. Y.

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

HELP WANTED

Adictrisements under this classification, fitten onto per line, each insertion. Count size sends to the line.

ADVERTISING MAN.—I argu afteronom dufly 50 mmo circulation in growing middle wear city of 60,000 wants experienced absorbing middle wear city of 60,000 wants experienced absorbing more representation of the control of the city of the

FOR SALE

corriements under this election, fifteen erats per line, such theories. Count sie words to the line,

PVH SALE—Goes Standard 4 and S. nage privin, with stereos machinery—metal multing furnace, casting best, tail catter, salver, finishing block, a turtine, S. chases column rithes for pages, now in opportion. Stereotypting machinery could not be benght new for what we ack for press and machinery combined. Daily Atlant. Monitority, 113.

ins. Monmouth, III.

LINUTYPE-Modet No. 3, Sertal No. 10106, magazine, assertment of matrices. Fors Wayne, Printing Co., Fort Wayne, Ind.

Printing Co., Fort Wayne, Ind.

LINDTY PS.—Mudel No. I. Serial No. 8010,
ami Model No. I. Serial No. 8011, with 1 mags
zibe. there, elector bindes, foot of martine;
(for each markine). Tribune Frinting Co.,
(finarisotio, W. Va.

LINDTYPE—Three Model 1 machines with complete equipment of moles, magazines and mat-riera. New Haven Union Co., New Haven, Conn.

PUBLISHERS' NOTICE

The Editor and Publisher maintains as efficient expus of paid correspondents at the following immediant trade centres: Forsion, Philadelphia, Detroit, Clareland, Plitaburgh, Cladistaid, St. Lonis, Chicago, Allants, New Orleans, Dallan, Indianapolis, Wastington, Baltimore, and San Francisco (Char currespondents will be added from time to time. Advectively and sewapaper men will find a ready market for natures of advertising achievements, news tents, etc. by addressing the main office, 1117 World Building, New York City.

Branch office San Francisco, 742 Market St., J. Bidwell, manager, 'phone Kearney 2121. The Editor and Publisher page contains 672 agate lines, 168 on fear. Columns are 18 picas wide and twelve inches deep.

pican wide and twelve inches deep.

Advertising Rate in 23c. on again Bos, \$100 a pape. \$75 a half pape and \$42 a quarier page.

Position extre. Time, space and cash discounts are allowed ou runtracts.

Small advertisements under proper classification will be charged as follows: For Sake and Help Wanted, fifteen centra a line: Business Gapportunity and Miscellessous. Since centra a line, and Streatic words a line, countrally words to the line. For these unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are upwell to have the names mailed to

floaders are urged to have the paper mailed to the home address. This will incure prompt de-

The Editor and Publisher cells regularly at 10c a copr. \$3.00 per year in the United States and Onimial Possessions. \$3.50 in Canada and \$4.00 foreign, and is on some onch week at the following news stands:

at the fellowing news stands:
New York—World Building, Tribune Betilding,
Park Row Building, 140 Nassau Street, Marstang's (spenier the World Building), 35 FatRow. The Westworth Building, Times Building,
Forty-scend Street and Frudway, at becemweigning to the Shiway; Brentane's Book Store.
Twenty-slath Street and Fifth Avence and
Mack's. Macy's corner, at Takry-fourth St. es-

Raitimore—B. K. Edwards, American Bull-ting. Philadelphia - L. G. Rau, 7th and Chestmat treets; Wm. Sobel, Bulletin Building News

Boston-Parker Bome News Stand. Pittsburgh-Davis Book Shop, 418 Wood

Street: Washington, D. C.—Bert E. Tronis, Sil Four-teenth Street, N. W., Rigge Edg., News Stand, Chicago—Powner's Book Store, 37 N. Clark Street: Toot Office News Co. Monroe Street; Chan Lery Circ. Co., 27 N. Fifth Avenue.

Cleveland - Schroeder's News Store, Superior Street, opposite Post Office; Solemon News Co., 1111 Walnut Street,

Petroit-Selemon News Co., 60 Larned St., W. San Francisco-R. J. Bldwell Co., 743 Market.

Competent business manager of small dailies can purchase onehalf of only daily in small Middle West city for \$7,000. Interest carries full management. Property now paving dividends and showing steady growth. Proposition P. B.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$4,000 Per Annum Net

Old established weekly Republican newspaper within 50 miles New York City, averaging \$4,000 per annum net for many years past, can be bought for \$12,500. Terms, \$8,000 cash, balance deferred. This proposition will stand the acid test.

HARWELL & CANNON Newspaper and Magazine Properties Times Building, New York

Good Eastern Newspaper Property

City of 30,000, evening paper estab-City of 30,000, evening paper estab-lished nearly a century ago. Last annual earnings approximately \$33,-000, expenses \$27,000. Profit to owner for time and investment over \$9,000. Three-fith interest avail-able for \$18,000; \$10,000 cash de-sired. Proposition No. 433x.

H. F. HENRICHS emapaper Properties LITCHFIELD, ILL.

Advertising Man

with nearly five years of ancressed writing and soliciting experience, wants position in Eastern States. In present position has predicted more than substantial gains in ed-vertising over previous mouths. Has capability, licea, and anexy. One employer writers. "His firmers for advertising work is supersext, and 2 paper would make be distant in complementation of the control of t

FERNALD'S EXCHANGE, Inc. Third National Bank Bidg., Springfield, Mass

XPERT

Newspaper Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He knows more about the newspaper business in this country then most anybody rise," -- George French, Editor Advertising Seurs.

CHAS. S. PATTESON PRINCE GEORGE HOTEL N. Y.

For Sale:

One three deck Duplex Tubular Plate Printing Press. Speed 25,000 per hour of four, sia, eight, ten or twelve pages from single sets of plates. Seven or eight columns; length of type 2114 inches. Will run color.

Has had careful handling and is in splended condition. Owner forced to change size and install larger equipment will give decided bargain to quick buyer. Curved stereotype pieces go with it. Address SML, Box S. 1295, The Editor and Publisher.

NATHANIEL TUTTLE DEAD

Was Connected for Forty Years with New York Tribune,

Nathaniel Tuttle, who was for forty years associated with the management of the New York Tribune having been for many years its secretary and treasurer, died Sunday, May 27, at the home of J. M. R. Long, in Bangor, Pa. Mr. Tuttle, who was sixty-nine years old, had been an invalid for several Nears.

Mr. Tuttle began his business career with the Tribune in 1868. In 1878 he was made cashier and in 1888 he became advertising manager. The same year he was made a member of the bound of trusteen.

When Whitelaw Reid was appointed United States Minister to France, in 1889, the management of the paper was placed in the hands of the board of trustees, which consisted of Mr. Tuttle, I bonald Nicholson, managing editor, and Henry Hall, business manager.

Upon the discontinuance of this plan Mr. Tuttle became secretary and treasurer, which position he continued to hold until his retirement in 1908

Mr. Tuttle was a member of the Metrepolltan Museum of Art, the American Museum of National History, and the Sons of the American Revolution.

When the Mergenthaler Printing t'ompany was founded Mr. Tuttle became one of the incorporators, and he was actively connected with the company until its merger with the Mergenthaler Linetype Company.

JAMES E. NORTON DEAD

New York World Loses Brilliant Memher of Its Stuff.

James Eldy Norton, since 1942 a memher of the New York World staff, who had charge of the Sunday World Field the Public Schools Athletic Imas of League, died on May 29 at his home in Nutley, N. J.

He was travelling in Sicily early in January, 1909, when the great earthquake occurred, destroying more than 100,000 lives. He got in quick touch with the World and in an hour was on his way to Messina. There he gathered the big facts and cabled them here, getting some trilling "beats" despite the Italian censorship. He stayed in the devastated area until the story was "cleaned up." Always fruit, he was a great sufferer from asthma.

Mr. Norton was born at Fort Edward, N. Y. was graduated from fernell in 1880, and had been in newspater work ever since. He was first on the New York Tribune and then on the Evening Post and the Brooklan Flagle. He edited a daily at Asheville, N. C., for eight years, and owned a local paper at Belmont, N. Y. He leaves a widow, a daughter, Mrs. F. H. Young, and a sister, Miss S. M. Norton.

OBITUARY NOTES

W. A. BIAKEERY, aged 51, former district attorney of Allegheny County. Pa., is dead. Mr. Blakeley for a time was on the reportorial staff of the Pittsburgh Gazette, also the Pittsburgh

Geome Treverhan, aged forty-six. manager and principal owner of the Butesville (Ark.) Guard since 1907, died nt his home recently.

Con. J. B. MUNIOT, former editor of the Leddonia (Mo.) Herald, died in P. solena, Cal, recently

F. LANGES MITCHELL, assistant art minuser of the Chicago American, died May 17 at Columbus, O. from a nervous

I. H. Curris, business manager of the San Bernardino (Cal.) Sun for the past twenty years, died May 16 at his home, aged forty-nine years.

EDWARD IL STEVENSON, for ten years city editor of the Trenton (N. J.) Daily State Cazette, died at his home May 26, aged fifty-two years.

I Evans Sermen, who founded the Lestershire (N. Y.) News about twentyfive years ago, died at Johnson City, N. Y., May 10, aged seventy years,

THOMAS W. JOHNSTON, for seventeen years managing editor of the Kansas (hty (Mo) Star and later associate editor, died May 18 from heart trouble.

P. C. WEISS, of the business office of the New York World, died May 23, of pneumonia, aged twenty-three years.

HABRY W. ROGERS, of the San José (Cal.) Mercury-Herald, died May 18, after an illness of over two years.

W. I. RICHARDSON, of the Superior Telegram, and formerly of the (MTn.) Duluth News-Tribune, committed suieide in a hotel at Sioux City, Ia., May 10, because of family troubles.

GEORGE HOLDERN, editor of the Ministique (Mich.) Pioneer-Tribune for over twenty-five years, died May 12, aged fifty-five years. He had bene confined to his land for over a year and edited the paper from a sick bed.

ROBERT H. WOOD, of The Stient Partner, and formerly of the Thomas Casak Company, died May 26 at his home 481 (Jasson Avenue, Brooklyn, aged fortythree years. He leaves a mother and sister, also a brother, Richard Wood, well-known in advertising circles.

WEDDING BELLS

James Frederic Herrick, recently of the morning World's reportornal staff and now with the Crowell Publishing Company, will be married on June 15 to Miss Margaret Coulson, daughter of Mr. and Mrs. William John Coulson, of Hichmond Hill, N. Y, at the Church of the Resurrection, Richmond Hill.

Chester W. Vonier, who for the last year was connected with the Milwaukee Sentinel editorial force, recently joining the Minneapolis Journal staff, was married on May 19, to Eather Lila Bril, in the Flour City.

Miss Marre Thomkins, society editor of the Tarentum (Pa.) Evening Telegram, and Francis G. Owins, of Tarentum, have announced their marriage.

AD CLUB CARAVAN'S TRIUMPH

Welcomes Along Route from San Francisco to St. Louis.

The San Francisco Ad Club motor caravan met with a royal reception all along the line. On May 21, at Reno

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday-a total cost of \$1,001.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

Special Representatives

200 Fifth Ave. New York l'eople's Gas Building Mutual Life Building Chicago Phila.

and Lovelock, the Nevadana were on SILVER SET FOR PRESIDENT BRUCH the job with the "giad hand" and gave the boys a good time. The caravan was checked in at Truckee, Reno, and A. B. C. Members Honor Official-Inland Lovelock right on the dot.

C. B. White, chairman of the Truckee Chamber of Commerce, greeted the motorists at Truckee and then arranged with the Reno Commercial Club to have Secretary Charles Raymer and a committee of Reno citizens meet the caravan at the State line. From there the Ad Club representatives were escorted to the Riverside Hotel, where they were the guests of H. J. Goss, proprietor of the hotel, who had prepared an excellent luncheon for the hungry transcentinental tourists Mover Rvington welcomed the San Franciscans, and Chester N Weaver, who has been anpointed official orator on the tour, replied with a snappy talk on the necessity for a highway stretching from coast to coast. In order that there would be no delays, the Commercial Reno expended the sum of \$1,200 in repairing the roads connecting their city with Truckee and Lovelock.

Continuing across Nevada, the delegates to the great Ad Convention were met at the Utah line by a delegation of 400 automobiles and the Governor of the State, who escorted them into Salt Lake City, which they reached May 24.

Road scouts covered every portion of the 2.557 miles of road between San Francisco and St. Louis, making wired reports to Ad Club headquarters.

The fifteen to twenty motor cars in the caravan, followed by the picturesque motor prairie schooner, built especially for the tour, presented a strong argument for the condition of the through trail West on their arrival in St. Louis. This is not an unimportant feature in the Ad Club's fight for the 1918 advertising convention, which, it is confidently stated by members of the club, will be brought West this

Colorado Springs and THE TELEGRAPH An A. B. C. Paper J. P. McKINNEY & SON

Detroit

Chicago

New York

Topeka Daily Capital

Average net paid cir-culation for the six months ending Sept. 30, 1916, as sworn to in Government report.

And as confirmed by report of The Audit Bureau of Circulations Atthe Capper

Publisher TOPEKA. KANS

The New Orleans Item

Largest afternoon Circulation in the entire South

(April A. B. C. Net Paid Statement)

Sunday 68,875 55.041 Daily

Press Meeting.

(Special to THE EDITOR AND PUBLISHER,)

CHICAGO, June 1.-The feature of the A. B. C. luncheon at the Hotel La Saile to-day was the presentation of a twohundred-and-eighteen-piece solid silver dinner set, Cormel design, to Louis Bruch, president of the Association, and advertising manager of the American Radiator Company. There were about one hundred and fifty present. At the Inland Press Association meeting yesterday L. B. Palmer and W. A. Thomson made addresses, and a long telegram of protest against the advertising tax and sone postal rate system was sent to every member of the Senate Finance Committee. President E. P. Adler named the following committee to go to Washington and present a protest: Urey Woodson, Owenshoro Messenger; J. T. Murphy, Superior Telegram, and A. W. Peterson, Waterloo Courier.

It's true that sympathy may be found in the dictionary, but the man who takes it out and distributes it where it s needed makes a name for himself.

Sinister thoughts are storm clouds on the horizon of life.

Boston Evening Record

Government statement six mos. ending March 31.. 41,961

Average net paid month of March over 53,000

The Record is growing at a faster rate than any other Boston paper.

Represented in New York by

I. A. Klein

Metropolitan Tower

HE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST INDIANAPOLIS STAR MUNCIE STAR TERRE HAUTE STAR **ROCKY MOUNTAIN NEWS** DENVER TIMES LOUISVILLE HERALD

Hearty co-operation extended to advertisers. Address

Promotion Dept. SHAFFER GROUP

12 S. Market Street Chicago

New England's Wage-Earners Receive Over Half a Billion Dollars Annually

THIS revelation of the New England Wage-Earners' income, gives potential emphasis to the intrinsic value of New England Newspapers as Advertising Mediums to National Advertisers and Merchants seeking new territory and trade.

To a large extent New England wage-earners are dependent mainly for many of the necessities of life upon the outside world.

This applies also to the larger number of New England's 1,454,942 families.

The money earned in her cotton and woollen mills, her shoe factories, arms and ammunition shops, seeks exchange for merchandise and foodstuffs which New England herself does not produce.

In no other way can these New England consumers be more effectively reached than through the Newspapers represented on this page, which virtually cover New England from the top of Maine down to the waters of Long Island Sound.

Thus these New England Newspapers are not only the advertising mediums of preference but of necessity.

MASSACHUSETTS.										
Net Paid 2,500 10,000 Circulation lines lines										
Boston American		3N0,291 321,4N3	.40 .35	.40						
Boston Globe (ME()	236,429 302,592	.30	.30						
Boston Herald- Traveler	ME)	*196,794	.28	.26						
Besten Journal	(M)	*58,921	.10	.125						
Boston Post	(H)	474,976 344,303	.45 .35	.48 135						
Boston Record	(E)	41,961	.12	.12						
Boston Transcri	pt(E)	30,488	.18	.18						
Full River Herald	(E)	7,960	.02	.02						
Fitchburg Senting!	(E)	5,107	.0218	.0172						
Lynn Item	(E)	*13,227	.054	.0357						
Lowell Courier- Citizen	DIE)	16,400	.035	.035						
New Bedford Sta										
Pittafield Engle		21,631 12,502	.04	.0178						
Salem News	(12)	18,935	.03	.03						
Springfield Ropu	biten									
Springfield News (23)	15,055 21,703	20,758	.00	.06						
Springfield Republican	(8)	18,116	.065	.04						
Springfield Unio (M	Es)	81,511	.06	.08						
Worcester Gazette	(E)	26,916	.06	.045						
Mass. totals,	2	2,421,571	3.4063	3.2257						
Population, 3,	603,53	22.								
RI	ODE	ISLAND.								
Providence Builetin	(E)	51,662	.00	.00						
Providence Journal (M*5)	25,355	.07*08	.07*0%						
Providence Tribune	(E)	23,478	.08	.06						
Woonsocket Call Reporter	(E)	11,542	.0428	.0285						
Population, 50		312,032	.2024	.2385						
	MAINE.									
Portland Expres		22,462	.06	.045						
Population, 70	12,787									
	VERN	MONT.								
Burlington Free Press	(M)	10,184	.023	.0179						
Population, 36	1,205.									
CC	NNE	DTICUT.								
Bridgeport Post- Telegram (3	MERC)	31,451	.075	.055						
Danbury News	(E)	6,205	.0118	.0118						
Hartford Courant (MS)	19,261	.06	.04						
Hartford Times	(E)	27,413	.06	.04						
Meriden Journal	(E)	*4,807	.025	.0143						
New Haven Time Leader	(E)	117,322	.043	.033						
New London Day	(E)	0.075	.0285	.02						
New London Telegraph	(M)	+3,750	.0066	.0071						
Norwich Bulletia		0,296								
Connecticut total	ia.	128,663	.8530	.2632						
Population, 1,1	14.75	48.								
*1916 Governm :Publishers			n State	ement.						

The New York Globe

Now Selling Over 210,000 a day To People With Money To Buy.

The Globe does not merely pretend to reach the most responsive class in the community, but proves wonderful results by unsolicited letters from scores of advertisers who have secured them.

For upwards of seven years The Globe has been faithfully cultivating the absolute confidence of its readers in their newspaper and the advertising it accepts and prints.

The Globe can show any manufacturer the easiest route to the greatest market place on earth. If other mediums than The Globe are required, The Globe will suggest their use.

The Globe's firm policy is to deliver the goods—results. The day of seeking "one time" advertising is past. The Globe's representation of advertisers who use it regularly and persistently is proof that it pays.

Member of the Audit Bureau of Circulations

O'MARA & ORMSBEE, Inc.

CHICAGO Peoples Gas Bldg. Special Representatives

NEW YORK Brunswick Bldg.

THE EDITOR & PUBLISHER

Established 1884-The Oldest Publishers' and Advertisers' Journal in America.

33 a Year (Coppright, 1917, by The Editor and Publisher (to.)

NEW YORK, SATURDAY, JUNE 9, 1917

10 Cents a Copy

A New York Publisher

(Name on request)

made a special trip to investigate the Chicago Newspaper Situation

He Said:

"I could never quite understand why The Daily News has such a strong hold on the people of Chicago.

"I know now.

"Why, The Daily News is almost as necessary to Chicago people as the air they breathe.

"It is the most extraordinary condition I ever encountered.

"I asked a great many people in all walks of life about The Daily News and the answer I invariably got was:

"'My Dear Sir, The Daily News IS Chicago."

"As I size up the Chicago situation, I believe that your people would deny themselves transit facilities, or electricity, or telephone service—almost anything than give up The Daily News.

"I have never visited a community where the people depend so absolutely on one newspaper as the people of Chicago depend on The Daily News."

Thank You, Mr. Publisher!

The Chicago Daily News

"It Covers Chicago."

We Eat Part of the Cotton Crop!

There has been some criticism lately of the Southerner who raises cotton instead of food stuffs—these war times. But—

The general idea of cotton is only something to wear—to make clothing with, etc. And no other section can grow it. Soldiers and everybody else need some clothes made of cotton. Still—

Cotton Has Its Place in The World's Bill of Fare!

"Eat cotton! Mercy! Who ever heard of such a thing!" you exclaim.

But don't lose sight of the greatest by-product of our valuable cotton crop—the cotton seed and hulls.

Last year this by-product crop amounted to 5,164,000 bushels with a valuation of \$278,233,000. This was of greater value than the country's crop last year of either barley, rye, spring wheat, buckwheat, flaxseed, rice, sweet potatoes, wild hay, tobacco, beets, beans, onions, cabbage, apples, peaches or pears.

Cotton seed furnishes the world with a large quantity of much needed high-grade vegetable fat, which is of tremendous importance at this juncture in the dietic economy of the Nation. Most delicious table oil, as well as lard, is made from this fat and it is also used largely in the industries.

Furthermore, the cotton-oil cake and hulls which remain after the oil has been extracted form nutritious feed for live stock and is largely used for this purpose. So that—

Dixie's cotton growers help to feed, as well as clothe, our human population. They also produce by-products therefrom that enable live stock raisers everywhere to fatten animals for market, adding many millions to the world's agricultural wealth.

In the past year the Southern people have got in the habit of counting values in millions and billions. Last year they made a billion-dollar cotton crop (independent of the seed and hulls); a billion-dollar corn crop; they got a billion-dollar income from their live stock products, besides hundreds of millions more from their vegetables, fruits and tobacco and the output of her mills, mines, forests and streams; thus placing in the hands of the Southern people enormous sums of money in excess of what they've been accustomed to having in the past.

And where does this money go? A very large part of it is spent for such comforts and luxuries of life as are not made in the South. This one fact should suggest to manufacturers the advisability of conducting publicity campaigns to advertise their goods in the leading dailies of the South—the very best mediums for reaching the property-owning, purchasing element of Southerners—the men and women who do go per cent. of all the buying.

For specific information concerning your proposition and its adaptability to Southern conditions, write to papers listed here. Any of them will be glad to give you such advice or suggestion as you desire.

These Newspapers Reach Centers of Southern Industry

		Southern	rious	SUOIGE
ALABAM		Net Paid Circulation 28,259	2,500 lines .06	10,000
Birmingham Ledger Birmingham Ago- Hernid	(E)	28,269	.06	.06
Heraid Birmingham Age-	(M)	17,000	.07	.08
Herald	(B) (E) (B)	28,000	.08	.06 .07 .08
Birmingham News Birmingham Yess Hoblic Register	(EC)	35.936	.07	.07
Habito H <i>es</i> 18100	(36)		. 00-8	
Jobile Register Jobile News-Item	(80)		.05	.05
Hobile News-Item	1 80		.05	.08
Kontgomery Ad-	(M)	18,218 20,788	.06	.05
		TUCKY.		
outsville Courier- Journal	(36)	26,294	.10	.07
Louisville Courier-				
Journal outsville Times	(B)	49,058	.13	.00
Louisville Hernid	(BE)	48,805 49,078	OT.	.08 .07
Louinville Herald	(5)	42,800	.07	.07
exington Herald	(M)	8,239 8,239	.0179	.0178
		VESSER.		
	4 EC h	13.851	.08	.08
Chattanooga Times	(M) (B)	25,816	20/6	.06
Chattanooga Newa Chattanooga Times Memphia Newa- Scimitar				
Scimitar Memphia Commerci	(B)	45,000	.11	.10
Appenl	4 76 3	63,081	-13	.10
Heniphis Commerci Appent Naskville Tennesses	#1 (#)	102,081	.14	13.
Vashville Tennessee	(ME)	39,065	.05	.05
& American Nashville Tennesses	M.M			
& American	(8)	39.129	.06	.06
Knozville Sentinel	(EC)	50,557	.05	.04
NOT	RTH	CAROLINA.		
taheville Times Tharlotte Observer	4 82 4	6.176	.015	.016
Creambage	(36)	12,309	.086	.025
Greensburo Duity News ((M) (M)	14.645	.08	.025
801	THE P	CAROLINA.		
columbia Record	(E) (B)	11.835 9.216	.025	.085 .025
Columbia State	(30)	18.561	.05	.04
Columbia State Preenville Piedman	RIE	18.561 4.769	.0148	.0148
Atlanta Georgian	G (C)	RGIA. 40,122	.08	.07
Atlanta Georgian Atlanta Sunday American				.01
American olumbus Ledger	(E)	#5,027	.0215	.10
olumbus Ledger	TARK!	7.428 #,000	.0215	.0178
Hacon Telegraph	(Mi)	19,719	.04	.04
Columbus Ledger Augusta Chronfe, (1) Macon Telegraph Augusta Herald Augusta Herald	(5)	19,719 19,719	.04	.04
Angusta Herald	(R)	12,049 12,049	.03	80.
Angusta Herald Invannah News (M & S	3) 14,087	704	.08
	P1.0	ORIDA.		
Pensacola News Pensacola Journal	(EG)	4,628 5,309 5,309	.0139 .0172 .0172	-0189
"emancols Jonyhai	(8)	5,309	.0172	.0173
Jacksonville Times	4 11			
Incksonville Metros	an Mari	24,508 E) 18,185	.055	.065
	LOT'1	55,048		
New Orleans Rem	(25)	55,048 68,575	.10	.10
New Orleans Times				.1.4
Picayune New Orleans Times Picayune	(ME)	65 386	.10	.10
New Orleans Daily	(#)	68,200	-12	.12
States New Origans Daily	(80)	37,463	.08	.06
States	(8)	36,569	.08	.06
Richmond News		GINIA.		
Lender	(36)	80,401	.08	-046
Times-Herald (N	ME)	10,356)		
Newport News Bail;	(8)	0,008	.025	.025
Norfolk Virginian Pilot	(36)	25,691	.98	.05
1.1104	(100)	TO'ARY	-40	16.0
Norfolk Virginian	(8)	22,016	.00	.040

THE EDITOR & PUBLISHER

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A. A. C. W. CONVENTION A PATRIOTIC RALLY Advertising Men of the Nation Pledge Loyalty to Government, and Send Out a Message

of Assurance to the People that the Business of America Will Continue to Grow During the Period of the War.

Dr. Lovis, June 3. THE Associated Advertising Claim
of the World which convened for-Contracts in St Loris Sunday after-

arms and a greeting from the The meeting Sunday afternoon was in truth an international inspirepressive outdoor meeting over held to Postistion was the key note of the

inspirational gathering. Each speaker exercised strong allegionce to the country and declared for possistent advertising as a means of atomyting busiextensive platform there were repreprated grouped about the pageant cherpicture of President Wilson. Ministers COMMISSION GRADINES, MATCHINE

The welcoming address was made by Governor Frederick Gardner. He represented to person the spirit of "bustgave his ideas as such. With receive acclamation, Velted States Senator H. W. Johnson, of Collformin, delivered an inspirational ad-

dress in truth. His message reviewed the purposes of this great convention and in part be said: "You of the addevelopment of business, you are in the vangeard of progress, discovering new fields of endoaver and wider posathilities of development of brasiness. You are to reality the even of huntrens and intuitive initiative, explore hitherto unknown paths, bringing legitimate Studgess finally into its fullness and business are the life of a cation and Important part of our business world. and indeed of our social economy," M. P. Line, president of the Adver-Holog Club or St. Louis, spoke a few words of welcome and extended the

Morer Meary W. Kiel, who was one of the hardest workers to bring the was represented by Arting Mayor Alon,



Well-known St. Louis advertising man, who was unanisously chosen presi-

drat of the Associated Advertisis; Only of the World on Thursday, June 5. at which time P. S. Flores was reflected secretary-treasurer and flan-

The entertainment affected the delenight, the list of niesestrater excess right, the performance of the opera-Using delegates, a gurebol and follies eon at the Anheuser-Busch brewery,

so distinctively characteristic of South. A. A. C. W. OPENING SESSION Speakers of National Renown Outline Work of the Ad Clubs During the Way

Pt. Lette, June 4 -- Provide at Herbert 8 Houston, in his hermote address to the general mession of the Associated Advertising Clubs at the Jefferson Theathe huseness world is calling advertising to tank as to its cost and as to the In distribution, or be suppleased by

"The spirit of this areat conven-

tion is the spirit of our democracy," Mr. Houston said. "Here in Sr. Louis at the sadion's very heart, we assenas to how we can best serve the nabave justified our coming together, at such expense of time and money, in these days of stress. As a surrener's

in effect no act of distayalty." OATHERS BY DEMOCRACT'S INTEREST.

Mr. Heurien described the convensteady business and make business more efficient and tracing the relationthat the successful outcome of the struggle to Europe will depend upon the biggest figures in American business willing to attend as speakers, be-President Houston declared the laffo-

for a book will be published as soon as possible after adjournment.

TALUE OF APPROVISION SPACE.

He told of the service which advertiving has been to the several nations vertee the Liberty Loan.

Mr. Houston described the difference setween the power of "publicity"-inspace and keeps at the task has opportunity for a continuity of impression have won by keeping everlastingly at it.

APPENDAGENO HALPS CHURCHISS. Mr. Houston mentioned, briefly, the

the service of the churches of the country, increasing church attendance and enhancing the usefulness of the church. He also amounced that the American Bible Society is planning a campaign to advertise the Holy Rible, and that this plan would be described at the convention to-merrow morning by the Rev. W. I. Haven, of the Society.

Mr. Houston touched upon the service of advertising to the public—how it makes quantity production and quantity selling possible, and thereby reduces the cost, to the public, of articles which are advertised.

In this connection, he spoke of a plan whereby the advertising clubs were going to have the aid of the Department of Commerce at Washington in an investigation to determine the influence of advertising on the cost of living. There has been an impression on the part of some people that advertising increases the cost of an article, but this, he asserted, would be shown to be an error, for advertising reduces other costs of getting goods from the maker to the final user to such a degree as to pay for itself.

The first hour of the meeting, from nine to ten o'clock, was given to the singing of patriotic songe—this was the plan also, each day.

HOUSEHOLD WAR-TIME PROBLEMS.

Mrs. Julian Heath, of New York, president of the National Housewives' League, who had been on Wednesday's programme, spoke at the opening sassion, that she might return home to see her son, who is on a brief furlough from the navy. Her theme was "What the Housewife Thinks of it."

Mrs. Heath, discussing household problems in war time, said the woman who had been making the market fit the menu, must now learn to make the menu fit the market. She must not buy pears when Lima beans are in season. She must not save her pennics, for every but must get full value penny. Every household, she said. should be put on war rations. Business must be maintained, she said, "or we shall have a bread line as well as a war line to face, and we can't win against both."

Festus J. Wade, president of the Mercantile Club, in his address before the convention, outlined how the fund was to be raised.

Copy—historical copy—that will reach the eyes of the entire civilized world is being furnished this week by the delegates to the convention. Never in the history of a local conclave has such a regiment of mental talent been assembled to assist this country in its battle to maintain tranquility, stability, continued success, and prosperity in this hour of world war.

THE GREAT ARMY.

"You all talk about Liberty Bonds," Mr. Wade mid, "because through the medium of advertising you were told it was your duty to do it. If they had not been advertised, the Liberty Bond issue would not be secured.

"A pew army is about to be inaugurated. Its first exploitation will come at once in the newspapers. It is going to be an army of the most stupendous force of any similar kind of army ever organized. It is going to be mobilized, and it is going to be put into affect and active operation before the 25th of this month.

"It is the army of the humanitarian, of the charitable, and of the philanthrouse people of this nation who say that \$100,000,000 will be raised within three weeks to help the starving people of Europe.

"There is no profit in that, as there is in the Liberty Bond. God in His infinite wisdom never permits you to put a dollar in charity he does not give you twenty fold in some form or other.

THE FORCE OF ADVERTISING.

"Why do I know that \$100,000,000 will be raised? Why am I so confident, when probably not a dollar of it is rulsed at this moment? It is because they have the solemn pledge of the Advertising (Tubs of the World to lay before the 100,000,000 people of the United States the necessities of Europe. Believe me, when they have done this, I know it will be done.

"The man who welds Congress, regardless of party, welds 100,000,000 possible together to move as one; the man who has made a greater distribution of credit than all men in history within the same time, did it through advertising, and that is Woodrow Wilson."

Mr. Wade said that the President possesses the greatest power in the world, as the happiness and the destiny of the world depends upon him.

L. E. Pratt, chairman of the National Programme Committee, read cables of regret from John Hart, of the London Opinion, and Charles N. Higham, also of England. They stated in their message that the war prevented them from attending the conclave.

CHANGE IN THE CONSTITUTION,

Plans for important changes in the manner of electing officers and directors of the Associated Advertising Clubs were worked out in the afternoon by a special committee representing the executive committee of the Association, following a joint meeting of the Advertising Commission, at which the proposed change was unanimously endorsed.

The proposed change calls for a president and six vice-presidents, each to come from one of six districts. In addition to the six members of the Executive Committee thus provided foreach vice-president as well as the president becoming a member of the Executive Committee—there would be six other members. Four of these would be deeted by the National Advertising Commission, while the last preceding president of the Association, and the president of the Association and the secretary would also be on the Executive Committee.

The Committee now is composed of sixteen members, and William Woodhead, a former president of the Association, who suggested the change, believed a smaller number would be better, because of the expense involved in calling meetings of the Committee from time to time during the year. He also snoke of the fact that the presidency of the Association under present conditions is such a task that no man with private business interests should be expected to devote the time required for it. He believed, and President Herbert S. Houston agreed, that the work might be divided among the vice-presidents.

HOW THE PLAN WILL WORK.

Under the plan proposed, there would be Eastern, Central, Western, Pacific, Southern, and Canadian divisions of the Association, which would exist only for the purpose of insuring that each section of the territory chiefly represented by the Association should have representation. Cuba, Hawaii, the Philippines, etc., would fall in the respective sections of the country in which they would naturally be classified.

l'inder the proposed change, nominations for president, vice-presidents, and secretary would be made from the floor of the convention, just as the presi-

dent, vice-president, and secretary are nominated.

If the change is adopted, advertising club presidents, who have heretofore nominated some members of the Executive Committee, would cease to do so, though it was suggested that the presidents or delegates from the various clubs in the saveral divisions would likely caucus for the selection of their candidates.

COMMITTEEN APPOINTED.

The following committees were appointed by Chairman Houston:

Resolutions-E. Allen Frost, Chicago; George B. Sharpe, New York, and William J. Raddatz, Cleveland.

Credentials—Fred Johnson, Dallas; Harold Janes, Los Angeles, and Cyrus P. Barnum, Minneapolis

BUG DELEGATIONS PRESENT.

Among the delegations reported as arriving were those from Dallas, Tex.; Springfield, Ill.; Omaha, Neb.; Kansas City, Mo.; Marion, O.; Shreveport, La.; Marietta, Ga.; Toledo, O.; Fart Worth, Tex.; Boston, Mans.; Clinton, Ia.; Chicago, Ill.; New Orleans, La.; Burlington, Ia.; South Bend, Ind.; San Franceisco, Cal.; Loss Angeles, Cal.; Denver, Col.; Wichita, Kan.; Terre Haute, Ind.; Dubuque, Ia.; Decatur, Ill.; Butte, Mont.; Worcester, Mass.; Mexico, Mo.; Six Point League of New York, New York City Ad Club; Des Moines, Ia.; Indianapolis, Ind., and Philadelphia, Pa.

Canada is well represented, delegations having arrived from Hamilton, London, Montreal, Ottawa, Toronto, and Winnipeg.

Chicago boasts the biggest delegation, numbering 402.

THE TARADE MONDAY NIGHT,

The parade of the Associated Advertising Clubs through the Gowntown streets of St. Louis Monday night, which took exactly an hour to pass a given point, was perhaps the most successful pageant of its kind ever held in St. Louis. It was successful artistically, commercially, and as a stimulus to patriolism.

This was testified to by President Herbert S Houston, who, after viewing it, said: "It has been a remarkable demonstration—the greatest that we have ever witnessed. It has given us a transendous welcome. It showed a remarkable breadth and comprehensiveness of design, together with a painstaking attention to details. I cannot too strongly express my gratification and admiration."

The receiving stands on "Advertising Plaza" held 10,000 specialors, while it is conservatively estimated that 125,000 witnessed the parade, which was a patriotic demonstration and wonderful pageant, as well. There were more than 2,000 delegates in line.

Marching clubs from twenty-five cities in the United States and Canada, each trying to outrival the other, were features. Many floats, each lighted with vari-colored electric lights although commercial in character, were artistic and made a keen impression.

THE ST. LOUIS CONTINGENT.

The St. Louisians carried small placard banners with the legend: "Last year we offered the glad hand. This year we give it." At the head of the St. Louis Club rode "St. Louis," mounted on a white horse.

The Junior Advertising Club of St. Louis, each member attired in white cost, trousers, and hat, was next in line and presented a military appearance, marching in good time and per-

feet order. The youthful members of the club exhibited far more "pep" than their older associates, making a great deal more noise and joking more with the spectators.

The Nebraska advertising men and the delegation from Chicago formed the next group. The Chicago contingent had no float, but were possessed of fine voices, which they used liberally in singing all along the parade route.

The Kansas City delegation showed an advertised preference for a reference to their city as "K. C." A bower curried by four stalwart negroes, in which was a big red bear, labeled "K. C., the Heart of America," led the group.

The Joplin, Mo., delegation dragged a mining car the entire length of the march, but they seemed to enjoy the labor. At the head of the group was a lanner which announced: "There is only one Joplin."

The St. Paul and Los Angeles delegations were next in line. The Oklahoma group, incessantly shouting, marched next. They had devised a series of yells for advertising their State and they kept up a continuous banter with the spectators.

The lowa delegates rode horses and carried shields shaped in the geographical form of their State, and on which were statements advertising the resources of the State.

MANHATTAN DELEGATES.

The New York delegation, vying numerically with the St. Louis and Chicago groups, were cheered all along the line. They marched in silence and had no float, but the spectators seemed to have a desire to applaud the men from the country's chief metropolis. Several women delegates marched at the head of the group.

Quincy, which made the most attractive showing of all of the clubs in the parade, was next. The group depicted the Mother Goose series and was particularly a treat for the children among the spectators. Led by the Hinois State Band and the "Spirit of "5." "Little Red Riding Hood," "Bo Peep," "Old King Cole," "Jack and Jili," and all the rest followed. Abraham Lincola followed by a crowd of "free negroes," was there also, depicting the "Spirit of '51." The groups were similar to cut-outs in the packages of a breakfast food concern of Quincy.

RODE IN AUTOR.

The San Francisco club took things care, traversing the parade route in automobiles. The Louisville delegation, which followed, was less fortunate, as all of the members marched in full dress clothes. They were a uniformly tall bunch of men and made a fine appearance.

The Denver delegation marched behind the Cook Drum Corps. The To-lede group created a hearty laugh. The marchers were pajaman and boudeir caps, parading behind a sign which announced they were "Up Early on the Job for Toledo in 1918."

The many floats came next in line, led by that of the Advertising Club of St Louis. The floats were representative of States, cities, and individual concerns.

President Houston expressed the opinion that the Quincy, Ill., Advertising Club won the honors of the parade. Quincy has \$6,000 population and competed with such metropolises as New York, Chicago, and Cleveland. The

(Continued on Page 12

LOUIS W. HILL SAYS ADVERTISING HAS HELPED DEVELOP GREAT NORTHWEST EMPIRE

Chairman of Board of Great Northern Railway Testifies to Economic Value of Advertising in Transportation and Colonization Problems-Sees No Place for the Business Crepe-Hanger. and Believes that Our Victory in War Must Come Through Our Industrial and Commercial Prosperity.

ed in the building up of the great the nation. Northwest was told in an address by Louis W. Hill, chairman of the board of directors of the Great Northern, which because of Mr. Hill's un-



LOUIS W. HILL.

avoidable absence, was read at the A A. C. W. convention in St. Louis. Mr. Hill said:

"I believe that the desire to succeed is whotly normal and natural. I would give little for a man or for a nation that did not have success for its roal. It is a good thing for an individual or a country to possess the right sort of purpose: the ambition that makes activity for real progress.

So, when I talk of prosperity I do not feel any need to apologize for the use of the word. For I refer to a particular kind of prosperity; prosperity that is a constructive force-prosperity that builds for yourself and for the other fellow; prosperity that is catching and sunshine spreading.

"Is it inopportune to talk of prosperity while the world shakes with the cannonading of rival nations? I think not. You have a big opportunity today to demonstrate to the world what enlightened publicity can do to further a great cause -- the cause of freedom and

ADVERTISE THE WAR BONDS!

"Tuen the power of organized publicity loose on the problem of floating our great war loan bonds, of organizing our war machine, of increasing the production of agricultural and manufactured Do it, and the cause of deproducts. mocracy is safe and triumphant.

"It would be a poor display of zeal for public welfare to preach a gospel of inertia at a time when this country, in both military and civic branches, has its most tremendous tasks to do. But if American business cannot weather such a shock and come back stronger than ever, it is a pretty poor quality of business. What America needs to do is to push on and on building up-conworking-carning-yes. and storing worthily. In our greater and continued untional progress is our protection. In "business as usual"-

THE part that advertising has play- ONLY MORE SO, lies the welfare of

"What the country needs is not only people who will get down on their knees and pray for their native land, if necessary, but people who will get up on their feet and work and tight for it. I am for optimism I am for optimists And you advertising men of the world are our truest business optimists. is you who to a large extent have kept the flug flying for 'Business as Usual.'

FOR BANK BOONOMY.

"To the newspapers of America, the leaders, the best representatives of the press, daily, weekly, and monthly, we owe a debt for the good work they are . doing, not in the suppression, but in the stimulation of legitimate business. Sane economy and elimination of waste are always wise. But stinting, heardingthe paralysis of business, means simply inviting catastrophe; without the slightest reason, except ungrounded fear. This surely is a time for the suppression of the calamity howler.

"The country's all right. I have recently returned from a trip to Washington. I had an opportunity to learn first hand how the Government feels and what the National Government's idea is for the immediate future of business America.

"And I want to say now with all the force I can put into the statement that the manufacturer or merchandiser who "lave down" at this moment- the commercial crepe hanger, is quite as definitely a non-patriot as the man who refuses to fight. Right now America needs strength, activity, enterprise. stick-to-it-iveness, more than ever before in its history.

The prosperous nation IS the strong nation. Reduce the nation's resources -suspend production, clog the wheels of manufacture—throw an army of bread-winners out of employment-and you not only sap America's vitality. but you work a positive injury to the tadividual.

"Success is, and always will be re-

"If we stop buying, sooner or later, automatically, we cease receiving the means wherewith to buy. That is the law of compensation. The national Government has shown itself particularly wise at the present time, in my humble opinion, in placing a proper valuation upon agricultural activities.

"It is a less speciacular work to feed the world than to fight a nation's battles-but after all no less important. And in our Government's recognition of the soldlers of the soil-the new national movement for bigger. crops-Uncle Sam has proved his preeminent wiedom.

AMERICA'S ALL RIGHT.

"My message to you from the Great West and Northwest, the land of producing farms-the country where foodstuffs in nature's making stretch from horizon to horizon is, that America's all right.

"The Northwest, the Zone of Pienty." alone, in normal times, with a population only 8% per cent, of the total population of the United States, produces

27 per cent. of the total agricultural PUBLISHERS OPPOSE output of the entire nation. It produces about two hundred million hushels of wheat a year, 30 per cent, of the nation's total: 12 per cent, of the rve: 21 per cent, of the cats: 52 per cent, of the barley; it mills 38 per cent, of the flour: it raises 99 per cent, of the nation's flax. I am sorry I cannot say 99 99-100 per cent. Twenty-five per cent, of the nation's bread is spread with butter from the 'Zone of Plenty.'

"This is the Northwest's average record to-day. It will establish a new and greater one to-morrow. God's soil and rain and sunshine and man's industry in the Northwest are setting you an example. They are doing business as usual." Minnesota alone produces 62 per cent, of the iron ore of the United States; Montana 16 per cent. of the copper and the Northwest about 40 per cent, of the lumber.

"Why should you be less aggressive? But it is not enough merely to grow grain, to dig minerals from the earth. to fell forests, to produce merchandise. to manufacture goods.

"Economic, efficient merchandising and marketing-distribution methodsare vitally necessary at this time.

RELIEVES IN ADVERTISING.

"Advertising activity to-day has a double duty. And I hope one result of this Convention will be the acceptance of a double duty representing the advertimers and the advertising men of the country.

"The first duty is economic efficiency in the marketing of whatever we have to offer, presenting our reposition clearly, pleasingly, and truthfully,

"The second duty is to reflect in our campaign and in every public way possible the right spirit of American business optimism.

"Personally I believe in advertisingfirst, last, and all the time. This is no statement founded on exterior observation. We have felt the results of advertising in colonization work. In building up farms, trading centres, cities in the great new country through which our rallroads run.

"We have absolutely demonstrated what the application of advertising to a certain, definite territory will do. have taken the surplus population of the East to the vacant lands of the West. We have lately proved to our satisfaction that anything desirable is advertisable, whether it be an article of food. a national bank, or a national park,

"I have learned through years of experience that transportation is quite as specific a unit of merchandics as is a carpet tack. You can sell vacation pleasure, the joy of a perfect journey, the beauties of America's finest scenery, just as you can other worth-while goods-by advertising.

"We have utilized this great modern force and used it economically. We have found that results considered, advertiday has been one of the greatest and most helpful forms of possible cooperation.

"Bear in mind that advertising & an economic factor in facilitating distribution, eliminating resistance, and adding sales-power just where and when it is needed. Without disparaging the ommercial spirit of other lands, I can truthfully say that the idea of real advertising was born in our country.

"In America it has developed its greatest efficiency. Here it is meant to do things, and does do things. So as advertisers, as advertising men, let us show the world that our belief in the Convention's object is not skin deep. but that it goes through to the hone. Let us live up to the rich possibilities of our Agri-

TAX ON ENTERPRISE

They Stand To-day Where They Did When Don C. Seitz Delivered His Protest to the Senate Committee in Washington a Few Weeks Ago-Only Fair Method is a Tax on Profits.

The proposal to tax advertising, according to the publishers, would be a penalty on enterprise. It would tax publishers on the total of their business -their gross receipts-without regard to profits, leaving them to pay all other forms of taxes, including income and excess profits, should such be possible after the tax of enterprise is collected. The situation, according to one publisher who has studied the matter, is analogous to that of a manufacturer who pays a tax of 2 per cent, on the total of his business and the one who pays 5 per cent, on his profits, each of them transacting a \$100,000 business. If one man made only 2 per cent., the 2 per cant, tax would strip him of all profit, and if the other man made 50 per cent., 5 per cent. tax on his profits would only take \$2,500 from him. And this is the situation so far as the newspapers are concerned, if they are to he taxed on the total of their attvortising. Newspaper publishers stand today, one publisher says, just where they did when Mr. Seitz, of the New York World, made his statement to the Committee on Finance. They want to pay their share of taxation. They want to be taxed on their profit, and if need be they are willing to give all of their profits everything to the Government, but they do not want to be taxed on their efforts and the total business they transact, while other lines pay a tax on profits only.

This matter becomes complicated when it is mixed with the postal rates. Some newspapers have an intensive circulation; that is to say, their circulation goes almost wholly in the city of publication. The zone rate does not bother them very much: they might favor, individually, higher mail rates. On the other hand, there are those newspapers that go long distances to reach subscribers, and that do not enjoy heavy advertising patronage. They would be inclined to favor the tax on advertising-whichever way it would be cheaper for them. When reduced to hard pan, however, the publishers feel that the only fair tax to levy is the same kind that will be laid on all businesses alike-on the profits, without regard to the total business transacted or the enterprise of the men who conduct it. The greater their enterprise the greater the profits will be and the greater the profits, the higher the tax they can pay to the Government. If, however, newspapers are to be singled out and taxed on their efforts, pennlized on the amount of business they carry, then publishers find cause for complaint, and in this respect ask that their business he placed in the same category with other industries of the country.

cultural Empire. Let us keen our mills going and our men working. Let us advertise to stimulate demand and keep courage strong.

"All that the business of America needs is confidence-confidence in its products and markets-confidence in its future. America's energy, aided by the forces and the agencies which you represent, is equal to the triumphant mastery of present conditions; more than adequate to turn even war into an ensine of national growth, and of a new and greater national development.

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NATION-WIDE "TRUTH PATROL" CREATED THROUGH EFFORTS OF VIGILANCE COMMITTEE

H. J. Kenner, Secretary, Tells of Work Done and Contemplated in Bettering the Standard of Advertising and Safeguarding the People from Fraud—Finds Newspapers Eager to Co-operate with Local Ad Clubs in this Work.

J. KENNER, secretary of the National Vigilance Committee of the Associated Advertising Clubs, speaking of "The Cash Value of Confidence," said:

"Advertising is a promise of business performance. In no better way can the cash-drawer value of confidence be protected than by demonstrating to the public that advertising promise checks with business performance.

"Truth in advertising work has helped hold promises in advertising to those things which business could perform. It has helped make accuracy and honosty new

"The advertising manager of a large department store in a Western city where a vigilance secretary was at work investigating and correcting confidence destroying advertising, removed to a similar position in an Eastern city where no practical truth work had been done. His advertisements failed to pull as well as in the city where corrective work had been done. He found merchants in the Eastern city invested more for advertising in proportion to sales than merchants in the city where advertising was safeguarded by the truth bureau.

WHAT THE ADVERTISING COUTS.

"He found that a store is an Eastern city doing a business of \$5,100,000 a year, spent \$178,000 for advertising, not including trading stamps, which were charged to advertising. This percentage for advertising amounted to approximately 3.5 per cent. A store of similar class in a Western city showed a sales volume of \$4,800,000 and spent \$123,000 for advertising, or, approximately, 2.8 per cent. In the Eastern city a store which had built up public confidence in its merchandise and in its service till it had won a reputativa for quality in both, did a business of \$7,a year and spent \$160,000 000,000 for advertising, or a little over 2.1 per cent, of its sales volume. A store of similar class in the Western city did an annual business of \$6,200,000 and apent \$98,000 for advertising, or approximately 1.5 per cent. only.

These are actual figures of successful department stores in these two cities. The two Eastern stores spent 3.5 per cent and 2.1 per cent, of grows sules for advertising, whereas the stores in the Western city, where advertising was protected and where truth in advertising was the rule, found it necessary to invest only 2.8 per cent, and 1.5 per cent, respectively, in advertising. These figures are actual proof that organized truth-in-advertising work makes advertising more productive.

"Stores in both of these cities had near-by big city competition. These figures have shown that the cost and expense of advertising is greater where organized truth-in-advertising work is not available for the protection of advertisers. It is the opinion of one leading retailer of America that truth work increases gross profits on sales.

"This merchant says: 'While truth in advertising may not reduce the expense of doing business where merchants are anxious to swell their volume, yet it is responsible in a large decree for increased percentage of profits. I'utting all factors into the pot and

shaking them up, my opinion is that the work of the Vigilance Committee is worth at least \$10,000 a year net to us.'

"TRUTH" WORK IN ST. LOUIS.

"A sketch of the high lights of organized truth service will illustrate its value and scope. In St. Louis, investors and legitimate investment hankers have been protected by investigations of the Better Business Bureau. Griffin McCarthy formook banking for the broader service which he could render as manager of the Bureau. St. Louis merchants have cooperated closely with this work, and recently several of them abundoned comparative price advertising altogether. Although Mr. McCarthy has enlisted for service under the Stars and Stripes, the influence of his work in the Army of the Simple Truth will live on in St. Louis.

"A notable example of work which removes the fundamental causes of harmful advertising is found in Cleveland, where five upstairs \$15 clothes shops, advertising \$25 suits for \$15, have eliminated comparative value claims in response to the persuasion of the Better Husiness Commission, of which S. A. Weissenburger is secretary. Patent medicines which have been "alsely advertised are being excluded from the Cleveland market by the cooperation of the Commission with the city Health Department and honest druggists.

WINS THE ALLEGIANCE OF CHICAGO MEM-CHANTS.

"An ounce of prevention in business, as in medicine, is worth a pound of cure. Unfair competition and trade demoralization is prevented by truth work. Legal action taken by the Better Business Bureau of Chicago, of which Edward L. Greene is excretary, stopped the fraudulent advertising of a 'Smoke and Water' sale of one plane dealer and nipped in the bud fake sales plan to meet this competition. Morsover, by the sheer merit of its service, the Bureau has culisted the financial support of leading merchants on State Street.

"The unfair competition of 'gyp' furniture dealers was eliminated when George M. Husser, secretary of the Advertisers' Protective Bureau of Kaness City, showed the newspapers that new furniture was being sold in private residences through misleading advertising. Seven oil promotion schemes were compelled to abundon their selling operations in Missouri when the Kansas City Bureau revived the Bine Sky law of the State.

"In Milwaukee, honest mer hants are no longer forced to compete with 'fly by night' fake sale specialists since the Better Business Bureau has exercised its protective powers. This hureau was awarded the Baltimore Truth trophy at Philadelphia. Phil W. Steltz, the secretary, has joined the 'officers' reserve camp at Fort Sheridan, but the work which he has brought to a high state of efficiency will be continued energetically.

"To remove unfair competition in the jewelry business, the Better Pusiness Bureau of Portland, Ore, has been forced to take action against two deniers under the citys' advertising law, which is the Printer's link model statute. The bureau is now engaged in proving

the validity of this law to the Supreme Court, under the direction of Charles W. English, the secretary. The State of Oregon has also enacted the Printers' Ink model statute. It gives strong backing to the corrective efforts of Charles W. English.

"Although Frank Armstrong, secretary of the Associated Vigilar of Committee of Iowa, has never found it necessary to get truth results by legal action, the committee has prepared for this possibility by obtaining the enactment of the Printers' link model statute in Iowa. This committee has 153 subscriptions and serves seven cities. Its definite corrective work is raising the standards of advertising in an entire State.

NEWSPAPERS CO-OPERATE.

"The truth campaign is essentially educational. In order to teach the public to discriminate in responding to advertisements and in order to encourage advertisements and in order to encourage advertisers to adhere to clean standards, the Better Business Bureau of Indianapolis, of which David P. Porterfield is secretary, advertises to the public each week in space donated by all of the newspapers.

"Although Karl G. Neumeier, who directs the Truth-In-Advertising Bureau of St. Paul, is an attorney, he has built public confidence in St. Paul advertising without a single prosecution. Ranging from the correction of misleading statements in retail advertising to the removal of unsightly cloth signs, advertising fake sales, his activities have wen the cooperation of merchants and newspapers to make St. Paul a truth centre.

"Misleading furniture advertising was revealed by investigations of the Better Business Bureau of Spokane, and W. G. Oves, the secretary, persuaded furniture dealers to abandon the use of Gishonest trade names and other old deceptions which had long been customary in their advertising.

"The Vigilance Bureau of Minneapolis figured in work of national importance when Hugo Swan, the secretary, materially aided in the investigation of the Ford Tractor Company, conflucted by the National Vigilance Committee. Mr. Swan is another truth bureau secretary who has answered the call to the colors. He is now in the officers' reserve camp at Fort Snelling.

NEW HURBAUS PROJECTIO.

"Four of these eleven burraus have been organized since the Philadelphia convention. In other cities -imilar organizations to make advertising a more efficient servant of distribution are under way. It is probable that the coming year will see bureaus established in Providence, Baltimore, Louisvile, Los Angeles, San Francisco, Dallas, and Detroit.

Where this work is done, merchants have said that it is the strong at reason why an advertising club should exist. In every city newspapers have given these bureaus cash and space and have extended close working cooperation. Clean newspapers and other lonest periodicals realize that truth bureaus give strong backing to their own uggressive work to build reader confidence and proteet advertisers from bad company, Advertisers in general, understand the constructive, helpful character of the work, and no longer look upon it with suspicion. Many national advertisers are adding their might to the movement by throwing their patronage when possible to cleanest newspapers in the territory where they use newspaper space,

"Truth-in-advertising activities have been nationalized by the National Vigi-

lance Committee. It has comolidated every bit of ground gained in the campaign. It has been headquarters for the nationwide movement. It has belied train and make effective the truth patrol extending from coast to coast. It has struck decisive blows for honest business, especially in the investigations by Richard H. Lee. It has aroused the official and commercial life of America to the waste and inefficiency of confidence destroying advertising. It has enjoyed the cooperation of the Post Office authorities by impressing them with the slucerity and thoroughness of its work. It has given legal backing to the truth campaign by helping to enact new laws in Oregon, Indiana, Iowa, Florida, Michigan, Wyoming, and Nevada, Thirtyseven States now have laws against dishonest advertising. Nineteen of them have the Printers' lak Model Statute, and now the National Committee proposes that Congress have the United States enact an equally stress law to protect the entire nation from misleading advertising.

"The work of the National Committee has inspired national trade associations to organized truth effort. The Investment Bankers' Association of America is now actively at work, and plans to clean up financial advertising and the entire truth organization of the advertising clubs will be utilized to make these plans effective. Likewise, the National Association of Piano Merchants of America have organized a National Better Business Bureau to purge the music trades of advertising abuses. This work will join hands with the truth-in-advertising headquarters and function local vigilance committees and better business bureaus. The American Pharmaceutical Association, realizing that the greatest evil in the package medicine business is dishonest advertising, now lend their strength to the advertising clubs organization in the definite campaign for better medical advertising. Automobile manufacturing, shoe dealers, clothing dealers, and other business men through their national associations have arrayed themselves with the advertising clubs in the movement.

"Practical truth work will succeed in the future as in the past. It has shown efficiency in organization, accuracy in investigation, helpfulness to advertisers, fairness to mediums, vision in educational work, and definiteness in its legislative programme.

"This movement will continue to make advertising safe for TRUTH and worthy to carry the great responsibilities—of war or peace—which the economics of business will impose upon it."

ADVOCATES SIMPLE METHODS

How Big Problems Are Solved by Simple Means, Explained by Geo. W. Simmons,

George W. Simmons, vice-president of the Simmons Hardware Company, of St. Louis, addressed the departmental session of the Retail Advertisers. He recorded the pulse of business and roused the energies of retailers to assume more persistency in utilizing simple methods to work out big problems. He cited the patriotic duty of each and every individual through husiness channels and boiling it down to forming of sound plans and methods.

Censorship Abolished

The Spanish Government has decided to abolish the press censorship, according to dispatches received in this country. All newspaper dispatches will be sent on the sole responsibility of the correspondent.

CANADA'S WAR ADVERTISEMENTS CREATED AN ERA OF PROSPERITY DURING CONFLICT

Paid Newspaper Ads, Inserted by the Canadian Government Have Given the Best Kind of Returns, with the Result that Business Has Been Quickened, Crop Production Increased, and the Commercial Life of the Country Stimulated in a Surprising Manner.

A DVERTISING in the newspapers has been the best kind of an investment for the Canadian Government since the outbreak of the war. The returns have been wonderful, and have demonstrated the worth of display ad-



JOHN M. IMRIS.

vertisements in the dailies of that country. John M. Imrie, manager of the Canadian Press Association, inc., of Toronto, told the members of the Newspaper Pepartmental at the A. A. C. W. convention at St. Louis how it was done, giving facts, figures, and percentages, in dealing with the concrete results. His address was in part as follows:

"The extensive use of war advertising in Canada has been by the Canadan Cloverament. Since the war began that Coverament has conducted seventeen distinct advertising campaigns. During the past twelve months its expenditures on display advertising have exceeded the combined expenditures during that period of any other four general advertisers in Canada. Most of the advertising done was in connection with Canada's war problems.

"It will be necessary to use figures to illustrate the scope and the casults of some of these advertising compaigns. These figures should be considered in conjunction with the fact that 'he population of Canada is less than \$,000.000, on about one-fourteenth of the population of United States. Allowance should be made also for the fact that over 400,000 Canadians are serving their country oversess.

THE PIRST CAMPAIGN.

"The first war problem to be solved by the Government through advertising was in connection with the apple crop of 1914. Prior to the war Canada and a very targe export trade with Great Britsin in harrelled and boxed apples and with Continental Europe in evaporated apples. The breaking out of hostilities resulted in the cancelling of orders for a very large proportion of this export trade. The apple crop of 1974 was a bumper one, yet it seemed as though the bulk of it would be allowed to rot on the ground for the lack of a market. The Canadian Press Association suggested to the Canadian Government an educational advertising campaign as a means of immediately increasing the domestic consumption of apples, and thus making up in part for the loss of foreign markets. The suggestion was accepted and there was inserted in most of the daily newspapers a series of ten large illustrated advertisements, setting forth the food values and appetizing qualities of the Canadian apple and other facts calculated to increase the domestic consumption of apples. To make more extensive the use of apples in the kitchen a booklet of 209 apple recipes was offered. There were \$5,000 individual requests for that booklet, and at the close of the campaign many wholesale apple dealers reported increases of from 200 per cent, to 400 per cent, in the sale of Canadian apples for domestic consumption

INCREASED PRODUCTION.

"Noon after the war began it was recorganized that one of the most valuable contributions Canada could make to the successful prosecution of the war would be in the form of food supplies. Evidences of the need of increased production and definite suggestions for meeting the need were presented to the farmers of Canada in a series of lurge display advertisements. The campaign resulted in an increase of over 10 per cent. In the area under cultivation, and in conjunction with good weather conditions, in record yields per acte, for almost every class of field products. The total farm production for 1915 was valued at over one billion dollars and represented an increase of at least \$300,-000,000.

"Similar advertising campaigns were conducted in 1916 and 1917, and there is now running in Canada a special appeal to the farmers to prepare now for even larger cross in 1918.

ADS FLOATED BIG LOAMS.

"Prior to the war practically all of the securities of the Canadian Government were floated in the United Kingdom or United States. Canada's participation in the war made it necessary to float Government loans more frequently than under peace conditions, and made it desirable to float at least some of the loans in Canada. The usual method of floating securities of this character is to have them underwritten. The Canadian Government decided to go direct to the people with its domestic loans. Again it was recognized that advertising is the most speedy and effective means of reaching all the people, and educational advertising in the press of Canada was made the means of floating the three domestic war loans that have been issued by the Canadian Government since the war began. The aggrowate amount asked for in these three loans was \$250,080,000. The aggregate amount subscribed was more than \$500,000,000. The underwriting of these three loans would have cost approximately \$3,000,000. The advertising of the three loans cost about \$130,-

"War saving certificates and debenture stock are other forms of Government securities that have been floated in Canada through advertising. The war savings certificates are in denominations of \$25, \$50, and \$100, and are intended to appeal particularly to persons of comparatively small means. These certificates were placed on the market at the beginning of this year and already, and at relatively small cost, almost \$20,000 certificates have been sold to the people of Canada through advertiging.

THE CAMPARON OF THREFT.

"Another war problem of the Canadian Government was to impress upon the people of Canada the need of thrift and saying in view of the war. in connection with this problem also educational advertising was made the medium of the Covernment's message. Display advertisements urging the climination of all waste and the formation of habits of thrift and savings were inseried in the press of Canada from coast to coast. In a summary of the results of the thrift campaign, issued on March 29, 1917,, the Canadian Minister of Finance stated that the savings of the people of Canada during the previous two years had been at least \$500,-000,000. That amount represented the payments on the first two domestic war loans, the debenture stock, and the war-savings certificates, plus the net increase in the savings deposits in the chartered banks of Canada.

The fumilies of Canadian soldiers enlisted for overseas service received regular payments from a fund raised by voluntary subscription in addition to the separation allowance from the Canudian Government. This fund is called the Canadian Patriotic Fund, and its annual budget is now about \$13,000,000. In addition it has been necessary to secure by voluntary subscription large sums for the Red Cross Society, the Belgian Relief Fund, the Serbian Relief Fund, and similar patriotic funds. Practically all of these funds use educational advertising extensively in their work. They have found that educational advertising greatly facilitates the raising of a fund by voluntary subscription. For example, in Toronto, a city of 500.one people, about \$20,000 was spent on educational advertising, in connection with this year's budget of the Canadian Patriotic Fund. Toronto responded to the tune of \$3,500,000-an average of \$7 for every man, woman, and child in the city.

"Owing to the enlishment of upwards of 400,000 able-bodied Canadians, it was necessary to interest the women of Canada and many men who could not go overseas in the work of making munitions. The Imperial Munitions Board conducted an extensive advertising compaign to create and increase interest in and enthusiasm for the work in munition plants. It was shown that service in a munition plant was second in value only to service on the field. This advertising was a factor in building up the munition industry in Canada to He present position, in which almost 600 munition plants are in operation, with over 100,000 employees, of whom 60 per cent are women.

"Realizing that the city, town, and village dwellers could do much to augment the production of food supplies on the farms of Canada, the Governments of Ontario and Alberta conducted this spring illustrated adverting campaigns, with the slogan, "A Vegetable Garden for Every Home." Those who lived in the cities, towns, and villages of these two provinces were urged to grow their own vegetables. The result has been the cultivation of thousands of backyards and vacant lots in the cities, towns, and villages of these two provinces.

"The farm-labor situation in Canada

HOW BIG AD CAMPAIGN BOOSTED RED CROSS

Wm. H. Rankin Tells of "The Chicago Plan," Through Which 250,000 Memberships in Organization Were Sold Through Use of Paid Advertising in Period of Thirty Days.

William H. Rankin, president of the William H. Rankin Advertising Company and president of the Western Association of Advertising Agents made the hit of the Tuesday morning session when he told how a bunch of real advertising men conducted a real advertising campaign for the American Red Cross in Chicago newspapers and achieved real results.

By way of illustrating the pulling power of newspaper advortising when properly conducted, as against other media, he cited the fact that, in a three months' campaign in New York, using 100 lines on two columns in advertising in daily papers, coupled with an expense of approximately \$15,000 for postage stamps, and circulars costing between \$15,000 and \$20,000, 125,000 members were secured for the Red Cross, and that, following the same general lines of promotion work elsewhere, the result had been: eight weeks in Chicago in 1916, 17,000 members; St. Louis, Mo., 35,000 members; Pittsburgh, Pa., 50,000; Boston, 50,000; Detroit, 100,000, and Cleveland, 100,000.

THE CHICAGO PLAN.

Then came what has since become known as the Chicago pian, which consisted of thirty-five full-page ads distributed throughout the Chicago dalities, and all used in thirty days, secured 250,000 memberships to the American Red Cross.

Mr. Rankin further pointed out that the per cent. cost of getting members by this plan was much smaller than it was under any other plan heretofore tried out.

Mr. Rankin laid special stress on the facts that this campaign was successful, not only because of the real campaign of advertising, but because it was backed up by the right kind of salesmanship and the right product to advertise.

He pointed out, however, that the same good product and the same amount of energy were behind the campaigns in other cities, and that, without the big, strong newspaper campaign, they were comparatively non-productive.

Because of Mr. Rankin's ability to quote data and statistica, the information was of vital importance.

Mr. Rankin further explained how the Western Advertising Agency Association had financed the whole project, selling the thirty-five pages, together with ten pages in the foreign-language newspapers, and did it all in ten days, and the entire campaign was conducted without one cent's expense to the American Red Cross.

has become a very serious one. This spring the Canadian Government and several provincial Governments used educational advertising as an aid in solving that problem. The advertising of the Canadian Government was in the newspapers of the United States, and it secured a great deal of additional help for the farmers of Canada. Many retired farmers are back on the land this year, and many city, town, and village dwellers, with previous farm experience, are helping out the farmers during seeding and harvesting seasons.

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NEWSPAPER MEN ANSWER CALL TO THE COLORS

Many Reporters and Editors Will Be Represented Among the Officers in the American Army New Organizingte Be Sent to the Trenches "Seme-

Newspaper men all over the country have responded to the call to the colors analous not only to collec, but to reach that will be sent to France there will are going that in many cities there in newspaper offices growing wider as Pollowing is a list of the conclusion of

M. N. Simon, merelasy to the pair-Rebor, private of Headquarters Troop. classified department: Edward Fox. It. S. navy; H. Bowley, First Hinels Cavalry, N. G.; M. Braveman, First Posts Industry, III. N. G.; W. Kelly Phrst Pield Infantry, Ill. N. G. Report ers: Charles V. Slattery, private, Headquarters Troop, Piret Elitrots Cavalry. N. G.; James O. Dwyer, private Hospital Corps, Pirst Blinets Cavalry, N. G.; P. E. Prignoza, private, Head-Trees. First Elizate Cavalry. Display advertising: Harold Polachek,

Arneng these who have depleted the ranks of the San Francisco newspaper Paulkner, R. J. Kirk, H. W. Ross, Jack Durroughs, R. C. Saussiers, Albert J. Parier, C. H. Balley, Howard Habyer, W. H. Gratten, Patrick and Terrence Casey, Practic McMullin, Clarette P. Kape, and Harry Davids. W. C. Dowd. Jr., son of the president

assiled for Fort Sheridan, Reserve Of-

and general manager of the Charlotte (Circ.) Orrgenian have agreered the call to arms so far. Among them are Aus-

serve Orres; Leslie N. Row, business office, called to Officers' Reserve Carro: C. Jerrold Ower, called in the Officeral Branchy Camp, W. Lex Homptony, busthese officer, member of Machine-Gun. Company, Third Occasion: Kenneth Bess, baselness office, Company E, Third Ore-Stabl. Orrest Coast Artillery, Suyround D. 1935, business office, Company pers offer, Quartermester's Depart. 29 ment: Jack Hentgemery, bushess of-

NEWSPAPER MAKERS AT WORK



H. TENNANT, regnaging edited of the New York Evening World, is one J. of the live-wire newspaper-majors of the country. He attracted the abthen, as now, an extraordinary grasp of vital public questions, bristled with suggestions and overflowed with originality. He was sent to Wasnington as correspondent, and there formed friendships with the then headliness in the news of the day, such as Tom Hord, Hence Conking, James G. Blaine, Joseph Cannon, President Corriand, and others who were apparatust in the public life of the nation. His facility for sking up every more on the sinterraft chose board made his hadgment respected, and a confidence reposed in him was never

When he was called back to New York to lake charge of the Sunday section of the World, his fund of ideas was given full play in the production of

Pendus years are he was elect in charge of the stoff of the Eventus World Interest to the news of the big happenings of the world at this most mementum feature furnished by the stars on the roll of that newspaper. He has relicated about him a well-trained aggregation of high-priced special writers, which is in accordance with his idea that an investment in brains begots a brainy output He is popularly known as "Jark," and has a wide arounintence. He is as financiers as on the stamping-grounds of those who even in sports, indoor and cut. He is legal in his friendshipp, and true to those who have probed with him in newspaper work, and it is this fact that accounts for the loyalty of success one on the staff of the Evenley World in day.

Mr. Tennant became an editor while in his knickerbockers, in Albany, when he published an eight-page weekly, with features, which even to day would be a pace-seller for the average newspaper man.

for Company Eight, Oregon Chart Ar. president of clered University, has tillery: Elwood H. Gallien, business offor Marine Corps. Fifty of the Ore-

WILL MEET AT ITHACA N. Y. Press Association to Hold Annual

that it is bopol will be able to address

The New York Press, Association has Provident Jacob Goold Schurman, a reemberatio of 400.

NEWSPAPER ADS SHOW INCREASE IN LINEAGE

spapers in Fifteen Cities Made An-Increase of Nearly 2,000,000 Lines of pared with the Same Period Tuebr Months Age.

Celled States, exhibit a pain of 1809. ass lines in privertisms for the month

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Please School.		

The Press was councidated with the Sun about a year are. The total smoonl of advertising printed by the or a loss this year. Elicetrating the

129,228 lines in April, 1917, user the

PRESS CLUB ELECTION

Brooklyn Organization Names Differento Serve for the Engline Year. The annual meeting of the Househin

Udline, it, secretary, and as next. J. F. Lane, of the Oliver, was

Mr. Polyary was presented with 2

ASSOCIATION OF NATIONAL ADVERTISERS' CON-Sales Organization." He said that too

VENTION ENTHUSIASTIC AND CONSTRUCTIVE Semi-Annual Session the Lurgest in the History of the Organization-Tributes to Newspaper Advertising Paid by Men Who are Charged with Increasing the Sales of the Corporations with Which They are Connected.

strucking of a leadin on production. They force a different method which



E Su Elisso Lewis.

Monters of the Association of Naand 26 total of the efficiency of newstwo of them stated that, so fir as his

femine of the Association ment resolves not bold. The annual cutto once take place in January.

WHITE BY E 97, 12-40 LLWIS.

Walten, the president of the Associa-

y ATRIXAL advertises of the Unit- midrous on "How to Increase the Prototics to show that newspapers that

to it that their copy in kept off of peges, or an opposite juges to objec-

July N. Bush school connect for

tivers. He went into the various mythete of taxation which it is proment to keep. He mid there were two structive. He suggested as a constructhed by pointed out was that which



bedood teappear about with difficulties

Hungerford, was not powent, on account of an

Edward S. Haboux, advertising man-He discussed the subject of advertising, considering whether the copy abould appear in the upper right or left hand corper of the page. The advertising manager cannot have aushould not be a head clerk. He should worth while, he said. Energy is considered in an odsertisement, because it THE SALES MANAGEN'S VIEWPOINT

A. G. Sharre, advertising manager of Dr Lavel Separator Co., spoke on the more subject from the standpoint of



Chairman Executive and Publicity

ing manager must keep pace and get in touch with trade, the donler, and the everyware. He must realize that turnover is vital to the dogler, and he result be prepared to show that the manuwill do to help the dealer to move the goods. The advertising manager about be posted on current events, and be they are, and to keep up with the changing conditions and standards. Taking the "back to the farm" mavererat, as an example, he showed that

H. R. Dunchty, of the American Hepkins, who was not present. He said newspapers, he felt, are of great value the sales of chowing gure, for the renson that the salesman can purchase a town, village or hamlet, or crossroads in the United States, and show the deal-

facturer is doing to help move goods from the dealers' shelves and to ald ode of advertising was touched upon by them in increase their hustness. The J. W. Speace, of the Toda Protectograph size of the national advertising cam- Co; O. C. Hern, of the National Load pairs of the American Chicle Co, in the Un; Edward S. Babous, of the Firedaily presenters he said to scoof of stone Tire & Hubber Co., and J. D. Ellathe belief of the company in the of- worth, advertising manager of

nciency of this kind of advertising, and H. Thresher, of Colgute's, discussed the "Avoidable and Unavoidable Weste

in the Distribution of Printed Metter," in which he told of economies that may be practiced by cutting out relayed price lists, the use of plain paper, and ing Co. spoke of the distribution of said the dealer should be recutred to write and control estated matter, and that the salesmen should put up the display, (but business is mutual and that the best results are obtained by

The advertising monager cannot use the same display to the South that he uses in Maine, he said. J. W. Spears, of the Told Protects practice in the handling of printed matfer and the use of the suppey thus saytice advertisements and the use of

A. C. Marsh, of the Harroughs Adding Merk Kellogg. 38 rach of the 125 brench office of the Burroughs Commany resembler is trained to order only that which is absolutely necessary and predod by the mirrors. Salesseen work unadvertising matter used by there.

SOTTHE TANKS GRACEMBASS In the afternoon there was a roundtable discussion, when such contars as food, textiles, drug specialties, autorectiles and accessories, and other sulthe sales manager, saying the advertisthrough which to market his product and this was the plan followed in all

> Priday evening Harry Tipper spoke Film advertising was shown by George ing Consultter, when the different meth-



American Telephone & Telegraph Co. and allies

Saturday morning E. G. McKinnon, circulation manager of the Pictorial Review, discussed the higher costs of circulation and may to the advertisers present an intimate view of the publishers' problem at the present time, all present expressing sympathy for the publishers on account of the existence of these troubles.

LIBERTY BOOKS SALAR.

Statistics were then presented as to the result of a vote taken among manufacturers with reference to what they have done regarding the purchase of Liberty Loan bonds. Out of fifty-four plants returning replies to questions forwarded to them, forty-three had subscribed for bonds, eleven had not; fortytwo employers had arranged for employees to buy bonds on the instalment plan, twelve had not; the fifty-four companies had purchased a total of \$17,-\$25,000 worth of bonds, and it is believed that their employees will buy \$17.226 .-000, or nearly as much as the companies purchase. Wilson & Co.'s 1.700 salesmen, it was said, are solling the bonds to dealers in Wilson products.

The General Electric Company has taken \$5,000,000 in the bonds, and P. H. Gale, of that corporation, said that he believed the employees of the company would buy an amount equal to that. This is based on the sales already made. 4,000 of the 80,000 employees of the company having so far bought \$259,000 The Youngstown Sheet & Tube woorth. Co. had purchased \$8,000,000 worth of bonds, it was said, and the employees. will take \$3,000,000 worth.

OFFICERS ADVERTERING TAX.

Many of those present expressed themselves as opposed to a tax on advertising on the ground that it is a tax on production, the same as if the farmer were taxed for his seed corn and not on the harvest it produced. The speakers drew an analogy in the high tax ndopted by Canada at the outset of the war on a fertilizer, which tax was afterward remitted in full, when the injustice of the tax was seen.

Later, in the closing hour of the debate Saturday morning, it was suggested that a constructive plan would be that, instead of each manufacturer going to Washington personally, that they get together and submit a constructive method of raising the war revenue. It was suggested that a tax of 1 per cent, on production be made. The figures for 1914 show that the value of manufactured products in leading industries amounted to approximately \$24,250,000,000, and it was the opinion of those present that there has been an increase since then to justify the belief that the total this year will be \$30,000,-060,000, and that therefore a tax of 1 per cent. would produce \$300,000,000 in war revenue, which is more than would be produced by the taxes proposed under sections 504 and 600 of the War Tax bill, which would only produce, on an estimate, \$126,000,000. There was a decommittee was appointed to draw up a referendum to be submitted to the membership of the organization. The committee consists of Mesers. Ellsworth, McDermid, and Lawrence.

The meeting adjourned at noon, after which nearly all present went to St. Louis, to attend the convention of the Associated Advertising Clubs of the World.

of a river. Keep it clean.

REPORTS OF OFFICERS OF THE A. A. C. W. SHOWING PROGRESS MADE DURING THE YEAR

Men Who Have Directed the Affairs of the Big Advertising Organization Give an Account of Their Activities, and Point to the Growth in Membership and Achievements for the Year Which Closed June 1, 1917.

their reports, set forth concisely the achievements of the organization during the past year. The reports, furnished to the delegates in printed form. were boiled down to the fewest number of words, were freighted with information about the advertising organization, and the things it has accomplished for the betterment of American business since the meeting held in Philadelphia one year ago.

President Herbert S. Houston told of the manner in which the associated clubs have rallied to the national cause and offered their best talent and genius for the cause of democracy, having enlisted in the national service for the term of the conflict. Mr. Houston quoted a portion of his report, as chairman of the National Advertising Advisory Board, to Secretary McAdoo, with regard to advertising the Liberty Bonds, as fol-

ADVOCATED PAID ADVINCTIBING.

"In the unanimous judgment of its members, Mr. Secretary, it can accomplish this: It can place behind the almost unlimited news and editorial space which the daily, weekly, and monthly prom will devote to the bond imues the persuasive and compelling power of direct and controlled advertising, supplemented by carefully worked-out selling and merchandising plans -all coordinated into a driving and victorious campaign to secure for the Liberty Loan a truly national market, so broad and so responsive that it will quickly subscribe for the entire loan. In this connection, let me state the judgment of the Board, based on wide experience and close investigation, that editorial and news publicity, however great its volume, will not be sufficient, supported by advertising, to place the This judgment is based whole loan. not merely on our own experience, but it is a clear and irreststible conclusion drawn from the experiences of all the great world expositions, from the experience of Mr. Hoover and the Commission for the Relief of Belgium, from the experiences of England and France in placing their war loans, and from countless experiences of railroad companies and business and manufacturing concerns. Publicity gives information, but advertising spurs to action."

CLUBS OFFICE SERVICES FREE.

He told of the acceptance by public officials of the voluntary services of the National Advertising Advisory Board, in offering to place the full weight of the organized clubs of the country at the disposal of the Government, without charge, and stated that during the war the Board will undertake to serve every department of the Government in every way possible.

The National Red Cross is bringing the service of the Board into play, in directing a campaign to raise several million dollars for relief work during the war. This service is to be up to the limit of the capacity of the organization, which means its full membership of 16,000 or 17,000.

VIOLANCE COMMITTEE WORK.

Mr. Houston discussed the work of The channel of thought is like that the Vigilance Committee of the A. A. C. W., and the service it has rendered in revenue over expenses.

FFICERS of the A. A. C. W., in to honest advertisers and the public generally, by hunting down and exposing dishonest and fraudulent advertisers. The time has come, he said, when the A. A. C. W. in strong enough to put a stop for good to dishonest advertising, whereby the public is fliched out of millions. He said that the names of newspapers that have taken dishonost advertising should be published for direulation among honest advertisers. and suggested that the Vigilance Committee get out a white list of publications that carry clean advertising. Mr. Houston paid a tribute to Postmaster Burleson and Judge Lamar, the solicitor-general of the Department, for offective cooperation rendered the committee by the Government.

> The work carried on by the National Educational Committee was then detailed, and the progress made during the past year pointed out. Advertising, he said, must invite a searching investigation as to the relation it bears to the cost of distribution and the cost of living, and to this end, he said, a plan of onineration has been worked out hetween the United States Department of Commerce through Secretary Redfield and Dr. E. E. Pratt and the Associated Advertising Clubs, by which there will soon be undertaken and prosecuted a nation-wide investigation of comprehensive thoroughness. In this respect, the A. A. C. W. will assist and cooperate to its full power and strength, he said. The growth of the organization has been enormous. The membership was 10,900 in June, 1915, and to-day it is 16.550. Its income has increased from \$44,282.06 in 1915 to \$122,588.36 in 1917.

SHORISTARY - MANAGER'S REPORT.

P. S. Florea, secretary-manager of the A. A. C. W., opened his report by saying that the outstanding feature of the past year has been the growth of the organization's prestige. The Government at Washington has recognized the Association by leaving important work to it. Some of the greatest trade amociations of the country have turned to the various departments of the organiration as the logical channel through which to work, making the organization a clearing house as a means to the grasping of civilization's increasing opportunities. The Association, further, has the confidence of the public, and the local clubs have greater prestige than ever before, because of the character of their work for good. And with greater opportunities have come greater duties, which the clubs have not shirked. The growth in membership, therefore, is but natural, he declares, while the departmentalization of the organization has been highly beneficial. He mentioned the number of women members, and the definite place they occupy in the many clubs and the advertising world. State and district associations, he said, are prespering, and the travelling exhibit being planned, It is expected, will attract nation-wide interest. The financial statement shows an excess of assets over liabilities of \$17,064 49. The revenue for the past year has been \$122,588.36, and the exponses \$117,352.78, am excess of \$5 235.58

Lewellyn E. Pratt, chairman of the National Education Committee, in his report, datatled the work of the important committee which he heads. He told of the plan worked out by the Committee on Retail Service and Business Systems and how the installation of these systems has combled the retailer to dig down to the foundation upon which his business is built and ascertain its condition. He told of the courses on advertising in the Y. M. C. A. and the different advertising courses in the various universities, and showed that there are 2,500 students in the various colleges of the country who study advertising. The Stockdale lectures, he said, had been remarkably successful and there are calls for him from all sections of the country.

IGILANCE COMMITTEE ACHIEVEMENTS.

Merie Sidener, chairman of the National Vigitance Committee, in his report, mays it has never been so important that business be successful in this country as it is to-day. Never has advertising been so important to the success of business. Never has it been so important that advertising be truthful and dependable. After five years of work, the National Vigilance Committee is coming into a larger state of usefulness when it is most needed, he said, for this movement is the antithesis of waste in advertising. The value of this work is no longer a matter of speculation, he says. Methods of work have been standardized. Lines of procedure have been verified. Activities have been coordinated, so that to-day the movement for truth and integrity in advertising is a recognized asset to the business world.

It is not our suggestion that the work is complete. There is much yet to be accomplished.

The operation of better business bureaus with employed secretaries in the larger centres has proved a most effective means of promoting honest adver-

Practical cooperation with national and State trade bodies has been proved to be of mutual advantage.

Advertising mediums have learned that this committee is able to serve them in a practical way, and advertisers turn naturally to the committee for assistance.

Clean, efficient advertising will help our country win the war by keeping money in circulation and by promoting general confidence. The National Vigilance Committee will do its bit by protecting advertising and making it worthy to accept the tremendous opportunity to be of patriotic service.

II. J. KENNER'S REPORT.

H. J. Kenner, secretary of the National Vigilance Committee gave a summary of the year's work, the outstanding feature of which has been the number of cases investigated and disposed of with success, both of national and local scope. He spoke of new legislation tending toward uniformity which is encouraging and mys that the day of national truth in advertising is fast approaching. The work of the committee he says, has been recognized as never before, by the Government at Washington and public officials generally, by great trade organizations, publishers and others, as the logical clearing house for truth in advertising endeavor. A list of the investigations made, the corrections obtained, indictments returned and the Local committees handle 1,800 Hice.

(Continued on Page 37) Digitized by Google

Do you get your share of trade in this tremendous market?

If you do not you have no one to blame but yourself for your lack of nerve or willingness to profit by the experience of others who are getting rich by merely skimming off the cream.

New York City Spends \$13,006,822 a Day

According to figures compiled by The Annalist after a careful investigation into New York City's daily total expenditures, it appears that the 5,602,841 inhabitants each twenty-four hours spend \$13,006,822, an average of \$2.32 per capita.

E.S		48	items:
FRACE	B-F-P	The	PERMITS !

Food	2,767,079	Advertising\$	73,386
Rent	2,710,123	Building	607,086
Light	192,432	Livery	117,211
Heat	390,021	Commissions on Stocks and Bonds	215,810
Ice	41,195	Laundry	18,897
Domestic Help	130,501	Hotels and Restaurants	919,500
Apparel	370,922	Alcoholic Drinks	500,000
Transportation	306,094	Candy	147,945
Universities and Private Schools	35,332	Tobacco	165,780
Newspapers	29,158	Automobiles	663,534
Medical and Dental	70,245	Tips	60,000
Drugs, Etc.	257,700	Theatres	152,075
Charity	54,794	Toys	5,239
Funerals	15,986	Sporting Goods	4,871
Taxes	567,468	Miscellaneous	1,173,393
Mail, Telegraph and Telephone	236,035	Total\$13	

THE NEW YORK GLOBE

Reaching approximately ten per cent of the people in this unequalled market place—the ten per cent of the greatest purchasing power—offers the advertiser a sales promotional service in conjunction with its advertising space that has scored many notable successes.

The Globe can show you how to "Break Into New York" at lowest cost and most effectively.

CHICAGO Peoples Gas Bldg. O'MARA & ORMSBEE, Inc. Special Representatives NEW YORK Brunswick Bldg.

A. A. C. W. CONVENTION A PATRIOTIC RALLY IN DEFENCE OF THE NATION

(Continued from Page 4)

largest numerically, but enterprisingly displayed more hits than many of the othern combined.

The Columbus (O.) delegation to the the A. A. C. W. convention in St. Louis this past week received praise from all sides for taking with them at considerable expense the Christopher Columbus Bugle Choir. The choir made a big hit in the parade.

ADVERTISING PROSPERITY

What the Printed Word Has Done to Keep Up Business and Increase Trade.

Sr. Louis, Mo., June 5 .- The second general session of the convention of the Associated Advertising Clubs of the World opened at the Jefferson Theatre this morning with a notable list of speakers, including J. Murray Allison, of London, former advertising manager of the London Times.

Allison spoke on "What Advertising Will Do for War," and was followed by William H. Rankin, of Chicago, who outlined in turn what the advertising fraternity is preparing to do to aid Uncle Sam in the war.

Herbert S. Houston, president of the Association, sounded a timely note when he spoke briefly on the significance of to-day as conscription registration day.

President Houston opened the convention at 9 A. M., and the singing of patriotic music filled the first hour. At 10 A. M. the speaking began, with about 2.500 delegates present

TALKS ON CONSCRIPTION.

President Houston delivered a patriotic appeal to all advertising men to "see that those hateful words, draft and conscription, are used only where they belong.

"These millions are enlisting to-day," he said, "and we should say that, instead of conscription, for these brothers of ours are enlisting as truly as any men who ever rallied to the flag.

"This is a great and historic day for Americans, for to-day, for the first time since we became a nation, we accept the supreme duty of citizenship as a common obligation. That supreme duty is universal service, service in defence of the Union.

AMERICA NOT THE AWARE,

J. Murray Allison, now publisher of "Land and Water," told the assemblage that advertising plays a very important part in war.

William H. Rankin, reflecting America's side of the war, told how Chicago and Middle Western advertising men conducted a truly remarkable campaign for the American Red Cross.

TELLS ABOUT LIBERTY BONDS.

The sale of Liberty Loan bonds was described O. C. Harn, of New York as the "first trench," which the advertising men of the country must take in the cause of patriotic service. Harn, who is advertising manager of the National Lead Co., is chairman of the Committee on Plan and Scope of the National Advertising Advisory Board, which was formed to cooperate with the Government in war publicity. He that because of the universal service bill the board has not had to plan a recruiting campaign, and

delegation was not only one of the has given its exclusive service to the Secretary of the Treasury, for the sale of Liberty bonds. He spoke of the donation of space by newspapers, including those printed in foreign languages, and of the gift of billboards and cartoon sorvice and mercantile advertising space.

CONVENTIONS HELP BUILDING.

In the joint open session Tuesday afternoon, a resolution was passed, calling upon President Wilson "as commanderin-chief of American industry," to do his utmost to prevent the curtailment of business conventions during the war. E. Edgar Allen of Chicago, who presented the resolution, said there had been talk of cutting down conventions, as if they represented useless expense, whereas the conventions of business organizations are of great importance to business prosperity. He said that, with the possibility of sending 2000,000 solds iers abroad, and with the need for their support by those who remain at home, business must continue "as usual." He argued that anything that looked like curtailing business activities, such as doing away with conventions of business men, would have a bad effect, and would be in the nature of false economy. The resolution was adopted without opposition.

Nearly 2,600 men have registered as delegates, it was announced Tuesday at beadquarters. The number of women registered is 664, and this includes members of women's advertising organizations and the wives and daughters of delegates.

FIGHTS FALSE ADVERTISING

Work of the Association's Officers in Stamping Out Dishonest Methods.

(dpecial to Tan Eneron and Publishen.)

Sr. Louis, June 6.-Misleading and fraudulent statements in advertisements border on treason. Merle Sideper, of Indianapolis, declared in the general session of the Associated Advertising Clubs of the World, to-day. Sidener is chairman of the National Vigilance Committee of the organization, which carries on a campaign against fakes and frauds in advertising.

H. J. Kenner, of Indianapolis, secretary of the Committee, spoke on "Confidence," and Richard H. Lee, of Cleveland, special counsel for the Committee. followed with a talk on "Abusing It."

Attorney Lee, in his address, described several "blue sky" promotion schemes which he had investigated and on which he had reported unfavorably to the Vigitance Committee. Mr. Lee said some men were writing advertising copy who, if they had not become writers, might have engaged in picking pockets or scuttling ships. He referred to those who exploit stock-jobbing schemes, and said that such swindiers fear publicity more than they fear the law. Publicity without the law can do more to suppress thom, he said, than the law can do wishout publicity.

Mr. Lee said there are some advertisers who are over-zealous, and try to stimulate husiness by offering false values.

"Publicity will drive out the advertising crook," he said. He complimented the newspapers which have turned down false copy, and said that the conscientious newspapers aided in forc-

ing the promoting companies out of members of the national organization business by refusing to accept their stock selling advertisements.

"The public has the right to believe the advertisements which it reads and the Vigilance Committee of the Associated Advertising Clubs of the World will protect this right," he added.

SERVICE ENDOCATE ENTRY.

Mr. Lee told the general session how the Committee has driven numerous advertising crooks and criminals making money through advertising, out of He told of indictments husiness. brought in a number of cases of crooked advertising, after investigations by Vigilance Committee. He told of the indictment of fourteen brokers in New York who made money out of a false company they promoted through advertising.

Chairman Sidener announced the resignation of Kenner as secretary of the Vigilance Committee, and the appointment of George M. Hussey, of Kansas City, as his successor.

PLEDGES FREE ADVERTISING SPACE.

Following a patriotic demonstration, the convention Wednesday afternoon, hurriedly pledged 429 pages of free advertising space in newspapers throughout the nation in the interest of the Liberty bonds and the Red Cross.

President Herbert S. Houston called upon the delegates to find out how much free space the Government might expect in this patriotic move. Within less than ten minutes representatives from forty-three cities pledged the 429 pages, and more are expected.

A special order of business was set for the purpose of taking up the subjects of Liberty bonds and Red Cross advertising.

Speakers from all parts of the United States told of their work in the interest of the bonds and Red Cross and various committees appointed im many districts told of the results of the two campaigns.

Plans for the special discussion were laid and ordered by the Advertising Advisory Board at a conference Wednesday morning, at which William H. Rankin, of Chicago, reported that at least \$2,000,000 worth of advertising had been given to the Liberty bond sale through the efforts of the Association Advertising Advisory Board.

NEW NOMINATING COMMITTEE.

The plan of William Woodhead, of New York, by which the executive branches of the organization is simplified in formation and activity was endorsed. A committee of nominations. composed of seven members of the Association is to assist in the selection of six vice-presidents of the Associated Advertising Clubs. The vice-presidents and officers of the Advertising Club were divided into groups corresponding to six geographical divisions of the territory by the United States, Canada, Hawail, and the Phillipines.

The results of the nominations from the six districts are:

- (1.) G. B. Sharp, Boston.
- (2.) W. D. Raddatz, Cleveland.
- (2) St. Elmo Massengale. (4) G R. Lowe, Nevaho, Mo.
- (5.) Harold Janes, Los Angeles.
- (6.) E. H. Yuli, of London, Ontario, Canada.

E. H. Babeox, of Akron, O., was chosen as stataining member of the nominating committee.

This committee will meet in session with four members of the National Advertising Commission, two sustaining

and the retiring president, and will make the nominations for vice-presidents.

The convention jalso voted to increase the fee for registration of delegates, guests, and visitors at future conventions from \$2.50 each to \$5.

W. F. Chambers, a Cincinnati delegate, put questions to the motion to change the constitution and also to increase the registration fee. The vote was unanimous on both measures.

One of the features of the dinner last night was the presentation to Herhert S. Houston, president, of a gold watch from the St. Louis Advertising Club. M. P. Linn, president of the local body, was given a vote of thanks.

TASK OF THE COPY WRITER

Griffin McCarthy Says He Must "Make Them Like It and Make Them Buy It."

Griffin McCarthy, president of the Junior Advertising Club, and manager of the Better Business Bureau of St. Louis, read a paper on "The Copy Writer-A Self-Made Man" before the Nutional Conference of Junior Advertising Clubs.

He said: "My own definition of the copy writer is one who combines in himself the attributes of the salesman, the orator, and the writer of good fiction."

He further said that the copy writer should have a thorough knowledge of his subject, a knowledge of the uses and adaptations of the product, the ability to make the prospect want it, and, finally, to mark up the dotted line.

He pointed out how the copy writer should be able to make the reader fairly thrill with an overwhelming desire to own the article written about; should be able to choose the argument that would appeal to the readers, and couch that argument in the words of the novelist, pointing out such writers as William Dean Howells, Arnold Bennett, Edna Forber, and Irvin Cobb.

In conclusion he said: "Copy writing, speaking generally, does not depend upon inherited or mysteriously acquired genius. Success in copy writing may be attained by application (1) to the study of advertising generally; (2) to the study of individual and collective salesmanship, and the final polish is attained by the study of the literature that can best help you achieve the end and aim of all advertising expressed in the dual phrase, 'Make them like it and make them buy it."

A. A. C. W. EDUCATIONAL WORK

Frank Stockdale Tells of the Problem that Confronts the Small Town Dealer.

Frank Stockdale, secretary of the National Educational Committee of the Associated Advertising Clubs of Indiana, Monday afternoon addressed the retail department of the Associated Advertising Clubs of the World on "The Retail Merchant as a Community Huilder "

Stockdale declared that the big problem of the small town to-day is how to keep the people at home. He expressed his opinion that factories make a town bigger, but not necessarily better, and that they do not increase its efficiency.

H. G. Larimer, a merchant of Chariton, Ia., spoke on "Bigness of the Small-Town Merchant."

"Don't stick to the old phrase, 'I can run my own business,' he advised. Let the public run it. Let them tell you what they want and make it their store."



THE EVENING MAIL



MET YEAR. HO. ME. PLATE COME CENT. NEW YORK, THURSDAY, MAY St. MIL.

"We are giving the Model
18 Linotype the most
severe test that could be
found for it—and it has
'made good' thoroughly."

Ittleunden

TREASURER, THE EVENING MAIL
NEW YORK

This expression of complete satisfaction by a practical printer and an experienced newspaper executive summarizes the possibilities of Multiple Magazine Linotypes, We are ready to submit facts and figures when you request them.

Write today for a copy of "The Linotype Line," a 16-page folder illustrating all Linotype Models and describing in detail the "All-Slug Route to Profit."

Mergenthaler Linotype Company

TRIBUNE BUILDING, NEW YORK

CHICAGO, 1100 S. Wabash Ave. SAN FRANCISCO, 646 Sacramento St. NEW ORLEANS, 549 Baronne St.

Toronto: Canadian Linotype, Ltd., 68 Temperance St.

THE EDITOR & PUBLISHER FOR JUNE 9, 1917

ELECTION OF OFFICERS

W. C. D'Arcy Chosen President, and San Francisco Next Meeting Place.

(Special to THE EUTOR AND PUBLISHEN)
ST. LOUIS, June 7.—William C. D'Arcy,
St. Louis, this afternoon was unancounty chosen president of the Asso-

of St. Louis, this afternoon was unanimously chosen president of the Associated Advertising Clubs of the World at the closing session of the convention here.

san Francisco was chosen as the 1918 convention city, no other nomination being made. Denver and Detroit had previously withdrawn.

P. S. Florea, who has been secretary-treasurer for eight years, was reelected.

MOMENATED BY LAVATEURS YOUNG.

Lafayette Young, vice-president of Associated Clubs and publisher of the Des Moines Capital, in placing him in nomination, called D'Ardy "a man in every sense of the word, an inventive genius who believes in sacrifice for service, or he would not have allowed his name to go before this convention."

"This is an opportunity to pay a tribute to the remarkable hospitality of St. Louis by bestowing upon one of its citizens the highest honor in the gift of this organization." Mr. Young suid.

C. H. Brockhagen, of San Francisco, and M. P. Linn, president of the Advertising Club of St. Louis, seconded the nomination of D'Arcy.

Wilbur D. Nesbit, Chicago poet and advertising man, whose candidacy was becomed by certain of the delegations, withdrew his name yesterday. D'Arcy had the pledges of New York and Chicago and several of the larger delegations, including St. Louis, which made his election certain.

MR, D'ARCY SPRAKS.

Mr. D'Arcy responded in a brief speech, in which he said that he was sorry that the honor of being president of so great an organization had come to him so easily.

"I would rather have been elected after a fight, where I had to roll up my sheeves and dig in," he said. "Henceforth, during my term of office, your affairs shall be my duties. I shall do my best to carry forward the work of this organization."

The following vice-presidents were elected:

TICE-PRINCIPENTS ELECTED.

District 1.—George W. Hopkins, vicepresident American Chicle Company, New York.

Instrict 2.—Charles W. Mears, advertising manager, the Winton Company, Cleveland.

District &-E. T. Meredith, publisher of Successful Farming, Des Moines.

District 4.—Arthur G. Newmeyer, business manager, New Orleans Item.

District 5-G. Harold Powell, general manager, California Fruit Growers'

Exchange, Los Angeles,
District 6-William G. Rock, president, Canadian Home Journal, Toronto.

AWARD OF THOPHIES.

The award of trophies was conducted by William Woodhead, of New York, a former president of the Associated Filhs. The Printers' Ink trophy, for the most constructive work of the year, went to the Minneapolis Club, which had won it in the two years before, and will now retain it. The Kansas City Club received the so-called Bultimore trophy, for work in behalf of truth in advertising.

The Kalamasoo trophy, awarded for the best work for truth in a city of less than 50,000, went to Joplin, Mo.

The Los Angeles trophy, given each year to the convention city of the year to come, was formally presented to San in citizen. RESOLUTIONS OF THANKS.

The convention adopted resolutions thanking St. Louis for its welcome and its excellently carried out programme of business and entertainment, thanking President Wilson for his letter of greetings, and piedging the support of the organization in the national crisis; endorsing the junior advertising club organization as an affiliated branch of the World Ad Clubs, and endorsing the movement for the construction and maintenance of a national hospital school for cripplem. President Herbert S. Houston was thanked for his fidelity to the affairs of the Association.

Another resolution asked every member club to pay the dues of any memher who volunteered for any branch of United States Government service.

SECRETARY M'ADOD PRIMERT.

William G. McAdoo, Secretary of the Treasury, this afternoon delivered a stirring and patriotic address to the delegates, and made an eloquent appeal for subscriptions to the Liberty Loan

The theatre was filled to its capacity, it being recognized that the visit of Secretary McAdoo and his appearance before the delegates as the personal representative of President Wilson, was one of the most important events of the entire convention.

The Secretary aroused enthusiasm early in his address when he dramatically exclaimed:

"America has decided that she will not surrender." This sentiment was in thorough accord with the feelings of the delegates to the convention, who, at yesterday's seasion, voted to donate 431 pages of advertising in newspapers all over the country to advertise the Liberty Bonds and the Red Cross campaign.

Herbert S. Houston, M. P. Linn, W. C. D'Arcy, J. F. Oberwinder, and S. C. Dobbs served as the reception committee to meet McAdoo when he arrived in St. Louis.

DESCRIPTION COSTS.

During the morning programme, William H. Ingersoll, of New York, market manager of R. H. Ingersoll & Broachairman of the cost accounting systems, and retail service committee of the associated clubs, spoke on the work the organization is doing for retailers through the provision of cost accounting systems.

The foundation of success in business, he declared, is information. Hefore a business man can be sure to make profits, he must know the figure facts of his business.

Frank Stockdale, of Indianapolis, lecturer for the associated clubs, spoke on "Enlarging the Terminal Pacilities of Distribution." He said the wise advertiser would not expect his advertising to do more than advertising naturally should, that all the other elements of efficient business mangement and efficient selling must be presented to make advertising the splendid investment it should be.

WORK OF REMEARCH.

Mac Martin, of Minneapolis, chairman of the research committee of the associated clubs, told of the work of the committee in collecting information of value to business men, and epoke of the value which could be given to this work if business men were more ready to give needed information.

Martin declared that the work of the resurch committee, of which he is chairman, had grown doubly important since the United States had been embroiled in war. He said that it was essential now that an advertiser should know exactly in dollars and cents the returns which his advertising brought.

The convention was conceded to have been the most successful and productive meeting the organization has had in its history, which dates to its founding in Chicago in 1905.

Samuel C. Dobbs's address was also a morning feature.

CONVENTION NOTES

Men and Delegations Prominent in the Eyes of Those Who Went to St. Louis. Paul Islock and staff, of New York,

Paul Block and staff, of New York, visited St. Louis, travelling in a special car.

The Los Angeles delegation hold open house at the Planters Hotel Wednesday evening.

The St. Louis Post-Dispatch carried a double truck advertisement three times this week, containing circulation and advertising figures of cighty-one cooperating newspapers in seventy-one cities.

PHOTO-ENGRAVERS MEET

Session Held in St. Louis is Addressed by Prominent Speakers.

Committees of the twenty-first convention of the International Association of Manufacturing Photo-Engravers are in session at the Hotel Planters, with about 100 delegates in attendance. Among the speakers who addressed the gathering were Matthew Woll, president of the Association; John L. Carley, secretary of the National Association of Dyers and Cleaners; George A. Knapp, secretary of the National Leather and Shoe Finders Association; George Danz, president of the St. Louis Photo-Engravers Club, and E. W. Houser, of the Barnes Crosby Co., of Chicago

"MAKING TYPE TALK"

J. W. Carlin, Dealt with Fundamentals of Advertising Construction.

J. W. Carlin, advertising manager of Goldstein-Migel Co., of Waco, Tex., read a paper on "Making Type Talk," in which be went into detail as to many of the rudimentaries of display and headwriting.

He covered the ground thoroughly, and pointed out many facts that are patent to the man who has given this matter some thought.

Early in the address he said: "Much of this talk will sound like A. B. C to those of you who are already expert in the use of type; but there are probably many men in this meeting who will be interested in a review of the elementary principles of advertising construction."

He pointed out the fundamental facts that, as a general rule, display heads should be placed at the top of the advertisement; that cuts should be used to ilustrate the merchandise under discussion; that double or triple heads should be written so that each line makes sense; that heads should be informative, telling something pertaining to the subject under them, and that it is better advertising to say something to the point rather than something "cute" or funny.

He spoke disparagingly of the genius who attempts "freak" displays and odd combinations, and frankly said that the three important requirements of an advertisement are: To be seen, to be read, to be believed.

His address was a splendid review of the initial fundamentals of advertising writing and display.

Cigarette Ads Barred in Kansas

An anti-cigarette advertising law in Kansus, cuacted at the last session of the State Legislature, is now effective in that State

N. Y. NEWSPAPERS CUT NEWS PRINT USE

Effect Saving of About 10 Per Cent., Which Means About Sufficient to Take Care of the Smaller Publishers of the United States — Great Increase in Building Material Advertising.

The sixteen daily newspapers of New York city printed 1.858 pages during the month of May just past, compared with 10,960 pages for the corresponding period twelve months ago, a reduction of 1.102 pages, or approximately 10 per cent, less than they used one year ago. During this time there has been a general increase in paid circulation, owing to the almost universal adoption of the "no return" privilege, When it is remembered that New York consumes 25 per cent, of all of the news print manufactured on the continent some idea of the saving effected here may be gained. The news print consumption in New York city is about 40,000 tons a month, and 10 per cent. would indicate a saving of 48,000 tons a year, which is about the amount necessary to give relief to the smaller newspapers of the United States, the publishers of which purchase annually approximately 50,000 tons of news print.

There was a decrease of 235,286 lines in advertising during the month of May, compared with that carried a year ago. The number of lines printed for May, 1916, totalled 9,673,515, while one year ago it was 10,772,000, which included the amount published by the Press, which consolidated with the Sun. Eliminating the Press figures, the decrease would be 74,514 lines. Losses were sustained by nine and gains made by 48x newspapers. The figures are furnished by the statistical department of the New York Evening Post.

The dry-goods stores show the largest amount of patronage, and register a gain for May, 1917, when they used \$64,525 lines, in the morning papers compared with 774,420 a year ago, a gain of 90,105 lines, with business increasing in proportion to the additional advertising they are carrying. The dry-goods stores carried 1,862,392 lines of advertising in the evening papers, compared with 1.780,508 a year ago, a gain of 31,831 lines.

Proprietary medicines show a gain of from 94,854 lines one year ago to 112,910 this year in the evening group of newspapers, and from 53,746 one year ago to 78,834 this year in the morning news-

The gain in building material advertising has more than doubled, which indicates a new field opening up to newspapers, while the increase in space used by automobile concerns indicates that the surface has only been scratched in this field. Last year the auto concerns used in the morning newspapers of New York 241,914 lines of display, and this year they purchased 271,ons lines, while in the evening papers they used 211,624 lines this year, compared with 147,647 twelve months ago. There was a growth in financial advertising and in men's furaishings, and on the whole, a gain in the advertising from women's specialty shops.

To Try American Editor in China

Dr Gilbert Reid, an American editor of the Peking (China) Post, is to tried in the United States Court at Shanshai on a charge of seditiously libelling President Wilson, according to dispatches received in Washington Dr. Reid it is reported, declared that President Wilson was more autocratic than the Kaiser.

Digitized by GOOG

CONGRESS DETERMINED TO TAX THE NEWSPAPERS

Fight Goes On Between Advocates of Higher Postal Rates and Ad Tax-Publishers Confer with Senate Finance Committee-2 Per Cent. Tax on Gross Advertising Receipts Strongly Opposed.

WASHINGTON, June 7 .- A test of strength between the influences of the daily morning newspapers and that of the afternoon papers, may be shown before the Senate finally acts upon the method of taxing newspapers to pay their part of the war indebtedness. It is contended that representatives of afternoon newspapers want the House provision in the war revenue bill placing an increased rate upon second-class mail matter retained in the bill while representatives of the morning newspapers, it is said, want the fist rate on advertising receipts used as the methed of securing the war tax from the publishers of newspapers. It is claimed that the afternoon paper uses the carrier service and the trolleys as its chief distributing agent thereby escaping a large amount of postage. Therefore, they would rather have the tax placed by an increased rate of postage. Tentatively, it is stated, the Senate Finance Committee has agreed upon the flat advertising rate, but on two occasions recently have laid aside their decision long enough to hear arguments relating to the newspaper tax. National publishing industries at an informal conference with the Senators of the Figuree Committee, who are redrafting the bill, unged them to adopt war taxation of publishers' advertising receipts rather than an increase of their postage rate.

Newspaper, magazine, trade, religious, farm and many other publishing Interests joined in the plea. A confidential draft of committee changes is being printed and the committee plans to decide how publications shall be taxed to place the bill in final form, and to report it to the Senate before the end of the week.

To a statement by Senator Penrose that thousands of letters are being received by members of Congress protesting against increasing fetter rates if econd-class rates are allowed to stand. Mr. Baker, of the Cleveland Plain Dealer, and Chairman of the Legislation Committee of the American Newspaper Publishers' Association, replied. that the One-Cent Letter Postage League contributed to by manufacturera, was behind a propaganda of that Island.

"This seems to be the psychological time, however," Senator Simmons toteriected, "for publishers to accent a postage raise that is inevitable. Print paper prices are high and the increase decided on might be less now than when conditions are changed,"

A draft of an amendment suggested by Senator Simmons the chairman of the Finance Committee proposed to Increase second-class rates by 25 or 50 per cent.-to 1% or 1% cents a poundwith a tax on advertising receipts of 114 per cent. The plan was disapproved by the publishers.

PAYORED AD TAX.

Senator Simmons chairman of the Committee, Senator Penrose, senior Republican member, and Senator Smoot received the publishers' representatives to thresh out the whole question of war taxes upon publications having the sec- have admittedly made the proposition

and class or cent-a-pound mailing rate. The publishers were asked to suggest n taxation plan and unanimous recommendation of levying upon advertising receipts was the result after an hour's discussion. The increased postage rates would put many publishers out of business and could not be passed along. the Committee was told, while a tax on advertising receipts could be met by increased advertising rates. The plan proposed by Senator Hardwick-to leave present postage rates on news portions of publications and heavily increase that on the advertising carried -was condemned by publishers as more detrimental to their interests than the House zone system, already rejected by the Committee.

In asking the publishers' views. Senator Simmons made it clear that the Committee was determined to levy war taxes of some sort upon publishers He suggested a combination of postage and advertising tax, but the publishers protested against any change whatever in mail rates. Senator Simmons pointed out that letter rates are to be increased one-balf, post-card rates doubled and parcel post shipments taxed adding that there was a strong sentiment in Congress against excepting secondclass mail entirely from the increase.

"Newspepers are not deviceus of e coning a fur," the Committee was told by Mr Baker of the Cleveland Plain Dealer. "but we would rather have a direct tax on advertising receipts at a fair rate than any change in the postage rate. Such a change might become permanent. All of us prefer to have the postage question separately from war tax legislation,"

PERIL TO NEWSPAPERS

Hopewell L. Rogers, of the Chicago Daily News, president of the American Newmaner Publishers' Association told the Committee that if it adopted either the proposed increase in retes on secand-class mail matter or the proposed flat tax on advertising, some of the nawmanors and manarines would on to the wall Some of the publications would be harder hit by the postal rate increases and others by the proposed flat tax on advertising.

"If there is any thought of punishment for the newspapers in passing togation logistation" sold Mr lot me call your attention to the fact that it is impossible to number everybody in any line of husbanes except by above lute prohibition. There are printive degrope of success in all lines of husiness and newspapers are no exceptions to the rule. A tax. like the cost of material soing into the making of newspapers nev affect the success of the paners differently but ultimately only those newspapers which can earn enough nay the additional expense continue in husiness.

"Obviously the tax cannot be borne by the newspapers, and they will attempt to pass it on to the advertisers. and thence to the ultimate consumer. Many papers will not be able to sell their product at the necessarily increased price and will therefore be forced out of business. The labor emplayed in the production of these papers which fail will be thrown out of work as the ones able to pass the burden of these taxes to the ultimate consumer will require only a small portion of this labor to take care of their increased business

SHOULD NOT TAX OROSS RECEIPTS.

"The suggested methods of taxation

more difficult for the papera. Voll seem inclined not to treat the newspaper business as you do all others in a manner which will permit all to live, but you insist that some shall suffer more than others, even to the point of taxing them out of business. You ask them to decide for themselves which of them shall be merificed. The surgestions for taxation do not affect all newspapers alike.

"We are not only willing, but we want to carry our share of the burdens of the war for freedom, but advertising in newspapers is a necessity in the economic conduct of merchandising. It certainly is not necessary to attempt to show you the unfatrness to the public in taxing the grees receipts of any hustness; that, by doing so, you penalize that business which through its efficiency pays a small dividend on an enormous amount of business done, in favor of one that makes enormous profits on a small amount of business done."

The tax suggested on all advertising is 2 per cent, of the total receipts.

The man who borrows trouble resembles the fellow who dies up rattlesnakes -eventually he has to kill the product of his labor.

If you guard against yourself, your enemies will never bother you.

OFFICERS PRAISE CONVENTION

Lack of Foreign Delegates Accounts Partly for Decreased Attendance.

Remarks made by different prominent figures of the Advertising Conventhe A. A. C. W. is one that has never been excelled and one which will always be remembered as more complete in its detailed programme than any previous gathering.

The figures telling of the comparative attendance show 3700 in registration while last year's report shows 4600. There were 100 clubs registered out of 176 cluba. Twenty-one departmentals were registered. There are no foreign representatives this year which partly explains the decrease to attendance.

In speaking of the convention, Herbert S Houston, president, said, "We have never had a more stimulating acasion than we have here." He says it will be the one meeting never to be forgotten.

William Woodhouse, former president of the A. A. C.W. who is also chairman of the Constitution and by-laws committee said. "This convention was the most potential business organization of the day," Of the St. Louis convention in particular Mr. Woodhmouse was fervent in his praise of the perfection of its arrangements

Re:—The St. Louis Convention

A LESSON OF IT

Every buyer of advertising who attended the convention of the Associated Advertising Clubs of the World at St. Louis this week must have been impressed with the effort directed in the various sessions toward betterment in the practice of advertising as a business force. You come back home with new thoughts on the practical application of advertising; the elimination of the waste that often creeps into even the best laid plans.

In Baltimore, for instance, if your plan is to help your local dealers sell more of your merchandise in their immediate territory—use the newspaper that is read most in Baltimore city and suburbs THE NEWS. You at once put in operation a business force and a business economy that spells success. You give your Baltimore trade the stimulus it needs and the consumer the opportunity to buy intelligently.

THE BALTIMORE NEWS offers the discriminating advertiser the most local home circulation at the lowest cost—another economy—no duplication—no subterfuge. Ask any local dealer to check up this statement. Baltimore is today enjoying the fruits of a well built prosperity, without the aid or assistance of war booms or war babies. It's real and here to stay.

Now is the time to investigate this busy market. The new husiness department of THE BALTIMORE NEWS is at your service. What do you want to know about Baltimore!

For Better Business in Bultimore Concentrate In

The Baltimore News

Net Daily Circulation May, 1917, 91,734

GAIN over same period 1916, 19,793

DAN A. CARROLL Eastern Representati Tribune Building New York

RALLYING FOR RED CROSS

vitie E. Stane, Associated Press; Prante A. Mursey, The Sun; J. K. Obl, New York Wreld: Julian Greard, New York

une: F. J. Price. Morning Triegraph:

Newspapers Aid Charities

MORE MACHINES READY

TO MAKE NEWS PRINT Oversupply of Book-Paper Market Releases blaits for the Manufacture of Print Paper-Economy Necessary to free employment bureau. Conserve Supply-How to Avoid

Higher Prices. That an additional number of ma-Editors of New York Newspapers to chines will abortly be available for the Co-operate in Raising Great Fund. Representatives of New York news. per market. It has not been great ner city, recently, by Henry P. Davidson, can Red Crass. The dinner was to have teen getting. This would not be searble an opportunity to discuss plans of the Red Cross to raise \$100,000,000 to will at a lower rate would mean a Mr. Davidson's guests included Mri-

High prices have obtained bean auction market. with not enough orders on hand to has-

on this class of stock. . Cooper, Evening Telegram; John P. MARKET CLUTTED WITH BOOK PAPER. "This would indicate that there is a New York Commercial: Edward Ranereater warply of book on the market than had been thought, and the soften-United Press, and N. A. Huse, American their consumption to a point where it would be less than the dresaud," said The Breeklyn Bureau of Charities reports that during the foral year rosing appeals for needy families published by

turn out, prices will rate high, and reacautacturers will play une publisher

NEWSPAPERS FIRST

J. Ring, Jr., Compares Advertising 7 of Dailies with that of Magazire John Bless, Ir., manager of the Value of belled down to any fixed rules. . the prespapers for what they wi Readity a daily paper has to a daily habit. They may look ment cause to the daily popular. else can you so readily reach thou

Milwenkes Jeurnal's Service

With a view to adding the par

and referred applications from 162 up. WOMEN SHOULD BE ADVERTISERS

the major portion of the applicants Miss Mamie Gerhard Talks leterestingeven satisfactorily placed. The Joursal's departure is proving so popular Many business women are expering but a small share of the success due

MINE MANUE CHROMAN

of the Gerhard History, photographers, Convention in St. Louis this past week.

ed it to be an effective means to furity," said Miss Gerbard, "Women in ways respects decemey, While he has every walk of life have been assigned to that thought there is always the chance

some by choice, most of them by pareasity. We do not know our pessibilities until the demand is easile upon un and then only are our best efforts brought publicity to extrad their career "I have come to think of advertising

can hardly be separated. The clever vessity he a keen Judge of human nature comes into play to a great degree to this

Miss Gerhand cold that the appeal is advertising and the impression rando

DETROIT NEWS PATRIOTIC "BIT"

Unable to Doctate Space Itself, Paper Pays for Band Ads in Rival Dailies. Manager H. S. Scott, of the Detroit News, was asked to donate a page of Dewspaper. surveys but having so space at the time to space for further advertising for a page in the Detroit Journal, and advertisement appeared, with an explanution of the reason for its non-ap-

Ne matter how low a man falls, he al-

News Print Economy or Waste of the New York Newspapers May, 1917. Compared with May, 1916. (In Pares)

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٠					Marning I	apere.						
	American bloomin Bon Triore Triore Triore World World Shant-Seltung	1917. 585 846 888 908 422 856	pra Pristed 1916. 910 1,026 As2 920 668 900 576	Grim of Loss. 52 loss. 52 loss. 56 loss. 50 loss.	Testad. N'est. of 3317. 313. 279.34 152. 454. 182.34 465. 149.34	1914. 251 294 V. 185% 427 167 410 V.	28 13 16% 15 16%	7.000. loss loss gain gain gain loss loss	70441 1911. 5 15 5 10 16 4 24 4 4 2 4 29 16 29 1 29 2 16	Mrueding 1916. 559 531 % 546 % 458 546 430 %	Street treis or 14 111 72% 46 41% 44% 20%	Inter- loss loss loss loss loss loss
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					Brooklyn							
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10	Total	A 25.0	51634	166 laws	5565	343 %	14%	Steam	111%	166.56	149%	Sonz
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d.				9.101	19572		m2		198	5.776		4564

Business Better Than Usual

In Canada

It is probable that American Manufacturers exporting to Neutral Countries in Europe will find their business curtailed.

When the United States was itself neutral, Americans did a very large legitimate business with Norway, Sweden, Holland, Denmark and Switzerland. In 1916 exports to those Countries were more than double the normal figures as represented by the year 1913, and greatly in excess of their domestic requirements. It is evident that the excess went to Germany.

As a belligerent, the United States may restrict exports to neutrals to actual requirements.

The time is opportune, therefore, to cultivate the Canadian market. Business in Canada is flourishing. Canadians have had three years experience of war. They recovered from that "panicky feeling" two and a half years ago. There is work for every one at high wages. There is more money in circulation than ever before and it is being spent freely.

> In dealing with Canada, marine risks are eliminated. There are no difficulties in regard to language and exchange.

> It requires more imagination to locate the imaginary line between the United States and Canada than it did before the two countries were Allies. The American Manufacturer may open up profitable and permanent business connections in Canada by advertising in Canada's leading dailies.

> The service department of any one of the daily papers listed on this page will co-operate with the prospective advertiser in arranging for representation and distribution.

PROVINCE OF ONTARIO Population 2,523,274

Circulation. Lines. Net Paid 2,500-10,000 Brantford Courier (E) 4,502 ,0105 .00%5 Chatham News (E) 2,259 .01 .0071 Hamilton Spectator (E) 25,200 .0425 .04 Hamilton Merald (E) 16,000 .04 280 5,641 ,015 Kingston British White (E) .01 London Advertiser (M N & E) 81,766 .045 AGE. London Free Press (M N & E) 89,750 .05 .04 Ottawa Citizen (M & E) 38. C22.C2 an. Ottawa Journal-Press (M & E) \$1,160 .05 .05 Ottawa Le Droit (E) 15,125 .0281 .0199 Peterborough Examiner (E) 4,900 .0131 .01 St. Thomas Times (E) 6.230 .0125 .01 7,800 St. Catherines Standard (E) .025 .0125 Toronto Globe (M) 84,676 .12 .100 Toronto News (E) 49,000 .06 AE. Terento Star (E) 97,045 .11 .895 Toronto World (M) 46,926 ,065 92,996 .10 .62 Toronto World (S) Windsor Record (E) 20, 023.0 .015

PROVINCE OF QUEBEC Population 2,002,781-English 397,392

Liench 1'oan'ees	,		
Montreal Daily Mail (M)	99,998	.05	.05
Montreal Gazette (M) (2c-96 yr.)	21,348	.075	.06
Montreal La Patrie (E)	85,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Monteral Le Devoir (E) (2e-\$5 yr.)	13,959	.051	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Solell (E)	\$5,000	.05	.05
Sherbrooke Record (E)	10,654	.03	.025
	-	-	

994,372 1,4442 1,1669

The newspapere listed on this make ofter 994,372 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent not line per thousand. Make your own deduction as to whether that is not Low Cost Advertising, bearing in mind that the tentifor vis covered most intervively, and that it covers fourteen of the semicipal Circus of the most populous outline for prosperious Canada and their suburity, and covers them well with Newspapers of High Standing and Reputation. Suppose you had that terminations Publicity Force working for you; lon't you think you would coon had the beautifit?

4,500,000 Prepared and Written by George F. Hobart Hamilton Adv. Agency

NEWSPAPERS URGED TO

ADVERTISE THEMSELVES Speakers at Sessions of Daily Newspay Departmental Point Out Need for Adequate Advertising of Advertising Space as a Commodity... New Officers and Di-

When the operation of daily armepaper affiliations was opened at the departmental meeting at the general sprang and crisp, new tions were gir-



Daniel Street, and Elected Chairman of Newsy

partmental, A. A. C. W. en to the world which will be used He newspapers and at the pume time verticiar, and it went home like a

NEW DEFECTE AND DESIGNORS SCATTER. At Thursday's session of the navepaper departmental the following new officers and directors were chosen; Rowe Stewart, Philadelphia, challman; Arthur G. Newmeyer, of the New Origana Hers, vice-chairman; W. G. Son Francisco, and J. D. Barnum, Syra-J. Merrill, of the Chicago Trib.

une took up the newspaper mun's burder to a simple way. William A. Threnax, director of the

Bereau of the American Newspaper the blea of dolly papers taking over phone the daty of the newspaper to set and and sell goods for the penducmost be followed up with hosters sys tens to complete the campulate. New York Times, also speke at He took a whick at the newspapers "jay-hawk" occasionally and fur-

are simply trying to slip a little space. The addresses by Mesors, Merrill, Thereas, and Wiley are printed in ENTRE AND PRINCIPAL

whicet and brought out the same facts

Junea's Politizer, egitor of the St. Louis Post-Dispatch, baving taken the attitodo of Congress in regard to Minbern of the convention that they abould not draw their cointen of \$5. Louis who has lived all his life on Munistten Island, "who thinks we from Missouth have to be shown, that we live

CORNERS USED NEWSTATED TO ASSESSED.

W. C. Presents of the Advertising consteller which gave a confidence. with "rush copy." He said, "It would He competitor to ridicale is fooling to ing of the news editor, managing edi-

come on advertiding itself. He teld of matting system which was used by This souten provid to be one of the every one present. The question of take Were threshol out you and con

OREGON PUBLISHED III.

Jackson, of Portland, Ore. Confined in Baltimore Bospital. baries farmed Jorkson publisher of Evolution Transcity cares to the box-Mr. Juriceon came East to attend the

Indiana Editors to Meet The Indiana Democratic Editorial As-Hopking Adoms, special int in Indicapping Thursday and Pri-

PLANS COMPLETED FOR SALESMEN'S CONGRESS

Following Close on Heels of A. A. C. W. Correntise, Annual Session of World's Salesmandin Congress Will Once in Detroit Teseserow States Salesmen

to Occupy Pulpits. All is in readings for the second an-Thursday evening. As a preliate to on the same subject; "Ethics of Bales-

Charles M. Helwick, president and

included among the addresses Men-Gastrick Co. Akren, O. and 'What

advertidog manager of the Winter Converting manager at the Watter of the Win. Pliene's Sees Co., of Seston,

Monday afternoon on the subject of "Jorasi Advertising." Before the Automobile seronon Monday afternoon H. W. tion of Introit, will speak on "Car Year L. R. Petrasa, director of advertising.

Included among the apeakers at the Menday evening prusion will be E. St. time tesus counied in advertision. give an address on "The Call for Pica-

for the Turnday evening sension in-Trade Journal, tire Motors, In., and Roy F. Sonie, editor of the Hantware Age The final session will be held Thorn.

Mr. John Wanamaker said recently:

"If I ever have a monument for discovering anything, it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer, is in the daily newspaper of known circulation. All others are vanity and vexation of spirit."

The Standard Union is the one paper in Brooklyn which carries "full copy" of The Wanamaker Store.

Give Yourself A Square Deal

If—

you measure your ads. to check space—

why not measure mediums to check VALUE—

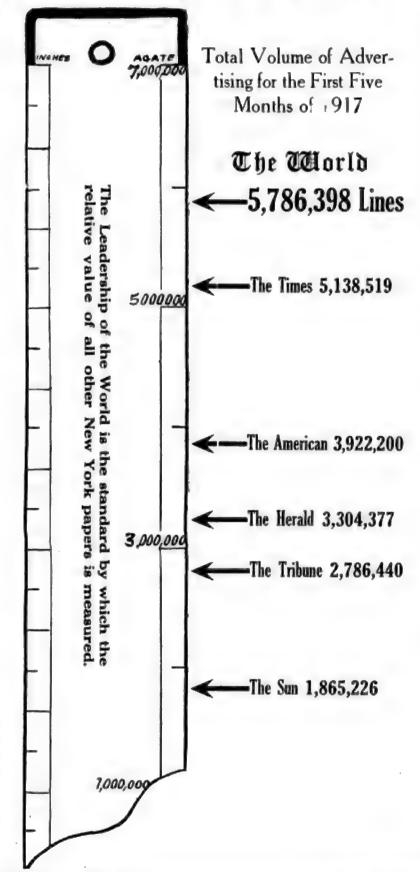
and spend your money accordingly

NEW YORK

Morld

First in the First City

PIGURES for the first five months of 1917 stamp The New York World as advertising leader by a wide margin. In March alone The World carried 1,188,645 lines, a gain of 188,061 lines, and the greatest volume carried by any New York newspaper.



THE EDITOR & PURI



SCENE DURING OPEN-AIR A. A. C. W. INSPIRATIONAL MASS MEETING. IN THE O

HOW REST TO SERVE NATION IS PROBLEM OF CONVENTION, SAYS PRESIDENT HOUSTON

Head of A. A. C. W. Sava that Advertising Is a Child of the Printing Press, Which Brought Democracy to the World-Accepts Challeage to Prove Its Economic Value in Lowering Cost of Distribution-Argument, Fact and Experience to Destroy Fallacies.

Station, here to America, thus were

nean Now democracy is not socialism.

of all, for it conserves turtice to all and

britiging democracy into business, ad-

serve in every possible way to mubilise,

Advertising Advisory Board, and offer-

offer was accepted and we set about

sevention you will hear about them to ortall. They are ways that illustrate

"Now if we are to serve and at the

the spirit of service which has slways

Instantly and they hably, therefore,

that works for freedom.

applied eighteomeres. In

Hof the A. A. C. W., in visualizing the Spirit of the Convention." to the American ideal of freedom as it was covinaged to the Declaration of

The spirit of this great convention is APRISPIACED DRINGS DEMOCRACY TO DESIthe spirit of our great democracy. Here in St. Louis, at the nation's very heart, we assemble to a time of war to take honven, they do serve it, for they are justified our coming together, at much expense of time and recove in and done more, as an effective force in these days of stress. As a summer's helwhere else, because it is of the very effect an act of distoralty. And these spirit of America, an integral part of the American ideal. Advertising is a child of the orioting press, which thought and set must be layuity, unbrought democracy to the world. In retall trade in general trude, in interna-"It is that kind of levelty ower to will always bitty dessecracy to brasi-

serve, willing to suffer, yeal view to the last great sacrifice which I know in ous londer of the nation, the President "And how clearly he greated and expressed the spirit of the Convention

when he sent his measure to us the other day, soying: 'May I get congretulate the purpose to assist in mobilishing the test it all lines of business in there tieses of purpose in winning the great war for

"These words bring to our wind those steps of Independence Holb fact June, at supreme pledge, taken by the eigners of Hodge we assemble to-day. For after cratic and connectitive world we could serve with the utmost efficiency. To day the business world challenges ad

"If advertising is unable to most that it cannot hold its place and grow-to deed, in the lang aways of progress, it hastify itself as the most efficient and 'in a 'world made age for democrary and the world is going to be made safe for democrary-only those forces will "Or, to state it differently, conserve free competition and establish their suhave a profound belief and conviction

witness to our bellef. The challenge as to the place and cost of advertising we shall here meet with courage and with lease with the answering challenge: will be remonstry to that answering "Of course, it would be too much to

rights, for his freedom. Democracy is the creed of the Gospel. It is the hope here that we rould in this one convenwill be, completely establish the place advertising in distribution. be brought from the long firing lines of make advertising more effective, more

> "While we naturally and prope advertising. We realize its abortoon lows and for years we have steadily and this organization came into existency and standardize and purify it. And to from within, on our own lectually

PROSPERITY BULLETINS HELP TO PUSH BUSINESS

Bureus of Advertising of the American Newspaper Publishers Association Newspaper Publishers Association Furnishes Members with a Series of Prospecity Talks that Hit the Mark-Business Experted to Increase. The Starous of Advertising of the

reproduction in their columns about lettiters are enclosed in a double-column lox, and reake a splendid prosperity fewture. Each carries a release date Representatives of hig business are a

ness continue as usual, but it will inreuse, and that the same [cooperity that has been coincident with the war among the Allies generally, will take place in the Colled States. The big men say that they are going right ahead and will continue their adcertising in the future, as to the past tecame they expect to transact as in-

and are today generally printed by reachters, and are feverably commonted on

cooragrous work to make three laws living forces in business a wide observin behalf of ourse efficient advertising But they all express the spirit of the organization and the spirit of this con-

the next four days and they will per-

Detroit Wants the N. E. A. Detroit is nothing forth an effort to year in Minnesonia, Printed matter calling attention to the city and its

housed advertising land on datety claim are long sent to the editors at



SAYS PUBLIC MUST BE EDUCATED THROUGH ADS

"The Old Regulah felich that it was sion that the financial inellitations of the institutions of the country, resigning

country, during the past winter, startled that 'we are a nation of economic flitetotes with which they must deal in

"I do not believe thete is any method

URGES BLUESKY REPORM H. D. Robbins, of New York, Addresses

providing for uniform theor-sky laws which would offord proper protection woor restrictions, was urged by H. D. dely, a law capable of enforcement and incupable of evasion, designed to original Kanona law with the passitive

and misropropositions; in effect, what

The ownerst laws, said Mr. Subblas.

ADVERTISING CLUBS WILL HELP AMERICA IN THE BATTLE TO SAVE WORLD DEMOCRACY Senator Hiram W. Johnson, of California, delivers a Stirring Address,

in Which He Tells of the Great Adventure on Which the Nation Has Entered, and the Part the Advertising Clubs will Play in the Business Affairs of the Country During the Struggle CONTROL THE NA POST OFFICE ADDRESS A. STATE OF TAXABLE STATES

Substitute of the tenthe business offsirs of the nation, and the part it will be called upon to play

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unknown paths, heinging legitimule tuniness finally into its falness and fruition. You make commence and heat-"Our rountry has retored upon the great adventure. We are leaking into the face of danger. We have under-

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"Wer beings out the best and the commissae. This should be a matter

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thee, into the recet intimate allianors the very home of the Monroe Doct United States to the internal affairs of trafitions concerning our strength and the relaing of our armire changed oversight into the inexocation "We must know and understand and realize the aniematic and the awfalance

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street, go to the figuring lies of steel lowed without hope of gain, great prof interference, except when essential to tions must be usade, that out of it all shall come transpillty and security and The business ascrifices psycind are

"In this nation, if it is to endure

(Configure on Page 31)

NEWSPAPERS ARE NOT TAX SHIRKERS

N francing the War Revenue bill the members of I he Finance Committee have proceeded on the theory that the newspapers should be required to pay their share of the super-taxes imposed on industries. When publishers have protested against largely increased mostal rates for second-class mail. and again against the tax on advertising revenues. the criticism has been made that this industry claims total exemption from tax burdens, and that the aim has been to shift those burdens to other handnesses

It has not occurred to their critics that the newspapers of the country are voluntarily carrying greater burdens of expense, in the direct service of the country, than even the highest super-taxes proposed for other industries would amount to.

Merely a casual analysis of the contents of any issue of a newspaper will make this fact plain. The news and editorial columns are largely given over to the publication of matter which is of vital importance to the nation at war. Without the daily and hourly cooperation of the press the Government would be sadly handicapped-rendered, indeed, almost helpless--in its efforts to secure unity of purpuse and sentiment and effort in its conduct of the war.

The newspapers assume the expense of keeping the people informed about the purposes of the Goverument, about the events of the war which hearten and strengthen the people for united effort in the nation's cause. They serve the common good more effectively than any other agency, and they do this without expense to the Government-often, as in the present crisis, at the sacrifice of all prospects for prohis on their invested capital.

Without the steadying influence of the newspapers of the country, holding up to the patriot and the slacker alike the ideal of a citizenship based on a common obligation of service, registration day, for the selective draft, would have been marked by riots which would have shamed the nation. And, without the service of the newspapers, in making plain to the people the exact conditions of the registration, the plan itself would have been bungled hopelessly, with an eventual cost to the Government not easily computed.

These instances of the service of the newspapers are merely typical of the daily routine. Yet, in spite of the fact that they are voluntarily giving to the Government greater material support than any other industry, the newspapers will not rebel against special super-taxes-if these he justly levied, and not of a nature to cripple and hamper the publication of newspapers.

THE proposition to substitute, for the proposed zone-rate system. a bossess. cents a pound for all second-class matter is not a sound one. If it is necessary for the Government to impose higher rates than now prevail for the carrying of second-class matter, these rates should be graduated according to the length of the haul, as is proposed in the zone-rate plan.

The proposed horizontal rate of two cents a pound would not, in any adequate sense, correct what are contended to be the abuses of the secondclass rate privilege. The economic experts of the Post Office Department have claimed that the losses to the Government through the one-cent rate have been due to the long hands. They have pointed out that bulk matter cannot be carried across the continent for the same rate as is charged for local delivery, or for short bauls.

Yet the proposation for a mere doubling of the rate, irrespective of the long and short-haul considerations, would perpetuate the evil of which complaint has always been heard. It would continue the discrimination in favor of the periodical of great and general circulation, ASSESSING THE LOSSES INCURRED IN CARRYING THESE PUBLICA-TIONS UPON ALL PUBLISHERS ALIKE.

Even objectors to the some-rate system, who contend that the Government should not put a tax upon information and public service, will readily accept the plan as being far more equitable than an inensued horizontal rate. If the Government is to

LL of my mistakes have been $oldsymbol{A}$ the result of neglect to accep the simple truth; therefore I have great respect for the truth, good and bad alike. The rattlesnake, with his bad habits, is as much a fact as the skylark; poison ivy exists as certainly as does the wild rose, I oppose piffle because I have observed that those who get along most comfortably avoid it as much as possible.

-E. W. Howe

put an end to the cooperation so long extended to the publishing industry, and is to place the postoffice service upon a purely commercial basis, the zone-rate system is the best yet devised.

IF PRINTED SALESMANSHIP IS TO BE TAXED, ORAL SALESMANSHIP SHOULD BE TAXED, TOO!

IVE to any set of men the task of devising Inchemes of new taxation and you will have presented to you some surprising propositions. The Government needs-and must have-money, in vast sums, for the prosecution of a successful war. Not all of this money may be raised through the sale of bonds-a good deal of it must come through the imposition of super-taxes.

It is the part of patriotism to submit to such taxes, as representing the share of sacrifice apportioned to the industries of the country in the common task. It is only when proposals for taxation are inherently destructive—when the existence of the industry subject to such taxation is thereby menaced-that protest is proper and should be heeded

The newspapers are service-arms of the Government. They contribute more directly to the cause of the nation at war than do any other industry. They are, in this period of economic stress, under greater financial burdens than ever before. they are in duty bound to incur further extraordipary expenses in serving the nation-in procuring and printing the news of the great struggle--in keeping the needs of the Government before the eyes of the people-in stimulating and unifying the spirit of patriotism and democracy; that the full strength of an undivided public opinion may support the President and his purposes. To impose upon newspapers further burdens of cost would be to weaken them, to sap their strength for national ser-

A good many people are coming to the conviction that the proposed some rate system of postage for newspapers and periodicals is based upon sound business doctrine If the necessities of the nation require the establishment of such a system, perhaps its operation might carry less of hardship and injustice for the publishing industry than are inhorent in other proposed legislation. The idealistic view does not favor the zone rate system—the purely practical view does. If Congress shall establish this system it will make mandatory the readjustment of subscription rates with many periodicals of large circulation-while, perhaps, not affecting so seriously the business of the daily newspapers. The periodical publishers would be forced to pass on the increased charge to their readers. Considering that the subscription prices of many magazines and periciticals of great circulation are almost nominal, increases covering the additional expense of distributton would be accepted with good grace by the majority of their readers.

The proposed tax on advertising is, on the other hand, indefensible. The genius who first conceived the idea stopped far short of the possibilities of the policy. He should have proposed, also, a separate tax on all items of news, on editorials. He should have proceeded still further, and should have devised a tax on CONVERSATION. He should have provided a plan by which, for instance, the salesman may be taxed for asking you if you will buy a

thing. If printed salesmanship is to be taxed, oral salesmanship should be taxed!

Through the use of advertising a business man strives to place himself in a position to pay his taxes on taxable things—as well as to so stimulate his business that he may give employment to people. keep industries going and further general prosper-Itw.

If the privilege of asking people, through the printed word, to buy your commodity is a privilege for which the Government is to tax a business man, then the clerk must be taxed for trying to make a sale to a customer of a store.

It may be contended that this argument applies to a tax on the advertiser, while the proposal is for a tax on the advertising revenues of the newspapera. The principle is alike in either proposal-for the tax would have to be paid, in the end, by the advertiser, as the newspapers now sell advertising space on the lowest possible rate basis. If, for the sake of Hiustration, we tax the newspaper publisher for his service to the advertiser in COMMUNICATING HIS MESSAGE TO THE PEOPLE, then we must tax. also, the salesman and the clerk. A tax on advertiming would have to include one of the most valuable forms of advertising-word of mouth publicity.

These extreme illustrations are cited merely to show that the principle involved in any attempt to impose a tax on advertising is wholly unsound-that, logically, it would have to be extended to include all media and channels for the dissemination of information, NOT OMITTING ANY EXPRESSION. WRITTEN, PRINTED, OR ORAL, for which the writer, publisher, or speaker receives compensation.

All loyal citizens will pay whatever taxes are imposed upon them-but the taxing power, even in the stress of times like these, should be exercised with due care that the means do not defeat the ends

A REAL "AD" OF LIBERTY BONDS

EMBERS of the New York Advertising Club met at luncheon a few days ago, and concluded to write and publish a real advertisement of the Liberty Bonds, to occupy a newspaper page and to be paid for by the contributions of members of the Club.

The ad appeared in Wednesday's issue of the New York Evening Journal, and that newspaper carried a strong editorial to reinforce it.

The advertisement itself is the best one yet written, in the opinion of many advertising men, on the subject of the bonds. It is striking in a typographical way. It is written with that "punch" which only top-notch copy writers carry. It does not appeal to patriotism, nor beat the drum and wave the flag. It is a SELLING ARGUMENT, confined to the business value of the bond offering. It stresses the soundness of the investment, carrying conviction in every acatence.

The numbers of the Advertising Club of New York, who have thus shown to the Government HOW TO ADVERTISE ITS LOAN HONDS, and who have generously and patriotically paid the bill for the publication of the ad in a newspaper of tremendous circulation, have earned the highest meed of praise.

NEWSPAPERS may not safely assume that the threat of a restrictive consurship has been finally removed through the failure to include such a provision in the Espionage bill. Officialdom in Washington is united, or nearly so, in the determination to secure some sort of suppressive control of the newspapers, and further fights in the Congress are forecast,

HE Brooklyn Eagle, discussing some of the I proposals for taxing the newspapers, observes that "hebetudinosity in Washington is not helpful to national prosperity." The word sounds so like the thing it describes that it should come into general use.

PATRIOTISM, not Socialism, domands Congressional action to safeguard the newspapers from a paper famine in a period when such a condition would be a national danger.

PERSONALS

NEW YORK.—Lincoin B. Palmer, manager of the American Newspaper Publishers Association, has returned from Chicago, where he attended the A. B. C. convention and spoke before the Inland Daily Press Association. He stopped off in Washington, on his way back to New York.

A. C. Haeselbarth, for many years librarian of the New York World is again on duty after a two weeks' illness.

F. B. Snumenig, of the New York World has returned from a vacation occupied in settling in a new home in Mt. Vernon.

Curtis Lee Laws, a New York newspaper man, is to deliver the commencement address at the University of Oklahoma, at Norman.

Chester L. Lucas, associate editor of Machinery, New York, gave a lecture on the manufacture of war munitions before the Cleveland Engineering Socity, June 5. His talk was illustrated by motion picturea.

James E. Dever, of the war deak of the New York World, returned on Monday from a vacation.

OTHER CITIES.—Joseph H. Richman who has been serving in the French ambulance corps, has returned to Nashville after an absence of several months.

Gaston Dureau, on June 4, becomes motion-picture editor of the New Orleans Item, succeeding R. E. Pritchard, who assumes other duties on the editorial staff of the Item.

H. Sheman Mitchell, formerly of Seattle, Wash., has gone to Anchorage, Alaska, to take charge of the news end of the Anchorage Evening Times.

Edwin Hadger, formerly of Sentile, Wash., is now city editor of the Everett, (Wash.) Tribune,

Edward F. Warfel of Richmond, Ind., formerly with the Associated Press in Indianapolis, has been appointed publicity man for the Indiana State council of defence. He will have his head-quarters in Indianapolis.

Hilton H. Railey, formerly night city editor of the New Orleans American, is now on the staff of the Evening Ledger of Philadelphia.

L. D. Webster, formerly of Austin, Tex., is now editor of the Madill (Okla.) Record.

Guy P. Clark, of the Clarkedale (Miss.) Register, was elected president of the Mississeppi Press Association at the fifty-second annual convention held recently at Laurel, Miss. The Association will meet in Jackson next year.

Harvey R. Young, advertising manager of the Columbus (O.) Dispatch, will be one of the delegates to the World's Salesmanship Congress in Detroit who will occupy a pulpit to-morrow evening. Mr. Young will appear at the Mayflower Haptist Church. Like all of the other speakers he will talk on the "Ethics of Salesmanship."

8. E. Kiser, formerly of the copy department of the Wm. H. Itankin Company, Chicago, is now managing editor of the Payton (O.) News.

PITTSBURGH.— Dr. James A. Mc-Donald, editor of the Toronto Globe will deliver the inecalcurate sermon at Ohio Wesleyan University, Deleware, O.

Mrs Rose Collins Jones, of the Pittsburgh Leader was elected president of the Pittsburgh Woman's Press Club, Marion Brunot Haymaker, Chronicle-Telegraph; Miss Iva Rowley, Gazette-Times, vice-presidents, Mrs. Ch.

War is honorable
In those who do their native rights maintain;
In those whose swords an iron barrier are
Between the lawless spoiler and the weak.—Baillie.

Stranathan, Dispatch, treasurer. Directors are: Mary Roberts Hinchart, Mra E. J. Thompson, Alisa Catherine Patterson, Mrs. Lillian Russel Moore and Mrs. Mary Hayes Davis. The club investes § \$350 in Liberty bonds.

Ronald B. Knepper, son of John B. Knepper, publisher of the Carnekie. (Pa.) Rem was the first from that towa to enlist. He is at Fort McKinley Portland. Me., barracks and is writing from there for the paper.

Edward D. Pudgett was se-elected president of Pittsburgh Typographical l'nion No 7.

A. P. Moore, editor-in-chief of the Pittsburgh Leader and Col. C. A. Rook, publisher of the Pittsburgh Dispatch have been made members of the reception committee to greet Prince Udine and Signor Marconi on the visit of the Italian Commission to Pittsburgh.

Theodore A. Huntley, formerly of the Pittsburgh Post is representing the Tri-State News Bureau at Washington, D. C.

William Ira Grundish has the distinction of being the first member of the Pittsburgh Gazette Times staff to onlist for service with the nation's fighting forces. He joined the Pitth United States Reserve Regiment of Engineers.

General Albert Logan has presented the Pittsburgh Press Club with complete decorations for the interior and exterior of the club house, these patriotic emblems representing a monetary value of about \$1,500.

WASHINGTON—Walter Lippman, one of the editors of the New Republic, has been appointed confidential adviser to Secretary of War Baker.

Edward B McLean, of the Washington Post and Cincinnati Enquirer, has renewed his contest over his father's will in the courts here.

Roy Baker, a well-known Washington newspaper man, now living in New York, was here for a few days this week renewing old friendships.

Nat T. Worley, formerly of Washington newspapers, has enlisted in the First Engineer Corps, New York Reserves, which will report to Fort Tosten Saturday.

Perrin, of the Journal, in with the Providence Grays on its Southern tour.

Paul B. Howland, Robert L. Woodworth, Charles R. Stark, Jr., Arthur Crowell, Herbert Slayton, and W. M. Strong figured in transfers in the night and day staffs of the Journal and Bulletin this week, the latter three going to the night side.

CLEVELAND.—Philip A. von Blon.

Of the Cleveland Plain Dealer, now

with the Lakeside Hospital Unit, in

France, had his first staff letter published in the Plain Dealer, June 5. It

was written May 16 on board ship off
the const of Ireland, and passed through
the hands of the Washington censors.

Jack Raper, funny man of the Cleveland Press spoke before the Cleveland Retail Credit Men at the Chamber of Commerce, June 7.

Mrs. A. E. McKee, wife of A. E. McKee, special writer for the Cleveland Pidn Dedler, as chairman of the Cleveland Red Cross nursing committee, has received orders from Washington to received orders from Washington to re-

W. W. Thornton, of the Scripps Mc-Rae League of Newspapers, located at Akron, James W. Faulkner, Columbus representative of the Cincinnali Enquirer, and John P. Frey, editor of the Iron Moulder's Journal Cincinnati, have been named by Gov. James M. Cox. of Ohio, as members of the Ohio branch. Council of National Defence.

Entistments from the staff of the (Seveland Press to date are Harry Cunningham, Ohio Field Artillery; E. R. Hoftyger, Officers' Reserve; Tom Mc-Kee, Bed Gross, Lakeside Unit, now in France: Tom D. Schlabach, Troop A; Fred Hergold, Co. F, Obio Engin-Charles R. Bowman, Troop A; A. T. Hopkins, Troop A; J. T. Murphy, Troop A; George Sweeny, Troop A; R. B. Martindale, Navy; A. Manz, Ohlo Engineers; A. Kemp, Ohio Engineers; William Kemp, Ohio Engineers; J. Skinkis, Ohlo Engineers; Harry Burn, Ohio Engineers: M. Huggins, Cavalry,

Donald C. Dougherty, a member of the editorial staff of the Plain Dealer for several years, has been made financial secretary of the Ited Cross organization work in northern Ohio, outside the large cities. Dougherty is a graduate of Phillips, Andover, and Cornell.

Engle E. Criswell, Plain Dealer reporter, has enlisted in Battery C. First Ohio Artillery.

Chester W. Ruth, of the editorial staff of the Cloveland Leader, has enlisted with the marines. He is a brother of Carl D. Ruth, Washington correspondent, and for several years Columbus correspondent for the Leader. His home is at Mitchell, S. D.

W. T. Brink, fromerly with the Topeka State Journal, is now with the Cleveland Press.

Fred B. Foulk, formerly copy reader with the Cleveland Plain Dealer, now has a similar deak with the New York Evening Sun.

Elbert H. Baker, president of the Cleveland Plain Desler, and Mrs. Baker entertained 350 employees of that news. paper with their wives and sweethearts, at their home. Kewaydin Parm, at

Gates Mills. Miss Georgie Bowen, of the Sunday magazine, regaled the assemblage with aerobatic stunts. Eric C. Hopwood, managing editor, won the fat man's race. Pictures of the outing were taken for the Plain Dealer motion picture magazine and will be shown in theatres throughout the city.

DALLAS, Tex.—Charles F. Inglish, editor of the Bonham (Tex.) Daily Favorite, has been elected secretary of the Bonham Board of Trade. He will resign as editor of the Daily Favorite and will devote all his time to his new duties.

Paul A. Sheldon, well-known newspaper man of Houston, Tex., will leave in a few days for Buffalo, N. Y., where he has accepted a position. Mr. Sheldon was honor guest at a picnic given him by the Houston Rotary Club last week.

William Grady Kinsolving, well-known Texas newspaper man, who was for a time sporting editor of the Dallas Morning News, later sporting editor of the Dallas Evening Journal, and was for several years a member of the staff of the Galveston Daily News, has been commissioned by Gov. Forguson as first lieutenant of cavalry in the Texas National Guard.

Dinemore W. Hume, formerly connected with the Galveston (Tex.) Daily Tribune, is now employed as oditor of a newspaper in Vernon, Tex.

Ashley Evans, formerly editor and publisher of the Bonham (Texas) News, is now city editor of the Bonham (Texna) Buily Favorite, having succeeded C. R. English, who has accepted the position of secretary to the Bonham Board of Trade.

Visitors to New York

E. W. Barrett, editor of the Birmingham (Ala.) Age-Herald.

D. D. Moore, of the New Orleans Times-Picayone.

James Schermerhorn, of the Detroit Times.

J. D. Plummer, of the Springfield (Mass.) Union.

Elbert H. Baker, of Cleveland Plain Dealer,

Debate with yourself the wisdom of your conduct toward others.



The Louisville Courier-Journal has contracted for the Haskin service.



Milwaukee-u. G. Cox. of Omaha, Neb., for the last four years assistant night editor of the Milwaukee Sentinel, and head of the copy deak, has resigned to take the position of State and assistant telegraph editor on the Evening Wisconsin.

Frank Effinger was elected president of the Milwaukee Advertising Club at its meeting last week. His first official duty was the naming of a committee to obtain a new headquarters for the Club.

C. R. Jones, formerly of the New York Times staff, has taken a position on the copy desk of the Milwaukee Sentinel.

Edward C. Hart, former Milwaukee newspaper man, latterly of the Green Bay Gazette, has joined the officers' Reserve force at Fort Sheridan, III.

Joseph Kidder, for many years associated with La Crosse, Wis., papers, is among recently acquired attachés of the Milwaukee Free Press force.

SAN FRANCISCO—Kenneth C. Adams, political editor of the San Francisco Examiner, is again at his desk, after covering the mession of the Legislature at Sacramento.

Irvin C. Keeler, a well-known special writer, of this city, who is connected with a local hotel paper, has just been presented with a gold membership plate by the Greeters, for meritorious service. Keeler founded San Francisco Chapter, Greeters of America, a national organization of hotel men.

Paul A. Sinaheimer, a former newspaper man, who has been at the head of the stock and bond department of the Ballroad Commission of California for five years, has become assistant to the president of the Union Trust Company, of San Francisco. Sinaheimer began his career here on the old Morning Call, and made his mark as a financial writer.

Denton W. Crow, formerly on the staff of the Los Angeles Times, has joined the staff of the Associated Press in San Francisco.

William F. Hart has left the staff of the Associated Press in San Francisco for New York, where he has been engaged by a prominent moving picture concern as a scanario writer.

Frunk L. Mulgrew, a San Francisco newspaper man, and Peter B. Kyne, the short-story writer, recently left Oroville by automobile, for a mine at Nimshew, Cal., which they own.

Samuel G. Blythe, the political writer, is visiting San Francisco accompanied by his son, S. O. Blythe, a reporter on a Portland paper.

H. G. Harvey, of the San Francisco Chronicle staff, and R. J. Waters, an editor attached to the headquarters of the Western division of the Associated Press in San Francisco, have been appointed ensigns in the navy and ordered to the local censorship detail. Thomas F. Rooney, of the San Francisco Examiner, has been appointed a "gunner radio" and J. B. Le Compte, formerly an Examiner telegrapher, has been promoted from gunner to ensign.

OPPOSE ADVERTISING TAX.

Mess, Given, and Oliver, Pittsburgh Publishers, Offer Their Views.

Pittsbushe, June 7.—T. Hart Given, president of the Pittsburgh Post and Sun, and Senator George T. Oliver, Times and Chronicle-Telegraph, had a hearing with the Finance Committee of the Senate at Washington on the question of increasing the second-class maintains in the War Revenue hill. Mr. Diliver objected to the advertising tax,

holding that it would be a discrimination against newspapers. In this view he was supported by Mr. Given. Mr. Oliver said he favored a reasonable advance in postage rates, enough to compensate in part for the loss which the Government now sustains in its second-class mail. Both urged adoption of the House zone plan, providing for increase of second-class postage rates, instead of the proposed substitute of 2 per cent. tax upon advertising receipts.

ADVERTISING EXHIBIT

Exhibition Made in St. Louis One of the Most Complete in its History.

The opening of the National Exhibit of Examples of Educational Advertising struck the keynote of this great convention, and, under the direction of Charles Q. Peterson, of Chlengo, this feature of the week's programme is drawing much attention. This exhibit covers 20,000 feet of floor surface in the City Hall and visitors number well up into the hundreds. This exhibit was arranged by Mr. Petersen, who has displayed it at the last six conventions of the Associated Advertising (Suba of the World. There are 1,600 business books in this collection. Placed in their respective places to accommodate persons representing certain kinds of business, the library exhibition is an imposing illustration of the entire work of the convention. Graphic descriptions of the work of business systems and retailservice department of the Association. which supplies modern accounting avatems of a simplified character to retailers at a nominal price for the purpose, not of making a profit, but of cooperating with the Federal Trade Commission, were given. Books pertaining to methods of advertising are given prominent place, particularly those devoted to newspaper and community advertising. A good example of the community advertising system shows the progress of Dallas, lex., the cornerstone of the Southwest. They are carrying out in detail the methods outlined in the community volumes which are on display.

AGENTS TO ORGANIZE

Southeastern Advertising Agents Get Together in Richmond, Va.

The Southendern Advertising Agents' Association was organized at Richmond, Va., May 21. There were present representatives of the advertising agencies of Baltimore, Washington, Richmond. Norfolk. Jacksonville. Atlanta. and other southern points. The organ ization was formed for the purpose of cooperating to the end that advertising may be improved, to exchange ideas, uplift the members and for the closer cooperation of publishers and good service to the advertisers. There were represented at the meeting the following agencies at the meeting: Benjamin-Rickard Co., Washington, D. Dillard Jacobs Co., Atlanta, Ga.; C. W. Page Co., Richmond, Va.; Moses Advertising Co., Baltimore, Md.; Dapprich Advertising Agency, Richmond, Va.; Green Lucas Advertising Co., Baltimore, Md.: Freeman Advertising Agency, Inc., Richmond, Va.; Moffett Lynch, Baltimore, Md.; Virginia Advertising Service. Norfolk, Va., and the Montgomery Advertising Agency, Jacksonville, Fla.

The following executive committee was named: C. W. Page, R. S. Free-man, B. R. Montgomery, Dillard Jacobs, Fred Disperich, Benjamin and Jacob B. Moses.

ADVERTISING WOMEN HEAR ABLE ADDRESSES

Increasing Importance of Part that Women Are Playing in the Advertising Business of America Indicated by Large Number of Women at A. A. C. W. Convention.

One of the most interesting and profitable of the many departmental sessions held in connection with the A. A. C. W. convention in St. Louis this week was the advertising women's conference, held Monday afternoon. When the roll was called, each one was asked to give her name and tell what firm or kind of goods she advertised. Answers were given in clever ways, some in verse, but the fact that women were there representing everything from a razor to a bahy's food, spelled success for women it, the advertising field.

Mim J. J. Martin, president of the New York League of Advertising Women, New York, was elected chairman, and introduced as the first speaker Miss Duisy Nirdlinger, president of the St. Louis Women's Advertising Club, who spoke on "The Awakening of Women." She was followed by Miss Jane Carroll, of New York, who spoke on "Advertising in Foreign Trade." In part, she said:

"The principles of adverticing may be akin, but there are certain fundamentals that differ in every market. A very thor ugh analysis of the desired market must be made, considering the factors of transportation, distribution facilities, credit, climate, number of possible customers, consumers, per-capita wealth, per cent. of literacy, means of livelihood, language, racial, and religious prejudices, advantages of social life, home life, amusements, ciothes, food units of weights and money, etc. In short, we must know just how these consumers differ from our own people, and then some. Advertising and merchandising must go on hand. Women are as a rule considplacing advertising in foreign countries could at present, I believe, be counted hand. Women are as a rule considered to be more responsible in regard to details, which are most important in foreign trade and advertising."

Florence A. Shindler, president of the Women's Advertising Club of Los Angeles, told the conference that their chief activity should be directed to winning the greater confidence of all women in advertising. She urged that women in the advertising field everywhere appeal to their sisters with facts about the dependability of advertising, to the end that confidence will be engendered in the printed word, and do their share towards climinating the dishonest advertiser who would tear down that confidence.

Those who would sell to women through advertising must understand her, was the statement of Mary E. Ellis, Dayton, O., in her talk before the Conference.

"The secret of selling women is to meet them where their interests are," she said. "Hargain advertising will attract a certain class, but will it hold them as permanent customers of the store, which is what counts in the long run? It will not. The bargain hunter goes where the bargains are most alluring. They buy when the styles are on the wane and have never yet been thoroughly satisfied.

"Our duty as advertising women is to educate the bargain seeker up to higher ideals in advertising. To prove to her that gone are the days of bargains." That the merchant who marks

his goods at a fair profit originally cannot afford to sell a \$35 suit for \$27.50 in the prime of the season. make her see as the thinking women do, that a garment purchased in the early season when she can realize a a long season's wear from it and the style is advanced, is worth its full original price, while the same garment purchased several months later, after the style is passed and it has been pulled around by hundreds of customers and only a few weeks left to wear it, is no longer a \$35 value, but is worth only its reduced price. So interestingly told information about style, production, quality, description, service of the merchandise and service of the store is the kind of advertising that will sell the thinking women that hulld a hust-

Miss Anita Moore, a St. Louis advertising woman, publicity manager for the convention, speaking before the treatment of the men and the newspapers of St. Louis which have helped to interest St. Louis people in the Thirteenth Annual Convention of the Associated Advertising Clubs.

"How to Reach the Men" was the subject of an address delivered before the conference by a woman, Miss Clive A. Cole, advertising director of the Gillette Sufety Razor Co., Boston, Miss Cole said that if all men thought alike her problem would be a simple one. But she quickly added: "As many men, as many minds."

To get the results, said Miss Cole, it has been necessary to keep in mind "that one great principle in advertising to men which is service. Nearly every man is from Missouri when it comes to buying and the first thought that occurs to him after his attention has been caught is 'do I need this and what will it do for me."

Miss Cole then proceeded to explain the success of her methods by saying that she was advertising something which was giving genuine service. "It is merely a story of real service," she

Letters to Successful Publishers

Mr. George B. Frease, The Repository, Canton, Ohio.

Dear Mr. Frease:

When the Central Press Association was as yet only a plan, you approved the plan, and have been a sustaining member of our organization ever since.

As a matter of fact, you were the very first publisher in the country to line up with us. Do you think we will ever forget that? Hardly!

Just what your support means to us may be judged by the kind of paper you put out. You have an iron-clad grip on one of the best fields in America, and you have it because you are giving your readers a real paper.

Long may you prosper !

Your friends,

The Central Press Ass'n. New York and Cleveland.

LOOKS TO U.S. AD MEN TO HELP WIN THE WAR

J. Murray Allison Tells Members of the A. A. C. W. that Their Organization is Held in High Esteem Abroad, and that English Ad Men Look to American Ad Men to Aid in Winning Was.

Advertising can help to win a war. It can can do as much for America as It did for Great Britain, where it saved peveral situations. The advantage the Americans hold over the British is in the fact that they have a great, well organized and perfectly working advertising body in the Associated Advertising Clubs of the World. J. Murray Allison, publisher of Land and Water, of London, Eng., who addressed the A. A. C. W. on the subject of "What Adverlising has Done for England," paid a splendid tribute to the advertising men of the United States, and the part they will play in beloing to win the world war for civilization, Mr. Allison, said in part:

WHAT ADDESTRING DOES.

"Advertising plays a very important part indeed when war becomes as this war has become, not merely the clash of armed forces one against the other, but a conflict between whole peoples, a conflict between two separate and distinct theories of government, of civilization, even of existence itself. That advertising does play this important part in such a conflict as the one that has held almost the entire world in its grip for pearly three years, is no theory. It is no hombastic utterance, it is plain and sober fact. It has been proven without any shadow of possible doubt.

"What advertising has done for England." What advertising has done so for may be tabulated briefly: It raised five million fighting men under the voluntary system. It raised countless billions of dollars in loans floated in England. It raised nearly \$5,000,000,000 in private donations for the various War charities, the majority of which were run by advertising men. It discovered to the authorities over a million men whose trades and their knowledge of those trades made them skilled munition workers. It persuaded over a million women to offer their country the tabor of their hands to release the male workers for other duties. Advertising taught the people of Great Britain to work harder and produce more, to give up their uscless luxuries when it was necessary to consume less petrol, less rubber and less food: It taught the British people the san of waste and the glory of macrifice.

"While these great advertising campaigns were in progress, the Ailles were on the defensive; they were just holding on Every man, every shell every gun, every munition worker, every woworker counted enormously. Imagine what would have happened in that terrible year of 1915 had there been a really serious shortage in menand money in addition to the temporary shortage of munitions.

ADVERTOUNG PILLED THE BANKS.

"During those fateful days of 1915 a phortage of 50,000 men on the western front, especially at the second battle of Ypres, would have meant disaster. Thanks to advertising, the men were there in sufficient numbers, and thanks to their heroism, the line was held.

"I do not think, however, that it is necessary for me to spend any more time in preving that advertising did all and more than all its advocates claimed it would no

"We in England have always regarded you here as our masters in adver-

have learned the lesson you have so generously taught us, but you will, I am sure, forgive us a little pride in the matter of this war advertising. Wo the pupils, feel proud to have blazed this trail for you.

"I do-not propose to may anything about your war advertising campaigns, present and future, in this country. We know you, we know what you can You have a harder task than we had, the war perhaps is not yet properly realized here on account of your distance, I shall not say isolation from the scene of conflict, and this is a vast country to cover. But, we look forward confidently to a brilliant result.

"But there is one thing that perhaps I may be permitted to say. This gathering represents a really wonderful br-It represents billions of gantzation. dollars of capital, and very niert capital, at that. It may not represent the actual munufacturing end of hig business; but it does represent everything that has to do with the distribution and selling of a hundred thousand products. It represents a force that penetrates into the farthermost corners of the earth, a force that has made American

We have sat at your feet and trade-marks familiar and trusted and honored throughout the world. It represents the concentrated brains of this great nation of trade and industry and I understand that accomplishment. the services of this organization, and that means the services of (very man associated with it has been offered to the Cabinet at Washington. A readymade, tried, and proved machine, in full working order, lies ready for the immediate use of the United States Government. It is equipped as no other body in the world is equipped, or can possibly be equipped to exercise a function that is inseparably affiliated with the art of modern warfare, a function that the Government must use from day to day for carrying into effect its varoius purposes, the function of advertising. May I be permitted to say that I trust that the Government of the United States wil make the fullest use of your patriotic and generous effort?

"Let me add just one word on behalf of your friends and my friends, the advertising community of Great Britain. We have always known that in your hearts you were with us, but now we can think and say at last, "We are a hand of brothers," and we know that

when this great war has censed to be. both you and we, every man of us, no matter what task the path of duty indientes, will be able to say in perfect truth to ourselves and to each other. 'We did our hit to make the world once more a safe and sweet place to live in."

ADVERTISING CUTS COSTS

Charts to Show that Advertising Reduces the Cost of Living.

One interesting angle of the convention is the charts which show that the cost of living has been out by advertising and that good advertising will further the reduction of the high cost of living. Thousands of visitors daily are viewing the exhibit at the City Hall. In some cases it is said to have reduced the cost one-half and that the goods most benefited by the advertising were cereals, olive oil, shaving materials, auto necessities, cameras, and automotitles. The method in concrete is shown in charts, which show just where and how the selling expenses have been reduced. Graphic diagrams show how an established agency can handle advertising for firms and bring expenses down to a favorable low figure,

WHERE NEWS IS TOLD, OUR INK IS SOLD!

News Ink

That we are meeting competition on quality successfully, and that our prices are favorable considering this quality, is proven by our vastly increased business within the past year. This is largely due to the fact that we manufacture our own Carbon Black.

Surely with this firm back of you, pressroom troubles can be reduced to a minimum. Not only our salesmen, but also our chemists will co operate with you in inaugurating a service that will not only meet your requirements, but will also make you consider us a part of your own organization. the resulting service being to our mutual advantage.

We sincerely urge a trial of our News Ink, for either Flatbed or Web presses.

THE AULT & WIBORG CO. OF NEW YORK 57 GREENE STREET NEW YORK, N. Y.

WHEN BUYERS THINK, WE SELL THE INK!

Transcro, June 5 -/The targest attendarra's two-day convention of the Arextetted in Teropto's big two-milliondellar Technical School. Already the brad office has been notified of the pres-

Much the same arrangements have The opposition sures on Thursday the presidential address and the read-Then, so 11 A. M., the three sections... daily, weekly, and trade and class-congreater part of the two days. Only receiver of the indicidual sections are advitted to three meetings.

Editorial might, which is open to the rubbs, is acteduled for Thursday evesing, and great interest is being ordered in the armousement that John R. Stathers, of the Providence Jeurnal, will brackl of "scene inside history." chile welcome has been suggested by some of the Aldermen, though at time of Toronte, at a leacheon on Friday.

Lengthy programmes of topics are bebeen suggested for consideration at the And figures bearing on these questions The number and the range of looks

The carer counties will be the big the paper question will be the use there we there this year, evilpsing everything develop in view of the proceedings toother matter that may come no and

evoke valuable discussions.

depolecution of people to indulge to

THE EDITOR & PUBLISHER FOR JUNE 9, 1917 LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



RUBBING IN TRACEDY

A. B. Charde Gives His bles of One of the Worst that Can Befall a Man. The end of the limit is little acwanamer office trapedies to describe by A. Republic. Here he shows the savage, tive, high-browned, artistic young rean makes Americ or Millet stir a bit unracily in their torsies. The editor, who write murbes, divorces, herrible acrithirty conta' worth of plaused Mexican a praypager office, where the cartoonist aspires to greater things. If one can imagine a greater tragedy than the one

Chaple is one of the most realific sire 1901, and at the end of about rights

he is one of the feet. He has been in in on the old Kanaas they Times in thing from blowing chalk plates to covrring process assignments, gradually

life in any fair-sized Middle West town

Halds a Record The Mineral (Claim) District Dally in the United States that supports a F. A. Roberts is editor.

NEWSTER TO FIGHT LAW

Ordinance Probibiting the Crying of News in Streets to Be Tested. An ordinance recently payed by the ity of Tules, Okla, problidging nowbeen from crying the news in their be trained in the interest of the newshas taken up the right in behalf of the vales have fallen off bravity since the dinagre the logs are permitted to cry the name of the paper they are

The **Omaha** BEE

Paid Classified Ads in 1916 More than double the combined easi

The advertisers in the Missour Valley know and take advantage of the great beying power of BEE cir-When you enter this field place your arts in the BEE. You can depend upon satisfactory results.

ARKENBERG Special Agency Classified Representatives 466 Madison Ave., - Tolede, Obje-

782 World Bldg., . New York, N. Y. Practical Write for proposition of how APPRILITIES ACCUSED Do you understand

INTERTYPE "The BETTER Machine" Madel A, \$2100 Model C. \$3000



with as "Breaking Into the lity League,"

a real cartooniel, who has good blone

Jensey City Journal Celebrates

tained 576. The editors have received

The tithe bill, relablishing a new

tures for public printing, has been sten-

To consecuerate the fiftieth birtleby of the Jersey City (N. J.) Jessmal e-

> The Chicago Tritune saved \$1226.33 in less than two years by purchasing latertype Matrices. The New York World saved \$1149.51 in the same way. Nearly four thousand other composing

And they get PETTER MATRICES. INTERTYPE CORPORATION Terminal Building Brooklyn, N. Y.

SERVICE PROFITABLE TO THE DAILY PAPER

William A. Thomson, Director of the Bureau of Advertising of the A. N. P. A. Tells Members of the Newspaper Departmental Why it Pays the Publisher of a Daily.

Service to national advertisers is a paying proposition. This was the subject of discussion at the A. A. C. W. Convention by William A. Thomson, director of the bureau of advertising of the American Newspaper Publishers Association. In pointing out what may be done with profit to the newspapers, Mr. Thomson said in part:

"Last year, at Philadelphia, members of this departmental listened to an able analysis of the subject of collegration made by an able man who had conducted a wide investigation in his usual thorough-going, sincere fashion.

"I refer to G. Edward Buxton, jr., of the Providence Journal, who is now devoting his splendid energies to his country's service with the same wholeheartened enthusiasm that characterizes all his work as we have seen it.

"May I be permitted to my that those of us who must do our bit nearer home envy Major Buxton his opportunity, and salute him for his pariotism, for his worth as a business associate, and for his aterling (cllowship!

"Newspaper advertising has contributed more actual facts to the oftitues mysterious business of advertising than any other medium, and it is eminently fitting that newspapers should bring to their advertising departments standards of practice based upon accepted principles. Of course, we are still a long way from that happy position in relation to this subject of advertisers' service, but we are making progress and it is because we are making progress that I shall not offer apologies for any change in my views that seems apparent in what I have to say.

"I am more than ever inclined to apply these two tests to the whole subject of collection: Does it pay and is it consistent with good business?"

Mr. Thomson then told the results of a letter of inquiry directed by the bureau of advertising to its members, and the gist of the replies received from 122 newspaper publishers on the subject. More than half of those who answered mid that service to the national ndvertiser pays in terms of dollars and cents. Two opposed the idea, twentyeight rendered service, but could not say whether it baid or not; twenty-seven said they were cooperating, but either prefer not to express or neglect to express an opinion as to the profitableness of the policy. Forty-four admitted that they did not maintain an actual service department, although they believe in the idea and support it in various ways. while fifty volunteered the information that their service did not include selling goods for the advertmers. Eleven objected to sending out printed matter for advertisers, and twenty-two complained about the propensity of agencies and advertisers to make foolish requests calculated to embarrass and irritate the dealer or that advertisers and agents are frequently guilty of bad faith in connection with promised advertising plans. Eleven emphasized their unwillingness to give free publicity. Sixty-five feature the fact that they are gathering data for advertisers. Nine insist that they do not enoperate unless they have some definite assurance of the size of the campaign and the advertiser's determination to make

good his promises, but they felt that the policy is a paying one. Those who have carried on the work are enthusiastic about it.

Then followed quotations from a number of the most important betters received, in which every phase of the subject is discussed, the general tenor being to the effect that the service pays, and that accounts are now running in the newspapers that would not be available were the plan ignored.

Summing up, Mr. Thomson said in conclusion:

SERVICE PAYS THE PUBLISHER.

"I think the newspapers show clearly that service for national advertisers is a paying proposition, and I believe this statement is doubly significant, that the newspapers that do most of this work are most enthusiastic about it.

"In other words, I think it is fair to may that the more complete and the better organized the service is the better it pays.

"I think it is clearly shown that the gathering of data by newspapers about local conditions offers a common ground upon which the majority unite; and, after all, isn't that the backbone of any service department-to be able to offer to an advertiser facts showing why the campaign in your community ought to he profitable; to be able to tell him something about the kind of people who live in your city, the rents they pay. the incomes they have, the number of dealers that ought to be handling his product, the kind of men they are, how they feel about selling the kind of goods he makes; how the dealers feel about newsmaner advertised goods-a long list of vital matters which you are in a position to learn at first-hand far better than any outsider.

"It acts as a means of serving the advertiser, and as a means of attracting new advertisers to a prolitable mar-

CONSTRUCTION WORK.

"This sort of analysis of your community appears to me to be the foundation of the structure of every service department.

"Judging by the remarks of those who qualify their approval of the idea or complain about some phases of it, it is evident that the advertiser and the advertising agent sometimes ask too much, but I believe this is often due to an ignerance of conditions rather than a desire to impose upon the willing horse.

"Here again I think the well-organized, intelligently run service department can solve the problem, because the advertiser who uses his brains would far rather avail himself of a plan of service voluntarily worked out by the newspaper, with its accurate knowledge of local conditions, than one which ha works out from afar and imposes upon the publisher.

"So I think the newspaper with a fixed policy in this direction, based upon the mutual good of itself and its client, is in a far better position than the one which permits itself to be drugged this way and that way, by this request and that request, giving nothing that it can avoid, and giving the minimum unwill-

"The emphatic and voluntary vote against selling goods is significant, and I think one publisher sums it up in a very practical way. He says, simply, "The newspaper man is not equipped to handle the proposition profitably for any of the parties concerned."

"The manufacturer of molasses who thinks a newspaper solicitor can sell molasses may be right, but he is taking too long a chance to be consistent

with modern business and seiling ideas.
"While only a few mention the free publicity matter, I am sorry I did not

ask for a special vote on this. Giving free publicity to an advertiser is not cooperation: it is a crime; and I believe we should all do our utmost to make the words 'free publicity' obsolete.

"In closing, I want to touch upon one thing that we should keep in our minds every hour of the working day, when considering the subject of national advertising, and that is, welling the dealer on the idea that it pays him to push newspaper advertised goods.

"General newspaper advertising increases steadily as the manufacturer understands that a newspaper campaign can be used by his salesmen to get distabution and to win dealer support. Whatever we can do toward this end strikes me as being 100 per cent, well done.

"Finally, I reiterate my statement that I have come to regard service to advertisers in the light of two questions only: Does it pay, and is it consistent with good business?

"If you have given the idea a faithful, intelligent test, I believe I have the testimony of publishers behind me when I say your answer to both questions will be 'yes.'"

If dishonest men were shunned like victors women, there would be more bonor in this world.

LORD NORTHCLIFFE COMING TO AMERICA

Believed that Arrival of the British Publisher Will Have a Wholesome Effect on the News Print Paper Market of the United States—He Will Succeed Balfour.

Lord Northcliffe is coming to the United States, where he will head the British War Mission, as auccessor to Porcign Minister Balfour, who has been received with marks of honor in every city he visited in the United States.

Lord Northeliffe is well and favorably known among newspaper pullishers, many of whom he numbers among his personal friends. His coming, it is believed, will have a wholesome effect on the news print situation in connection with his recent offer to turn the output of his Newfoundland mills over for the relief of the smallet publishers of the country and publishers look forward to his visit with more than ordinary interest for that reason.

He makes it clear that his business in the United States will not be for the purpose of making specches or touring the country. He will open offices in downtown New York, where he can confer with American business men about interests that concern the business and commercial life of the two nations and of all of the Allies.

An Unprecedented Newspaper Record

Since January 1, The Star's Gain in Home Merchants Advertising is Greater than the COMBINED gains of ALL OTHER St. Louis daily newspapers—morning and evening.

During May The Star's Gain in Total Paid Advertising was EIGHT TIMES as large as that of its nearest competitor, the Post-Dispatch. The Globe-Democrat, the Republic and the Times show an advertising LOSS for the same period.

For TEN consecutive months The Star has printed More Home Merchants Advertising week days than the Globe-Democrat, the Republic or the Times.

Daily Average Net Paid Circulation for April

110,042

83% Local and Suburban

This is a greater net paid bona tide circulation in the St. Louis and suburban area designated by Audit Bureau of Circulations than that of

The Globe - Democrat,
The Republic or
The Times.

THE ST. LOUIS STAR

TTAR BUILDING

STAR SOLLARS

ET LOUIS WO

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

Chicago Peoples Gas Building. Philadelphia Mutual Life Building

New York City Fifth Ave. Building.

SERVICE THAT HELPS NATIONAL ADVERTISERS

W. J. Merrill, Western Advertising Representative of the Chicago Tribune Tells How to Successfully Conduct a Department, Aid Advertisers and Benefit Newsmaners.

W. J. Merrill, Western Advertising representative of the Chicago Tribune, delivered an address before the Newspaper Departmental of the A. A. C. W. on "Maintaining and Operating a Service Department," in which he told publishers what a newspaper can do, and the character of the aid they can give to advertisers seeking to find a new market or extending an old one. Mr. Merrill spoke in part as follows:

The right kind of service-a constructive service-is a matter of good business for any newspaper publisher. There are at least two main reasons why this is so.

"First, as a matter of self-protection to the publisher himself, and, second, for the purpose of increasing business.

"If you will analyze these two rennone you will find that service should be rendered, for the good of the publisher, and for him alone-not because the advertiser demands it. And furthermore, if service is rendered with this idea in mind, the publisher will find that the unreasonable demands now made upon him, which in most cases simply means cutting rates, will he eliminated entirely.

WHERE THE ADVENTIBER IS AT PAULT.

"There is a disposition displayed on the part of advertisers and advertising agents that has become so apparent that it can almost be expressed in the form of an axiom. It is that newspapers are judged by their failures and not by their successes. In case of fallure, nine times out of ten, the advertimer places the blame for the failure of his advertising campaign upon that publication carrying his business. He overlooks the fact that in the majority of cases, the actual blame for the failtire of the campaign is solely the fault of his own organization. One of the most common causes for failure is the lack of proper distribution of the prodnot being advertised, or it may that the article offered for sale is not delivered to the consumer in such shape that it Again it may will give satisfaction. he that the article advertised does not offer a fair margin of profit to the jobbing and retail trade; or it may be that the manufacturer has not made adequate arrangements to get his product into the the hands of the retail trade by the time that the demand in created through advertising.

"These are but a few of the many items that go to make the success or failure of an advertising campaign. And vet, regardless of whether the blame may be placed upon the failure of the manufacturer to sufficiently provide for any one of these causes, he still is of the opinion that the publication used to carry his advertising has not produced

FIND THE REASON OF THE FAILURE.

"I realize that the average publisher will find it hard to understand just why he should pay any attention to problems such as these, which, by all that is right, should be the concern of the manuforturers and his advertising agency. Yet these conditions do exist, and I venture to say that, if you were to investis de, to determine the reason for the failure of a campaign that any one of you might carry in your publication, you would find it to be tracsable directly to some cause other than the failure of the advertising itself to produce results.

"Therefore, if it is true that newspapers are judged by their failures and not by their successes, and that it is the attitude of advertisers that the newspaper is to blame for failure to produce regardless of the circumstances, then it strikes me that one of the first and most important reasons for service to advertisers is a matter of mif-protection for the newspaper publishers. If we believe that our paper will produce results if properly used-in other words. given an opportunity to produce-then obviously it is up to us to see that it is used right.

"And here is the second reason for service to advertisers. One of the biggest fields from which to secure advertising lineage increases is from foreign or national advertising. We all of us know that the one hest way for a manufacturer to gain a 100 per cent, consumer attention and 100 per cent. distribution for his product in a given city. is by the use of newspaper advertising space. Unfortunately, however, not all manufacturers believe as we do. Therefore, in order to develop increased business in the foreign field, it is necessary to convince manufacturers and their advertising agents.

REPRESENTATIVES SHOULD BE POSTED

The publisher's representative, when he goes out to sell space, must be in a position to talk intelligently to manufacturers about the market and conditions in the market to the end that he will be able to give an absolute and conclusive reason why his particular news. paper can produce results for that manufacturer. He should be able to talk intelligently about the number of people of the class there are in his market that can afford to buy the product. He should be able to talk intelligently about retail and jobbing conditions. He should be able to give a fairly good summary of what the competition will be. He should be well equipped to demonstrate to manufacturers just how much circulation he has in the market and how thoroughly it covers the class of people that can be expected to buy the product under consideration. In other words, he should know his business.

"How is this representative going to know his husiness? Simply by having a service department available, whether it consists of one man or twenty-five men, that all analyze the market and equip him with all the necessary information that he may go out and intelligently present not only his market but his newspaper.

"Newspaper publishers have too long failed to grasp the situation. Other advertising media have noted the inclination on the part of manufacturers and their advertising agents to eliminate the hot air and blue sky that has heretofore been used in connection with the selling of advertising space.

"As I see it, it is simply up to newspaper publishers to determine whether or not they want to carry national ad-If they do, then I believe it is high time that they were adopting and putting into force good, wound, businesslike methods. I know of no other system or efficiency method that would produce greater results in return for the investment than a properly organized and handled service department.

"The more newspapers there are in this country rendering an intelligent and constructive service, the better off we will all be and the sooner newspapers will occupy beyond all question of a doubt, first place in the minds of advertisers

"I have given you what I call the two major reasons why the newspaper publisher should render service to advertimers. Both of the reasons advanced are in reality exactly the same thing, and that is because it is a good busi-DARK.

"The principles governing the operation of a service department are the same, regardless of the size of the city or its location.

IMPORMATION THAT SHOULD BE AVAILABLE.

Mr. Merrill summed up the information that a newspaper conducting a service department, should be able to give to the advertiser. These he grouped under heads, such as the analysis of population, giving the purchasing power, nationalities, and the location of class; dealer information, showing the number in each line of business and their location. This is to be followed by an analysis of market conditions, which shows the attitude of trade toward advertised products, trade investigations, and the like. Under the head of circulation analysis he would show the class of readers, where the papers go, and a comparison with population. In giving advice on a setting plan he considers the proposition to the trade, the character of the campaign, and the size of the space and the application of the experience of the service department. In assisting the manufacturer In opening up a market, to facilitate the assignment of salesmen, he divides the market into units to guide the salesmen into proper directions, and provides a system for checking them up. In addition, he supplies information on selling dealers on advertised products, establishing a recognition of the publisher as a sales producer, and creating a clearing house of information relative to retail problems. Continuing, be said:

COMISION MERTING GROUND.

"This plan takes into consideration

the fact that there is a common ground on which newspaper publisher and manufacturer can meet. Here is a manufacturer who is in business to make and sell a product. To sell a product a market must be found. The market found, there are certain conditions pecultar to that market which must be

Then there is the newspaper publisher who has snace to sell. His publication covers a desirable market; he knows what conditions are in his market and has a method of assisting the manufacturer to get in.

"On the one hand, you have a manufacturer who is anxious to fad new outlets for his product. On the other, a publisher who has a market to offer and a practical method of capturing it.

"Surely here is a common ground on which the two interested parties can meet, and it shouldn't be a difficult thing for them to get together for mutual satisfaction with a service department available, operated on a plan similar to the one given above."

More Recruits Wanted

A recruiting campaign of the Newspaper Men's Training Corps of New York city is under way to replace the members who resigned to go to Platts. burgh or other officers' training campa. Altogother forty-five members of the morning and evening sections are at cuntonments.

Helping the Bond Sele

The Providence (R. I.) Journal Company la assisting its employees to buy Liberty bonds, through such arrangements as each purchaser desires to make. Already the offer has been accepted by many of the men and women who are apxious to help do their bit.

Get this book if you are interested in the Automobile and Accessory Industry

"Story of the Automobile"

By H. L. BARBER, Economist and Financial Writer Author "Making Money Make Money," etc.

Buyers and Sellers We will all agree that there have been tens of Advertising

of thousands of dollars wasted in the adver-

tising of motor cars and accessories—and we are united in the opinion that this must STOP. "Story of the Automobile" is the biggest forward step in this direction ever taken. It contains a chapter entitled, "Amazing Figures of the Automobile Industry," by EDWARD G, WESTLAKE, one of America's foremost Automobile Editors. Another entitled, "Automobile, Accessories and Tire Manufacturers' Securities from the Investment Standpoint," by the BUSINESS BOURSE of New York; the most authentic data, we believe, that has ever been compiled—each and every chapter in this book worth the price of the entire volume.

Get This **Book Now** 250 pages, illustrated with Charts and Comparative Tables; lists all makes of cars with prices; bound in Cloth, stamped in Gold. 8vo.; \$1.50 at all leading

booksellers. Trade supplied by A. C. McClurg & Co., Chicago; Baker & Taylor Co., New York, and other leading book wholesalers. Ask your bookseller, or mailed direct for \$1.50-you need this books as a constant reference.

> A. J. MUNSON & CO., Publishers Dept. A-4, 20 W. Jackson Blvd., CHICAGO, ILL.

CHICAGO PUBLISHERS PLEASED WITH RESULTS

Two-Cent Selling Price for Newspapers Brings Comparatively Small Circulation Losses, Which Are Being Gradually Recovered Showing Better than that Made by Philadelphia.

Chicago, June 5. On May 14 every daily newspaper of general circulation in Chicago advanced in price to two cents. Circulations in general, it is estimated, fell off some 20 per cent. immediately; but toward the end of the month began to pick up some of the lost cround.

Hopewell L. Rogers, business manager of the Chicago Daily News quotes flaures to show that the loss thus far is about 13 per cent, based on the circulation of the same period a year ago and between 18 and 20 per cent, based

This showing he believes, is at least as favorable as that made by any other Chicago paper. It is better than not only because the percentage is actually less but also because the season is further advanced.

made was the worst, so far as the Daily News was concerned. On the eighteenth, the circulation dropped to 270,-

000 but it almost immediately recovered that part of circulation they would inand has since gradually climbed to around \$80,000.

DAILY NEWS' MAY RECORD.

The sworn circulation of the Daily News for May follows:

Days	Corles	Dage	Cuplus
1	479,949	17	374,690
2	477,817	19	. 370,000
3	476,017	19	. 341,076
4	473,121	20	. Sunday
5	447,743	21	ENE, 976 .
6	Sunder	20	379,529
7	479 140	23	390,964
4	475 951	24	377 530
9	470 500	25	
10	472,743	1997	. 345,484
11	472,019	27	. Sunday
12	442,645	25	379,016
13 ,	Sunday	29	. 380,462
14	357 470	30 (Hollday	201,117
25	396, 196	31	. 379,344
14	374,947		

"The results have about equalled our on the figures of the first half of May, expectations," said Mr. Rogers. 0.8810 consider them satisfactory. So far as I know, we have received a complaint from one of our readers, whole many that made in Philadelphia, he says, of them wrote that they felt the increase was mained.

"So far as the advertisers are concouncil there has been no trouble for The fourth day after the change was it was partly in their instance that we made the change. They realized that we either had to increase their rates or the price of the paper. They felt

cynably lose was duplicate circulation any way."

CHICAGO TRIBUNE'S EXPERIENCE.

William H. Field, business manager of the Tribune, in response to an inquiry concerning the result of the increase in selling price, makes the following statement:

"On May 14, 1917, the Chicago Daily Tribune returned to its former retail price of two cents per copy within the city of Chicago and its suburbs, the old price of two cents in the country never having been changed.

"The circulation of the Tribune prior to October, 1910, when the former price of two cents was reduced to one cent, was approximately 175,000.

"The latest Government statement, for the sax months ending March 31. 1917, showed that the Chicago Tribune's average daily circulation had been 395,-412 for that period.

"For the period from May 14 (the date on which the former price of two cents was resumed) to and including May 31, 1917, the average paid circulation of the Chicago Daily Tribune has been 365,886, a decrease of but 714 per cent under the average of the latest Government statement. Tho Tribune's paid circulation for the last day of May was 366,622.

"While it is gratifying to note that the price increase has brought the reduction as shown of only 716 per cent. under the latest Government statement. a comparison of the current figures with those of a year ago and two years ago is still more gratifying. The Chicago Daily Tribune's circulation to-day is but 32 per cent, less than a year ago, and actually greater by nearly 10,000 than it was two years ago

"It is also interesting to note that the Chicago Daily Tribune's circulation to-day is more than double what it was when the Tribune left the twocent for the one-cent field.

Functions of the Official Bulletin

To clear up many misunderstandings which have arisen with regard to the Official Bulletin, which is being issued by the Committee on Public Information, under order of President Wilson, it has been announced in Washington that the publication is not a newspaper in the accepted sense of the word. Its single purpose is to assure the full and legal printing of the official announcements of Government heads in connection with governmental business. Exclusive publication is not its thought or ambition. It will not interfere with the legitimate functions of the press. nor will official news be withheld in order to give the Bulletin any special news significance.

The Demonstrated Strength of The New York EVENING JOURNAL in Selling Musical Instruments

By W. R. Hotchkin

Ten Years Advertising Marager for John Wansmaker, New York

"Great heavens, man -they're setting me crasy!"

This was the frenzied exclamation of the excited Piano Manager at Wanamaker's who brought to my office the first compelling evidence of the power of the Evening Journal to bring in customers forpianos.

He thought I had made a mistake and announced the event for one day too soon. The Evening Journal's response came as quickly as the papers were on the street, and the Manager, who was busy over preparations for the next day, was pestered to death by salesmen, who were eager to be permitted to show the special pianos to Evening Journal customers who were clamoring for them the afternoon before. It was nerveracking business to turn eager customers away!

Scores of times afterward, I saw the same splendid results form Musical Instrument advertising in the Evening Journal; and I decided in my own mind that a paper edited in the Journal's HU-MAXLYINTERESTING 11.11. must naturally be favored by progressive and home-loving people who are the largest buyers of Musical Instruments.

The wise fisherman drops his line into the water where the fish that he wants are MOST LIKELY TO BE,

The Acolian Company long ago proved the Evening Journal to be richly profitable for exploiting their fine instruments, and now the SONORA PHONOGRAPH Corporation tells about its "exceptionally satisfactory" advertising experience with The Evening lournal.

The Sonora letter is reproduced opposite.



nel Offices as 57 Reade Street

New York May 19, 1917.

Hew York Evening Journal, Hew York City, H. Y.

You will be interested to know that the returns that we have observed through our advertising in the Evening Journal have been exceptionally satisfactory.

While we fully appreciate the quantity of the Evening Journal circulation, our experience has demonstrated its exceptional value in bringing to us refined people who appreciate a high quality product like the Sonora Phonographs sold at from \$45. to \$1000. Our terms, as you know are stiffer than any other phonograph concern and we sell note phonographs for cash than we do on the installment plan. In the returns received from our advertising in the Evening Journal, the percentage of cash sales were greater than the installment sales.

It was due especially to this foot and the high quality of buyers that induced us to use large space with the Evening Journal during the past year.

Our experience with the Journal has been so pleasing that you can be assured of our continued advertising and on a still larger scale, we hope in the future.

Yours very truly,

CONORA PROSEGRAPH CORPORATION

FC:LS

Rank & Bouke

THE EDITOR & PUBLISHER FOR JUNE 9, 1917

PREMIER MOTOR CAR AD CAMPAIGN PLANS

National Business Being Placed with Newspapers in Different Sections of the Country-Tips for the Advertising Manager New Business Going Out.

THE WM. H. RANKIN Co., 104 South Michigan Avonue, Chicago, Ill., will handle the national business of the Premier Motor Corporation, "Premier Motor Cara," "Mals Motor Trucks," Indianapolis, Ind. The Carney & Kerr Agency, New York city, has placed some business in New York city, and the McJunkin Agency, Chicago, Ill., has handled some for Chicago newspapers.

THE MORSE INTERNATIONAL AGENCY. New York city, handles the account of the Connecticut Braweries Co., Bridgeport, Conn.; the promotion account of the Portland, Me., Chamber of Commerce; the novelties account of F. M. Briggs, 456 Fourth Avenue, Newark, N. J.; the insecticide account of the Common Sense Manufacturing Co., 1392 Niagara Street, Buffalo, N. Y.; the electric merchandise account of Leonard Ward Electric Co., Mt. Vernon, N. Y.; the motor-car specialties account of the Allen Pressure System Co., 16 West 61st Street; the paper account of A. J. Archibald Co., 38 Park Row; the film account of the Atlas Film Trading Corporation, 1600 Broadway; the account of the Eureka Packing Co., 80 Murray Street. New York city; the tea and coffee account of the Lotos Tea Concern, 75 Front Street; the financial account of the Merchants' National Bank; the proprietary medicine account of Martin H. Smith Co., 150 Lafayette Street; the account of E. R. Squibbs & Sons, 80 Bookman Street; the iron work for buildings account of the Standard Iron Works. 508 East 47th Street; the medical account of the Toko-Zol Pharmaceutical Co., Inc., 68 William Street, New York city; the fertilizer account of the Solvay Process Co., Syracuse, N. Y.

H. H. LEVEY, Marbridge Building, New York city, will handle the advertising to be placed in New York city newspapers for the Hotel Robert Fulton, 71st Street, west of Broadway, New York city.

THE NICHOLS-FINN ADVERTISING CO., 222 South State Street, Chicago, Ill., is again placing orders with newspapers in selected sections for Burke & James, Inc., "Rexo" Camera Film, 240 East Ontario Street, Chicago, Ill., and also placing two-time orders with some Western weeklies for William Galloway & Co., farm machinery, Waterloo, Ia.

THE E. P. REMINGTON AGENCY, 1280 Main Street, Buffalo, N. Y., is renewing some newspaper contracts for the Foster Milburn Co., "Donn's Kidney Pills," 1280 Main Street, Buffalo, N. Y.

Frank Sraman, 461 Eighth Avenue, New York city, is again sending out orders to newspapers generally for the Liggett & Myers Tobacco Co., "Chesterfield Cigarettes," St. Louis, Mo.

THE RESERV & HUTCHINSON Co., trading stamps, 2 West 45th Street, is placing orders with a few newspapers in selected sections.

FENTON & GARDNER, 286 Fifth Avenue, New York city, are sending out orders to some New York city newspapers for the Monroe Calculating Machine Co., 233 Broadway New York city.

THE OPTIMAR PRETZ ADVERTISING BUREAU, 140 Nassau Street, New York city, is renewing some newspaper contracts

for the De Miracie Chemicle Co., 1907 Park Ave New York city.

THE JOS. ELLEMM Co., 35 W. 39th St. New York city is placing orders with newspapers in cities where they have stores for the Peter Rabbit Hat Co., "Peter Rabbit" Hats, 220 Fifth Ave., New York city.

WOODWARDS, INC., 900 So. Michigan Ave., Chicago, Ill., is placing some contracts with Western newspapers for the Chicago Pneumatic Tool Co., 1010 Fisher Bldg., Chicago, Ill.

Hays Philo Specialties Co., "Hays Hair Health," Newark, N. J., is again renewing some of its newspaper contracts.

Vanderhoof, Condict & Combrie, 140
South Dearborn Street, Chicago, III.,
are placing orders with some Western
newspapers for C. A. Shaler (30., "Shaler" Five Minute Vulcanizer, Waupun,
Wia.

HENRI, HURET & McDonalo, People's Gas Building, Chicago, III., are making contracts with some Western newspapers for the Lillian Fold Bros., "La Zora" Cizars.

THE TAYLOR-CRITCHPIELD-CLADUE Co., Brooks Building, Chicago, Ill., will handle the account of the Firestone Tire & Rubber Co., Akron, O., who are preparing a new campaign which will shortly be launched.

THEO. F. MacManus, Kresge Building, Detroit, Mich., is again placing orders with some Western newspapers for the Dodge Bros., "Dodge" Automobile, Detroit, Mich.

THE MASSERGALE ADVERTISING AGENCY, Candler Building, Atlanta, Ga., is sending out two-inch thirty-time orders to some Southern newspapers for the Wigwam Hotel, Indian Springs, Ga.

THE GEO. BATTEN CO., Fourth Avenue Building. New York city, is handling the advertising of the International Products Co., "Ice Mint" corn remedy, Elmira. M. Y.

RUTHRAUFF & RYAN, 450 Fourth Avenue, New York city, handle the advertising of the Washington School of Art. Washington, D. C.; the Correspondence College of Agriculture, Fort Wayne, Ind.; the Bankers' Loan & Securities Company, New Orleans, La.; the Auction Company, of Attleboro, Mass.; the Eager Sales Company, 443 Fourth Avenue, New York city; the perfume account of Glebeas Importation Company, 714 Warren Street, New York city; the mail-order book account of Herz Bros. Waco, Tex.; the business courses of the Business Training Corporation, 185 Madison Avenue, New York; the men's clothing account of I. Hans & Co., 105 Nassau Street, New York city; the publishing account of Toulmin & Toulmin, "Duro" Dayton, O.: the mail-order shirts and neckties of Goodell & Co., 152 East 34th Street, New York; the instruction account of the New York Institute of Photography, 141 West 36th Street, New York; the Kolon Motor, of Martin's Method, Inc., 443 Fourth Avenue, New York city; the typewriter correspondence school account of the Universal Business Institute, 17 Madison Avenue, New York city; the Wicks Electrical Institute, 81 West Randolph Street, Chicago, Ill.; the incubator account of Radio Pound Incubator Company, Wayne, Neb.

THE ATLAS ADVERTISING AGENCY, 450 FOURTH AVENUE, New York city, is placing 100-line, two-time, t. f., orders with a selected list of newspapers, for A. Mendleson's Sons, "Acme Line," 120 Broadway, New York city.

VERDENRUROH, KENNEDY, INC., 185
Madison Avenue, New York, will handle a large advertising campaign for the
Hunyadi Split Corporation. North
American Building, Philadelphia, Pa.,
which recently secured the rights to
the name Hunyadi. The newspaper
campaign will be general, mediums being used in all sections of the country. Contracts will be made for a period of one year and fair sized copy will
be used. The campaign will start in
the next thirty or sixty days.

STROUD & BROWN, INC., 202 Fifth Avenue, New York, will handle the business of the United States Tobacco Company.

THE J. WALTER THOMPSON Co., 242
Madison Avenue, will handle the advertising campaign for the Platt & Washburn Refining Company, for "Tydol Gasolene," to appear in the newspapers.

THE CLARKSON A. COLLINE ADVERTISING AURKEY, 120 Broadway, New York, is starting a new campaign for the Texas Oil Company, 17 Battery Place, New York.

N. W. AYER & Son, 300 Chestnut Street, Philadelphia, Pa., are handling the account of the Onondaga Pottery Co., "Syracuse China," Syracuse, N. Y.

Barnows & Richardson, Drexel Bidg. Philadelphia, Pa., will shortly place orders for the Empire Tire & Rubber Co., "Empire Tires," Trenton, N. J.

THE PEDERAL ADVERTISING AGENCY, 6
East 39th Street, New York city, is
making contracts with newspapers generally for the Utica Knitting Co.
"Springtex" underwear, Utica, N. Y.

J. H. Cross, 214 South 12th Street, Philadelphia, Pa., is again making some renewals with newspapers for the genuine Haarlem Oil Mfg. Co., 116 Beckman Street, New York city.

THE Coolings Adventuring Service, Des Moines, Ia., handles the auto instruction account of the Allen Auto School, Des Moines, Ia.; the tents and awnings account of the Des Moines, Ia.; the furs account of W. P. Rambaugh, Des Moines, Ia.; the ventilating windows hog-houses account of the Whitnell Manufacturing Company, Kingsley, Ia.; the Ford belt attachment of the E. F. Elimberg Company, Parkersburg, Ia.

THE W. L. HOUGHTON ADVERTISING AGENCY, 330 Fourth Avenue, New York city, handles the auto supplies account of the Alcemo Manufacturing Company, 12 Bridge Street, Newark, N. J.

THE HANKER ADVENTISING AGENCY, Newark, N. J., handles the physical-culture account of Lionel Strongfort, Newark, N. J.

THE H. SUMNER STRINGER AIMERTIS-ING AGENCY, 9 East 40th Street, New York city, handles the women's-wear account of Avedon & Co., Inc., 448 Fifth Avenue, New York city; the publication account of the Hooklovers' Sales Company, 110 West 40th Street, New York city; the shirt account of Frank Bros., 714 Fourth Avenue, New York city; the Toneo snap fasteners, of the Toneo Company, Inc., 20 West 22d Street, New York city.

THE PERSONAL ADVENTISING AGENCY, 231 West 39th Street, New York city, handles the tobacco account of Barkmahn Co. 1169 Broadway, New York city; the paint account of the Durex Chemical Co., 320 Fifth Avenue, New York city; the tailoring account of Moe Levy & Son, 119 Walker Street, New York city; tise Electric Waterproofing account of the Tate Electric Waterproofing Corporation, 120 Broadway, New York city.

THE MUM-ROMEN Co., of Columbus, O., handles the agricultural implement account of the Roderick Lean Manufacturing Co., of Manufield, O.

ALLEN BOND is the advertising manager and places the advertising for the Ohio Brass Co., Manafield, O.

THE WESTERN AGENCY, Racine, Wis., handles the broom account of the Eagle Broom Co., Racine, Wis.; the X-Ray machine account of the Western Coil & Electrical Co., Racine, Wis.

THE FERRY-HANLY ADVERTISING CO., Withers Building, Kansas City, Mc., is placing orders for "Puritan," a new cereal beverage, manufactured by the K. C. Broweries. The business is going to newspapers in Kansas. Gi-no-la copy is being sent by this agency to a number of Missouri and Kansas newspapers. This agency is also placing orders for the Southern Pine Association, the Nonspi Co., Long-Bell Lumber Co., Hotel Dixon, and the Anderson Electric Car.

THE W. B. FINNET ADVERTISING CO., Orear-Lesile Bidg., Kanaas City, Mo., is making 5,000-line, one-year contracts with newspapers in selected sections for the Invader Oil Co.

Kentucky Editors to Meet

The First District Press Association of Kentucky will hold its next quarterly meeting in Mayfield, Ky., on June 22. The newspaper men of the district will be entertained by the Mayfield newspaper men and the commercial club.

New Orleans States

Sworn Not Paid Circulation for 6 Honths Ending April 1, 1917

36,670 Daily

We guarantee the largest white home delivered exeming circulation to the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the Status is the logical and consume medium. Circulation data seen on request,

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
New York Chienge St. Louis

Advertising Agents

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

HOWLAND, H. S., ADV. AGENCY, INC., 20 Broad St., New York. Tel. Rector 2573

LEVEY, H. H., Marbridge Bldg., New York. Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

GLASS, JOHN, 1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-URB LIST, 22 North William St., New York. Tel. Beekman 3636

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AD FIELD PERSONALS

C. W. Godwin and wife, of Winston-Salem, N. C. are visiting in San Fron-Godwin heads a party of eight specialty men representing the P. H. Hanes Knitting Company, who are makling a tour of the Pacific Coast, with a view to placing advertising for the house, and increasing the femand for their lines.

Carl, Camenon has been placed 'n charge of the Battery Service Station advertising for the Prest-O-Lite Company, Inc., of Indianapolis, as an assistant to Bruce Daniels, advertising manager. Other assistants appointed are J. H. Barnett, directing printing and direct mail matter, and E. E. Christena, preparation of trade paper and newspaper publicity.

CHARLES R. COLLINS, who has been for some time the advertising manager of the Racine Rubber Company, is to fill the same position with the Ajax Rubber Company, in New York city.

HOWARD W. DICKINSON and MILLS S. WHEEKEY were elected directors of George Batten Company, Inc., Advertising agenta on May 29.

Through a typographical error in last work's paper Einur O. Petersen was sent to the Boston Globe. Pete protests, saying it is the New York Globe that he is with now.

RALPH KATE, formerly advertising manager of the Northwestern Corpora tion of Akron, O., and later classified advertising manager of one of the Akron newspapers, is now head of the advertising and publicity department of the Kissel Motor Car Company of Hartford. Wis. For a number of years, Mr. Kaye was with the Otto J. Koch Advertising Company of Milwaukee, Wis.

C. STANLEY GARRISON, Who has been connected with the headquarters staff of the Associated Advertising Clubs of the World as associate editor of Assoclated Advertising, the official publication of that Association, published in Indianapolis, has resigned to enter the advertising service business in Indianapolis.

JERSE JUREPH, of the Joseph Advertising Company, has been elected president of the Advertisers' Club of Cincinnati.

Geomes W. Hopkins has resigned as vice-president and sales manager of the American Chicle Company, and about June 15 will take charge of the sales and advertising of the Columbia Grapho-phone Company. Mr. Hopkins was formerly vice-president of the Loose-Wiles Biscutt Company, and previous to that was with Chuse & Sanborne, of Boston.

Filwood T. NATIOR, formerly publicity manager of Akland Park, Baltimore, has been placed in charge of copy and deaign on new accounts of the Lees Company, Cleveland, O.

George Eritaines, president of the Ethridge Company, New York, has been elected a director of the Central Mercantile Bank, of the same city.

JOHN W. JUDSON, formerly with the Western office of the Butterick Publishing Company, has acquired an interest in the Universal Advertising Service, Inc., Chicago.

CHARLESS S. BUYLER, who for a number of years was advertising manager of the Hess-Bright Manufacturing Company Pluladelphia, has resigned to become sales manager for the Carlson-Wenstrom Company, of the same city.

W E Meanwest, advertising manager of the Morse Chain Company, Ithaca. N. Y., has been appointed to a semi-

lar position with the Charles S. Schieren Company, New York.

Howand W. Dienersion and Milles R. WHIPNEY have been elected directors of the George Batten Company, Inc., Name Varile

R. M. PETTIT, of the Philadelphia office of the Curtis Publishing Co., has been appointed advertising manager of the J. I. Case Plow Works, Racine,

JOHN SEYMOUR WINSLOW, formerly with Lord & Thomas, in Chicago and Los Angeles, is now on the copy staff of the W. H. H. Hull & Co., New York.

W. L. Acrew has resigned as director of advertising for the Chalmers Mo tor Company, of Detroit. The duties of the position will be taken over by Roy S. Davey, advertising manager.

T. L. Young has resigned from the advertising department of the Allen Motor Cumpany, of Fostoria, O., to go with the service department of the Willys-Overland Co., at Toledo, O.

ALBERT BOGART, formerly with the Beaver Board Co., Buffalo, N. Y., has been appointed advertising manager o the Grand Union Ten Co., of Brucklyn N. T.

CHARLES C. GREEN, formerly merchandising and advertising manager of Wm R. Warner & Co., Philadelphia, has been appointed advertising director for Richard Hudnut, perfumers, New York city

E. E. Taylor has been appointed ad vertising manager of the Acme Har vesting Machine Co., of Peoria, Ill.

G. E. LAND has been appointed advertising manager of the Blaw Stee Construction Co., of Pittsburgh.

EDWARD W JORDAN, formerly of the Cramer-Krasselt Co., Milwaukee, ha resigned to become vice-president o the Higelow-Waggener Co., Indianapo lis. He will be in charge of the plan and copy departments.

P & Young formerly associated wit the Stalker Advertising Agency, Toledo U, and later with the Amco Motor Company, Norwalk, Conn., has become advertising manager of the Stunley Mo tor Carriage Company, Newton, Mass.

Ropert Tostes has been appointe Eastern representative of the Fa River (Mass.) Herald, covering all ter ritory west of New England and east of Pittsburgh, Pa.

Tim Timmer, J. A. Kisse, and H. I North, of the Cleveland Advertising Club, have been named to head a com mittee of thirty which will conduct publicity campaign in the interests of the Red Cross.

CHARLES FEBRUSON, author and special representative of the Secretary Commerce, will speak before the Cleve land Advertising Club, June 13,

Lamb You've is on the lecture cours of the educational committee of the Cleveland Advertising Club. He wil speak on "Copy and Layout in News paper and Magazine Advertising." course begins June 20, and contain ten numbers.

A. P. Leased Wire Service

The Clarksburg (W. Va.) dail Telegram which during the past fly years has been receiving a "pony" As sociated Press report, is now gettin the full leased wire service. The neservice began Monday.

Arkansas Wants Convention

Arkansas will send 100 delegates to the annual meeting to the National Editorial Association to be held in Minneapolis next month, in an effort to land the 1918 conference for Little Rock.

The Following Newspapers are Members of

THE AUDIT BUREAU OF **CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA	. MONTANA
NEWS Birmingham Average circulation for December, Daily 41,675; Bunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINEE
CALIFORNIA	NEW JERSEY
EXAMINER	JOURNAL Elisabeth PRESS CHRONICLE Paterson
Member of A. B. C.	COURTER-NEWS
GEORGIA	NEW YORK
BARNER	COURIER & ENQUIRERBuffalo
TOURNAL (Cir. 57,581)	IL PROGRESSO ITALO-AMERICANO - New York.
ILLINOIS	The National Jewish Dally that no general advertiser abould evarious.
HERALD-NEWS (Circulation 15,190)Jollet	ОНЮ
THE REGISTRE AND TRIBUNE Des Molaco	VINDICATOR Youngstown
Girculation, 85:000 Datiy, 70,000 Sunday. SUCCESSPUL FARMING Das Moines	
More than M00,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSILVANIA
More than 1010,000 circulation guaranteed and proven or no pay. Member Audit Burens of	TIMES
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MASONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 82 to 64 pages.) Guaranteed largest circulation of any Manule publication in	TIMES
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MASONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 82 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In access of 80,000 copies monthly.	TIMES
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MASONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 32 to 64 pages.) Guavanieed largest circulation of any Manuale publication in the world. In access of 90,000 copies monthly. LOUISIANA	TIMES
More than MORO, ONE circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MAHONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 52 to 64 pages.) Guaventeed largest circulation of any Manuale publication in the world. In excess of 90,000 copies monthly. LOUISIANA TIMES-PICAYONE	TIMES
More than MOD,000 circulation guaranteed and proven or me pay. Member Audit Bureau of Circulations. KENTUCKY MAHONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 82 to 64 pages.) Guaventeed ingrest circulation of any Manonic publication to the world. In access of 80,000 copies monthly. LOUISIANA TIMES-PICATONE	TIMES
More than MODIOU circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MABONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 82 to 64 pages.) Guaranteed largest circulation of any Massule publication in the world. In access of 80,000 ceptes monthly. LOUISIANA TIMES-PICATONE	TIMES
More than MODICHOU eleculation guaranteed and proven or me pay. Member Audit Bureau of Circulations. KENTUCKY MABONIC HOMB JOURNAL—Louisvitle, Ky. (Sami-Monthly, 82 to 64 pages.) Guaranteed ingrest circulation of any Manuale publication in the world. In access of 80,000 copies monthly. LOUISIANA TIMES-PICATONE	TIMES Brie DAILT DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barry TENNESSEE BANNER Nashville TEXAS CHEONICLE Honatus The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday. UTAH HERALD-REPUBLICAN Sait Labo Circulation
More than MODIOU circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MABONIC HOMB JOURNAL—Louisville, Ky. (Sami-Monthly, 82 to 64 pages.) Guaranteed largest circulation of any Massule publication in the world. In access of 80,000 ceptes monthly. LOUISIANA TIMES-PICATONE	TIMES Brie DAILT DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barry TENNESSEE BANNER Nashville TEXAS CHEONICLE Honatus The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday. UTAH HERALD-REPUBLICAN Sait Labo Circulation
More than MODIOU circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. KENTUCKY MABONIC HOMB JOURNAL—Louisville, Ky. (Bami-Monthly, 82 to 64 pages.) Guavanieed largest circulation of any Mascale publication in the world. In access of 80,000 ceptes monthly. LOUISIANA TIMES-PICATONE	TIMES
More than MOD, OHO circulation guaranteed and proven or me pay. Member Audit Bureau of Circulations. KENTUCKY MAHONIC HOMB JOURNAL—Louisville, Ky. (Bemi-Monthly, 52 to 64 pages.) Guaventeed ingrest circulation of any Manuale publication the world. In excess of 90,000 copies monthly. LOUISIANA TIMES-PICATONE	TIMES . Brie DAILT DEMOCRAT

The following publishers gustantee circulation and willingly grant any advertiser the privilege of a careful and exhaustice investigation.

ILLINOIS

NEBRASKA

PREIE PRESSE (Cir. 128,884)......Lincoln

NEW YORK

THE EDITOR & PUBLISHER FOR JUNE 9, 1917

PRINTING THE NEWS, NOT FREE PUBLICITY

Louis Wiley, Business Manager of the New York Times, Explains the Duty of the Publisher Toward His Readers, as He Warns Against the Production of the Press Agent.

Louis Wiley, business manager of the New York Times, discussing the evils of free publicity, before the newspaper departmental of the A. A. C. W., spoke in part as follows:

"Une of the wrongs which confront publishers to-day is that of free publicity—a most insidious foe. To rout every attempt at gratuitous advertising there is needed not only determination but a united front.

"Free publicity in newspapers is illegal. There is a United States statute which requires that reading matter for which money is paid shall be plainly marked 'Advertisement.' Practically every reading notice, every line of free publicity, is regarded both by the advertiser and by the newspaper as a supplement to the space for which the advertiser pays. Such reading matter is clearly recognized as illegal by the Federal inw passed August, 1912.

PREE PUBLICITY IS DESCRIPTIVE.

"Free publicity is not only illegal but a deception upon the readers of a newspaper. Every newspaper reader has a right to expect that the articles printed in the news columns shall be genume news. The publication of advertisements under the guise of news is also a violation of business morals. It impairs the integrity of the newspaper. Newspapers are chargeable with lax business morals when they cooperate in doing a thing which does not bear the stamp of the highest standards of newspaper ethics.

DISPENSES NEWS.

"What is the news? All sorts of things—political, social, religious, financial, and commercial; news of fashion as well as news of war; a new invention, a new disease, a new remedy for an old disease, a play, a book; news of those who seek employment as well as those who seek employment as well as news of the fall of a dynasty as well as a fall in the price of wheat. All these things and a great many others form the news of a day, and each has its place in the daily newspaper.

"A distinguished editor, defining news, said 'News is the report of whatever nots or events affect the general welfare, or are so characteristic of life as to represent, though extraordinary, 'he possible extraordinary, 'he possible extraordinary, 'he

"But all definitions of news are approximate.

The best rule for an editor is to treat news as news. If a thing has news value it should be printed, whether or not it belos the advertiser, but it should never be printed as news simply because it belies the advertiser. The tendency of the editor is to shink from the publication of news matter if he thinks an advertiser is interessed in it, but the mere fact that an advertiser has some connection with the news should not hinder its publication. The sole point for the editor to consider is: Is it of interest to the reader.

"In almost every sphere of activity there is a press agent whose dety it is to take newspaper managers unaware Advertising is disguised as news to trup the guileless editor. Invention, in the absence of fact, serves the purpose of the press agent. Anything to get free publicity, and he achieves his purpose,

If to-day the perceptions of managing editors, city editors, and business managers are shorpened, it is only because it has dawned on them that they were depriving the newspaper excuequer of what was its due.

"It has never occurred to a baker to give away his stock, or a batcher to give away an ounce of meat. Do doctors give advice and operations tree? Do lawyers pour out their elequence on an electrosynary basis? 'A newspaper, however, is expected by all of these gentlemen to place its columns at their disposal whenever they deem it Jecessary.

WHEN THE ADVERTISER THREATENS,

There are cases in which advertisers have threatened that unless certain paragraphs were inserted no add advertising would be given. Unfortunately weak-minded publishers have submitted to this sort of blackman!—for it is nothing else—to the detriment of others who will not tolerate it. No self-respecting newspaper man will allow an advertiser to dictate what he shall or shall not print.

There are several classes of free publicity regarded by some as legitimate but which are overdone. One class has to do with theatres and the whole theatrical profession. And think of the fulsome d-tails of chassis, tonneau, steering gear, and fittings, all printed as additional publicity to that paid for by the automobile manufacturers.

A RESPECT EXAMPLE.

"A most flagrant illustration of the evil of free publicity occurred in New York a few days aso. One newspaper printed three full-page advertisements of an automobile manufacturer and received the promise of a fourth page, but the order did not materialize. A promise of free publicity, made by another newspaper, was the obstacle which prevented the fourth insertion in the distinuentioned flowspaper.

"The advertisement appeared in the morning and evening editions of the other newspaper and the free reading matter occupied a space (specified and agreed to in advance, it is stated) of more than three columns, and included four illustrations. In this case, nearly a half-page of reading matter, having a value, at \$1 a line, of approximately \$1,000, was given to the advertiser as a bonus or a supplement to the space he read for.

"The misguided publisher who prostitutes his news columns to obtain advertising constantly finds himself in bot water. Expediency becomes his code of ethics. The moment one advertiser obtains free nuffery, the clamor of his competitors reaches the publisher's ear. But who shall see to it that each advertimer gets his share of free space? Who is to draw the line on the volume of free matter to be published? The castest way for the newspaper publisher to avoid these pitfalls is to be straightforward -to be fair with the rending public and with the advertiser at the same time, and print no free advertising.

QUALITY CIRCULATION BUILDER

National Editorial Service, Inc., 225 Fifth Ave., New York. "A newspaper should print nothing as news unless it is news. It should not publish as news that which is intended to help or please an advertiser, and it should not exclude news because it does not an advertiser. The sole basis of publication should be interest to the render."

APPRECIATE MR. HEARST'S WORK

California Editors Accord Him Great Credit for Victory in Censorship Fight.

SAN FRANCISCO, Julie 1-The California Press Association, about one hunstrong, have returned from a tour of the Yosemite Valley. Business sessions were held there during the road week. For the sixteenth time Friend William Richardson, who is now State Trensurer, was returned to the utilice of president. Otis B. Tout. editor ef El Centro Progress, was elected vice-president; Oran A. King of the Jackson Ledger was returned to the office of secretary, and Duncan Me-Pherson, veteran editor of the Santa Cruz Sentinel, was reflected treasur-

The following were elected members of the executive committee: G. B. Daniels, Oukland Enquiter; F. B. Mackinder, St. Helenn Star; D. Reese, Ventura Free Press; W. A. Shepard, Auburn Herald; Will F. Blake, Gilroy Advocate; C. O. Dunbar, Santa Rosa Press-Democrat: C. D. Radeliffe, Merced Sun; Geo, A. Barry, Monrovia News; M. F. Cochrane, San Rafael Journal.

The convention was opened by an address on "Proposel Taxation of Addressising Receipts," by G. B. Daniels, of the Qakland Enquirer.

Discussing the espionage bill, Otis B. Foir, of the El Centro Progress, referred to the fact that for the first time in history serious attempts were being made to gag the press and curtail the freedom vouchaafed by the framers of the Consiliution of the United States. The subject brought out considerable carnest discussion. The speaker referred to the work done by the Hearst papers in bringing public opinion to the present state of intelligence on the subject.

"It must be said to the credit of William Randelph Hearst," he said, "that he carried the fight for the publishers of the country before Congress

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate 203 Broadway, New York

UNITED PRESS

FOR Afternoon Papers

Atternoon rapers

General Offices, World Bidg., New York

and has compelled an awakening of the public conscience in a manner not equalled even by the declaration of war or by the passage of the selective draft bill. Mr. Hearst has been joined



F. W. Richamson Recheted President of California Press Association

by thousands of citizens and publishers, and, if the espionese bill becomes a a law without autocratic control of the news and editorial columns of our newspapers being put into the hands of military authorities, to him will be due a large portion of the thanks of the people."

When the Kaiser tried to mix war with the peace of the world he set fire to his own house.

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

200 Fifth Ave. New York People's Gas Building Chicago Mutual Life Building Phila.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

Editor and Publisher

742 Market Street SAN FRANCISCO Prizes to He Avanded at a Later

to study in forces. They will be

Deather Daller, Screen B. Gerna. Darly News Charles H. Miller of the

DAILIES CONSOLIDATE

Walter E. Herris Recomes Publisher of

gan. Later he was special correspon- AD CLUBS WILL HELP



Clearate a paties of Petershory ests resuscibility make the first lesse. In the cornelphoton past effected the Progress was brought by it group of nine communities from the some plant,

Bridgeport Pest Elects Officers

Strekholders of the Bridgepert following officers: President, A. McNett.

supergreealent, Date & Stevens; editor-

A Gain of 73%

The Betroit Free Press "Mininger's Greeter Successor." VERREE & Forsign | New York TO SAVE DEMOCRACY

set willturey for the right and on-

-upitul, science and art, politics and "They is the supreme passalse of de-

'We will win and we will win in the some spirit with which America has

5 Million in 5 Months In five months of 1917 The New lines more than in the corresponding period last year, and

volume than any other Average set paid circulation, daily and Sunday, exceeds MO,000 comes Conedien Press Clippings

The problem of cerestay the Curedian First in accrossed by stockining the accross The Dominion Press Clipping Agency which gives the dispings on all matters of bittered to you, principled it over \$5 per cent of the newsphysic and publications of CANADA.

We cover away foot of Canada and New-frontiers at our board affer. TATE CHITECH ST. TORONTO CAN Prime of service, regular posse altering tro-special rates and generate to Trade

have to move in untried paths, but our

Correction

Produced the Mortin acceptant son-

"Elithean our limits propert, our feet

For Better Business in Baltimore Concentrate in

THE BALTIMORE NEWS

Net Dully Circulation, 91,734 19,793 Handsomely printed folder, describing Baltimore in its

Special Representations

DAN A. CARROLL Tribune Building, NEW YORK

J. E. LUTZ

Pirst Not'l Back Edg CHICAGO

HE Indianapolis people on rural mutes than any other Indianapolis paper.

The Shaffer Group: CHICAGO EVENING POST MUNCIE STAR TERRE HAUTE STAR ROCKY MOUNTAIN NEWS

DENVER TIMES LOUISVILLE HERALD Hearty co-operation extended to obserious, Address

Promotion Dept. SHAFFER GROUP

12 S. Market Street Chicago

THE EDITOR & PUBLISHER FOR JUNE 9, 1917

WHITMAN RE-ELECTED DIRECTOR OF A. B. C.

Wm. Findley, Business Manager of the Ottawa (Can,) Evening Journal, Informs Bureau Members that Canadian Publishers Have Met War Problems.

Russel Witman, the able director of the Audit Bureau of Circulations, reflected for the ensuing year at the closing session of the A. B. C. convention held in Chicago last week A resolution commending Mr. Witman upon his efficient services was unanimously adopted by the convention.

In a resolution adopted unanimously by the convention, high tribute was paid to the board of directors of the bureau and to President Louis Bruch for the work of the year.

In a resolution addressed to the Senate finance committee the bureau protested the proposed application of increased postal rates

"Be it resolved, that these 942 publisher members of this organization," rend the resolution, "are ready and willing to be taxed upon an equal hasis with any and all other manufacturing lines of business, and to bear their full share of the burdens of this war, bus:

"It is further resolved, that we are unalterably opposed to any special tax through increased postage rates or through a special and unjust tax upon advertising."

Copies of the resolution were telegraphed immediately to the chairman and each member of the finance committee of the United States Senate.

The following officers were elected: President Louis Bruch; first vice-president, Curtis P. Brady; second vicepresident, A. W. Ericson; secretary, Lafayette Young, jr.; treasurer, William Fleid.

At the luncheon Friday an exceptionally able address was given by William Findlay, business manager of the twinw (Can.) Evening Journal, who carried to the publishers the news that the war had occasioned serious problems for Canadian publishers but not ut all unsurmountable ones. He said "Rusiness as Usual" was more than a elogan in Canade, it was a reality and that was particularly true of the publishing business.

Mr. Findlay told about the lesson that the Canadian Government learned In 1914 when an apple grop was marketed by means of judicious advertising and systematic marketing methods and how since then the manufacturers have profiled by that lesson and how they have become most consistent users of advertising. As z result, the manufacturers, the country at large, and the newspapers have profited.

"While in 1914 the advertising earning in Canada showed a considerable slump," said Mr. Endlay, "because 1910, 1911, 1912, and 1913 had been lac been years, in 1915 they commenced to swing back again, and to-day in 1917 I think it is fair to say that the curnmas of the stronger Canadian newspapers are as large us they have ever Deserta.

"We have had our problems in the newspaper business in Canada during the war just as you have had them here perhaps they have been more acute with us. We have had our paper troubles and our increased news cost and all that, and these have been met, by readjustments of advertising rates in part and also have been made in some limited number of instances by putting a little more burden upon HOLDS NEWS PRINT TO the subscribers."

Mr. Findlay then proceeded to quote figures showing that Canada despite the tremendous drain which the war has made upon her resources, is paving attention to business to-day. "And theirs the advice I would leave with you."

H. E. Cleland, president of the New York Business Publishers' Association and a member of the McGraw-Hill Publishing Company of New York, who followed Mr. Findlay, appealed for an elimination of waste in advertising

"We must cut out the extravagance in advertising," said Mr. Cleland, "Advertisers must place their business in papers of known curculation. Truth is the great uplift in business and truth in circulation brings home the cash."

Other speakers were F. R. Davis of the General Electric Company, James Townsend, and Dr. B. D. Butler, of the Prairie Farmer, Chicago.

The board of directors of the A. B. C. will hold their next meeting in New York, Friday, June 22. A noon lunch. eon will be arranged to which all New York members will be invited.

PARIS PAPERS FACE SUSPENSION

News Print Crisis Forces French Dailies to Reduce Size and Circulation.

The effect on circulation of diminishing the size of Paris newspapers is very marked, according to the Paris correspondent of the New York Sun, who writes that the circulation of the Petit Parisien in July, 1914, was 1,400,000; in April last it was 2,375,000. Matin's circulation for the same dates was 1,100,000 and 1,300,000. The Journal's was 1,200,000 and 900,000. The Petit Journal, 750,000 and 400,000. The Echo de Paris 130,000, and after a great rise during the first part of the war the circulation is now 600,000.

The paper crisis is as acute as the coal crisis. The Paris press normally consumed 10,000,000 to 12,000,000 tons of paper a month, depending on imports from Norway and Sweden for its supply. Since February 1 only five boats have left Norway with paper for France, and two of these were sunk.

The correspondent adds that by the end of the present month all papers will probably be reduced to two pages a day, and, unless the situation changes. papers will begin to stop publication within a few weeks, and by November all newspapers will probably have been suspended. France looks to the United States for an adequate supply of paper, he writes.

Circulation Record Established

Ivan Okuntsoff editor of the Russley Golos of New York, in a letter to the New York Sun points out that up to the Russian Revolution the official newspaper of the Russian Government. the Government Messenger, had a circulation of about 25,000 At the present time this paper is known under the name of the Messenger of the Provisional Covernment and its circulation reaches 2,250,000, a circulation never achieved by any other newspaper in the world,

Service means that both parties must

Colorado Springs

THE TELEGRAPH

An A. B. C. Paper J. P. McKINNEY & SON Detroit

New York

Chicago

COMMISSION PRICE

Canada's Paper Commissioner Takes a Firm Stand With Manufacturers - Will Start an Inquiry Into Costs, to Ascertain What the Price of News Print Should Be.

Tomoxro, June 5 .- At the third arasion of the special Canadian paper inquiry, convened on Wednesday of last week at Calgary, Alta., Commissioner Pringle stated that a new order-incouncil had been passed on May 25. empowering the Minister of Customs to fix, from time to time as necessary the prices at which news print paper should be sold in Canada. Under the authority thus conferred the Minister had extended the \$2.50 rate from June 1 to July 1.

Twenty-one daily newspaper publishers from all over Western Canada present at the inquiry and each one was cross-examined as to prices paid to paper manufacturers, the nature of contracts and views on the subject of waste. E. H. Macklin, Winnipeg Free Press, was the chief spokesman for the publishers of Manitoba and Saskatchewan, and J. H. Woods, Calgary Herald, for tl Alberta publishers

Mr. Macklin, speaking on behalf of those publishers who obtained their paper supply from the mills at Fort Frances, stated that some of them had been involved at prices higher than those fixed by order-in-council. Commissioner promptly undertook to wire the manufacturers and order them to invoice at the prescribed prices, refunding all excess charges.

Asked as to whether the prices named in the order-in-council applied in British Columbia, the Commissioner stated that the schedule was for the whole of Canada.

With delicacy but with firmness, Mr. Pringle introduced the subject of waste, letting it be known that the present the present wasteful consumption of news print could not be permitted to continue. He hoped that the publishers themselves would take steps to curtail consumption but, failing that, he would have to recommend drastic action on the part of the authorities.

Indication that the next forward step In the unravelling of the technicalities

"America's Largest and Best Newspaper Industrial Advertising Agency."

JOHN B. GALLAGHER CO.

11 South La Salle Street Chicago



DOMINATES

its beld in parehasing ability per family and yet at lower advertising sent per through

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Manager New York

of the situation would be the appointment of a capable auditor to go into the whole question of the cost of manufacture, was given at the inquiry by the Commissioner, who intimated that when the hearing was re-sumed at Otlawa on June 19, publishers and manufacturers would be invited to get together and name an auditor. If they could not find a man mutually satisfactory, he would name one himself. He hinted that, until the auditor had made his report, there would not likely be any change in prices

After the Calgary hearing, the Commissioner proceeded to the Coast where another session of the inquiry was held at Vancouver on June 5.

It is significant that the publishers, after deciding not to appear before the commission at the first bearings at Ottawa, have now changed their noticy and are participating in the inquiry. John M. Imrie, manager of the Canadian Press Association, was present in his official capacity at the Caignry hearing, representing the special paper committee appointed by the Dally Section of the Association last year to hundle the price question.

Eight Cents a Copy

The Sunday Des Moines (Ia.) Register-Tribune is now being sold on the streets for eight cents. W. A. Cordingley, circulation manager, announced that the increased cost of everything used in newspaper making pecessitated the increased price.

English Newspapers Raise Price

Sixty-seven dailies and 407 weekly newspapers in England have increased their subscription price since the beginning of the war.

INVESTORS PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS To Newspapers-Daily & Sunday AT PRACTICALLY NO COST TO THE PUBLISHER

Write for Details. SINGER TOWER, NEW YORK

The True News -FIRST-

Always-Accurately

International News Service World Bidg., New York

NEWSPAPER prosperity is based on circulation.

FEATURE elements of the right kind make and hold circulation.

SERVICE

by experts means material and ods that have been PROVED.

Let us send you samples of our col-ored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service M. KOENIGSBERG, Manager 37 WEST 197H ST., NEW YORK

ADVERTISING A FORCE IN CHURCH EXPANSION

Delegates to St. Louis Convention Unge-Possibilities of Advertising for Bringing Message of Church to Conscious new of the People-Every Church Should Conduct Ad Campaign.

on the various phases of church adver-

George M. Fordes, treasurer of the Board of Foreign Missions of New York ray, taking for his next "advertising Mg Plantres," pointed out how the Goverty Loss, and saids this campaign

the greatest piece of business that each other and their relations to Al-"Norwithstanding the world-wide iraportagice of this task, advertising meflums have been fillle used in getting

by a sloyle religious worker, the evanpelist, Pilly Surday. He has an organivalue of advertising, and so the papers

1989 Seeday in a unique characwork, let no one would dispute for No influence is due to newspaper pub-

reade use of a mighty force for the was City, indicine on the subject of

Every church should have an advertising committee. It may be profitante-

tieng is the advertiser; and the reset Important advertises should be the

take it or leave it; and the presentation of religion should be so sure, so sabe. to effective that the master would con-

must deliver the goods; there game to quality in the goods, and they must meet the advertised claims, both printed and spoken. This rise church can do, because the groods the church true to quality; are just as good as the

buyer cares to make these; and, unlike meet merchandise, actually got better rus (O) Evening Telegraph, spenking

"Are we sarrely indulging in talk in ing something? Its we really between

tand radies. It is a great respectable. church must appeal to a high, manifeeling, in my way relating to souther those who have minds or hearts-or Hey. H. C. Kengy, of the Lyons M.

E. Church, of Clinice, In., spate clear his ideas of bow a church and community to made one through advertismy the church. Through entertainplane of which were made public of direct mailting matter, he assisted his testiding, and, so a tired result of this poyed obvious phenomenal growth. It

great publicity drive which occord standpoint of revenue, I would say

LOS ANGELES

EXAMINER the GREAT 150,000

The Pittsburgh Post ONLY

Democratic Paper In Pittsburgh. CONE, LOBENZEN & WOODMAN, Special Representatives New York, Deport, Kassas Ott, Chica tisue to exist, that its every avenue of ness, therefore, impels the instant odmission that the newspaper needs

But this need is not to be confined by any means, to the newspapers. fil its Divine mission, and is our day generalise carry the Gaspel to every living counture-and assuredly n hill to serve as a beacon, making plate the way, the truth, and the life." "Forward-looking divisor and lay-

rath recognize this, as witness this gath advertising, and the powspaper church Billy Sunday believes in newspaper CHUNCH NORS RETURNS.

"My judgment is that the newspape My conviction is that the church teries. Symple Assemblies, and all econsity for point cooperative effort seable to raise one or two millions of

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG I. A. KLEIN, Motospolitan Tower, N. Y. John Glass, Pospita Gas Bidg., Chicago Persina Alvardalas Retrospotativas

The Hittshurn Disnatch Possesses a clientele all its own. representing incomes above the

buying power, therefore best for

OPEN O TREPATEST OUT OF 24 1 ON FARTH MONTH ALL THE THINK PROVEDS PRUTE PACE AVENC OF CO.

papers it will be possible to couple up reign of Gospel exploitation, and to this Lily of the Valley. That it would seem comparatively

cary of attainment is shown by ref-Ashley, who, under the direction of our chalmon, Dr. Reisper, is now encants. The weekly attendance is rough, probably closer to 10,000,000 than to 15,-

in annual advertising fund of \$1,000,000, Accepting 10,000,000 as the number of tax of ten cents such, a year, would envero the advertising fund "The idea is cractical, the also is fragilie. This work should be done. It

The New Orleans Item

Largest afternoon Circulation in the entire South (April A. B. C. Net Paid Statement) Sunday 68,875

Daily 55,041 THE Boston Record

in Boston to make a gain

tisine. The Record is coming faster comes into greater Beston.

I. A. Klein



THE EDITOR & PUBLISHER FOR JUNE 9, 1917

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be In the Market for Supplies.

New York.—Iron Age Publishing Co. Inc., Manhattan, general publishing business, \$10,000; H. J. Redfield, F. T. Loudenbeck, E. M. Corey, 243 West 39th Street.

Ngw Yong,—Flahing Gazette Publishing Co., Manhattan, publishers and printers, \$20,000; E. Born. F. B. Contes, K. W. Bell, 465 Central Park West.

Wilmington, Del. Syndreate Company, Inc., husiness, of publishers; capital, \$100,000. Incorporators, M. L. Hogers, L. A. Irwin, Harry W. Davis

New York.—Hurst & Hurst, Inc., Manhattan, advertising and printing, \$5,000; C. R. and S. Hurst, and M. Jones, 625 Jefferson Place.

New York.—The National Home Furnishers Publishing Company, Inc., Manhattan. Printing and advertising; capital, \$100,000. Incorporators: R. A. Reinert, 480 Lexington Avenue; S. F. Hyman, I. J. Danziger, 56 Pine Street, New York city.

MUSKEION, Mich.—The Cooperative Press Association, \$5,000; printing and publishing.

New York. Creative Advertising and Sales Service, Inc., capitalization increased from \$10,000 to \$15,000.

Columbus, O.—The Columbus Democrat Compuny, Columbus, O.: George E. Souder, Adam H. Luckhaupt, Edgar S. Sifrit, Charles H. Kellstadt, Lyman H. Innis, \$1,000.

Bristow, Okla.—On May 21, the Bristow Record and Bristow Enterprise were consolidated. The new commany known as the Bristow Record Commany has incorporated with \$10,000 capital. Incorporators: Jud Woods, L. M. Nichols, Jennie L. Woods, Bristow.

New York.—Strond & Brown, general advertising, \$10,000. New Hempstead, N. Y. Herbert K. Strond, Grace Strond, Edward B. Brown.

New York - Shepard & Van Loan, moving pictures, general advertising and publicity business, \$500. Mauhattan: Harry J. Shepard, Herbert H. Van Loan, James R. Donaldson

CHANGES IN INTEREST

CHARR. Kan.-M. L. Monniger has leased the Culver Record for the remainder of this year and will continue the publication here.

Wivenesser, Kan - W. J. Byrn is the new editor and publisher of the Winchester Star, having purchased the same

KINSLEY, Kan -C. E. Howell has sold the Kinsley Mercury. The new cellfor has placed an order for new machiners

Rock Poer, Mo. Morbert F. Miles hus purchased the interest of Mrs. Ida E. Rundle in the Atchison County Journal, published here, and is now sole

JUNCTION CITY, Kan. Fred R. Hemenway has sold the Junction City Sentinel to Miss Townsend and Mr. Wooster, who will continue to publish the paser here.

New Frances, Mo. The Farmers' Bank of this city, which held a mort-gage on the local Montgomery County Leader, has forcelosed the same and taken full possession of the paper, who has temporarily being edited by Harry 4' Turner.

HOLLY, Col. Lee Meadows is the new editor and publisher of the Helly Chieftsin

GLAZIER, Tex. -The Glazier Review, for a time published by Paul Jones, is now under the management of Thomas Shields.

Giber Ringe, Mo.-C. H. Crisman, publisher of the Green Ridge Local-News, has traded his newspaper plant, equipment, and subscription hat to W. L. Maetin for a half interest in the Leader Publishing Company, publishers of the Crowley County Leader, at Ordway, Col.

BUNKER HILL, Kan.—Harry M. Stock has become editor and owner of the Bunker Hill Advertiser, of which he took charge June 1.

Weatherson, Okla.—Prof. J. W. Bremer, of the Southwest Normal School, has bought the Weatherford Booster from A. Bollenbach, of Augusta, Kan.

Guant, Kan.—The E. A. Wasser estate has sold its interest in the Girard Press to H. W. Shideler, who thereby become a sole owner and publisher of the paper.

RESONTO, Cal — The Redondo Breeze has been purchased by George F. Orgabet, who was formerly manager of the Johnston Printing Company

Los Anceres, Cal—C. Oliver, owner and editor of the Republican League News, recently consolidated all of his publishing interests with the Los Angeles Post, of which be has become husiness manager.

ORANGE, Cal.—George E. Hart and H. L. Dillingham have assumed the management of the Orange liaily News, succeeding W. O. Hart and J. F. Craemer, the owners, who have retired, temporarily, to other activities.

NEW ENTERPRISES

Dickinson, Texas.—The Weekly Herald is the name of a newspaper published here by Nicholas McCaleb, 16-year-old son of Mrs. C. N. McCaleb, who is also a newspaper publisher.

LEWELLEN, Neb.-John Barton, of Hardy, is establishing a new paper here,

Flacstaff, Ariz.—The Northern Arizona Leader, published for more than two years as a semi-weekly newspaper here, has been converted into a daily newspaper. Craig Pottinger, formerly of Marion, Ind., is editor and publisher.

LIVE AD CLUBS

Recents elections in various advertising clubs have been reported as follows: Seattle, Wash.-President, James A. Wood; secretary, E. E. Troxell, Atlanta, Ga. President, Frank E. Lowenstein: secretary, R. C. Darby. Newark, N. J .--Prosident, Leonard Previuss: secretary. Lauris Hannoch. Richmond, Va. -- Prestdent, Charles R. Winston; Hamilton Field Wichita, Kon,-Preddent, DeWitt T. Bartlett: secretary, C. A. S-ward. Peoria, III.—President, Ladd Drac; secretary, Harry T. Clatfelter; Hannibal, Mo. President, J. R. Dodson: secretary, H. A. Scheidker, Puffalo, N. Y -- President, E. D. Anderson; secretary, James H. Lee.

The Syracuse (N. Y) Advertising Mon's Club bought the first Liberty bond sold in that city.

The local officers of the Minneapolis Advertising Club, in connection with the

Vigilance Committee of the A. A. C. W., have assured an Indictment against W. Baer Ewing, president of the Ford Tractor Company of that city, under the "blue sky law."

The Advertising Association of Chicago has announced the suspension of dues of any member who joins the United States military service.

The Charter Oak Ad Club of Hartford, Conn., turned its fifth annual dimer, on May 13 into a particitic affair, and it was held at the City Club. M. C. Manternach, president of the club, was toastmaster, and the speakers were liev Dr. Albert C. Dieffentuch, Dr. Willard Scott, of Boston, and Judge Robert E. Munter.

Honors First Printer

The students of the School for Printers' Apprentices of New York city have mangurated an annual memorial for William Bradford, America's first public printer and editor of the New York Gazette, the first newspaper printed in New York city.

GAVE STAG PARTY

San Francisco Bousters Entertain Friends at Planters Hotel.

The languet of the San Francisco delegates at the Planters Hotel who were in albeidance at the convention was one of the most brilliant "stag parties" given during the session. Los Angeles and Denver delegates were guests of the San Francisco "Golden Gute" Boosters. The delegates came in from their cross-country automobile trip to the convention covered with mud and dust. Senator H. W. Johnson was the speaker at the dinner. Prestdent Houston, of New York was guest of honor and addressed the diners. Of special interest at the dinner was the menu, which consisted of things brought from Cdifornia. The Denver band, which was brought to St. Louis by the Denver Advertising Club, serenaded the dinner party in the parlors of the necond floor.

Food Medium
of
New Jersey

Trenton Times

A. B. C.

2c-12c Per Week

KELLY-SMITH COMPANY

220 Flith Avenue Lytton Building
NEW YORK CHICAGO

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all theother Washington papers combined.

HELPING THE BOND SALE

Pittsburgh Newspapers Promote Sales of Liberty Bonds to Their Employees.

The Pittsburgh Post and Sun have sold a goodly number of Liberty bonds to their employees, the payments being made by the deduction of a small amount each week from the salaries. The business, mechanical, and editorial departments have responded well and bonds ranging from \$50 to \$500 have been subscribed for. The Sun and Post earry the londs and pay the interest to the buyers when the total amount subscribed for is paid.

The Pittsburgh Leader gave its employees and readers the opportunity to buy \$250,000 of the Liberty Loan on very liberal instalment rates and the plan was well received by employees and the readers.

The Pittsburgh Press subscribed for \$100,000 of the Liberty Loan for its employees and also gave very liberal terms with the accrued interest,

Progress in Dubuque

At the solicitation of the Dubuque (In.) Advertising Club, the Dubuque new spapers have adopted the pyramid system of advertising make-up.

The Omaha Daily News

Nebruaka's First Paper?

Its practical support of the rights of the ordinary chap's "The Editor.

- the ordinary rhap ... The Editor.

 2 "The biggest circulation in the most prosperous state". The Manager.
- terious state is the attacher.

 1 "Productive eleculation communiting confidence of advertisers "-The Adv. Mgr.

C. D. BERTOLET

Boyce Building, Chicago

A. K. HAMMOND E. E. WOLCOTT

205 Fifth Ave.,

New York

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

> Poreign Representative DOI 18 GHAMAN

World Building

Tribute Bailding

A. JOHK

Buffalo News

EDWARD H. BUTLER Editor and Publisher

"The only Buffalo accompaner that occtors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many restons triby."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
JOS Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York Chy Established a Quarter of a Century

HIGH LIGHTS ON THE FOREIGN SITUATION

TIA hard of read or that appeals to all one worth the book of states now in the force of the states are leading softens.

stricture grad quitions of \$ 1000. We hardle for adoptanted his of this decription than any other agency in Annous

THE INTERNATIONAL NEWS BUREAU, INC.
J. J. HONDAN, Editor 45 School Street, Boston, Mass.

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REPORTS OF A. A. C. W. OFFICERS GRATIFYING

(Continued from Page 10)

cases during the year, he says in his report. Mr. Kenner gave a summary of the methods employed and the work done by the paid local bureaus and plans for the new bureaus that are under way, how the committee obtains information, the standards it has adopted for medical and financial advertising, the newspapers interested in the work, and an account of what other forces have done in helping the movement for better and clearer advertising in all of its branches.

SETTER BUSINESS METHODS.

William H. Ingersoll, chairman of the Committee on Husiness Systems, told of the six months' snecess in bettering the methods of business men in the manner in which they keep their records, which entails a problem in education, and which will require time. The more progressive dealers, he says, take up the plan and are pleased with it. A number of manufacturers have given assistance, and there is promise of general support. From the records at hand, it would appear that retail shoe dealers have adopted the plans more readily than any other class. In summing up, Mr. Ingersoll states that the time is propitious for hearty cooperation.

Mac Martin, chairman of the National Research Committee, told of the manner in which the work of his Committee has expanded during the past year, and the efforts that have been made to determine, through a nation-wide investigation, the status of businers and to get down to the fundamentals, so as to adopt a planof standardization that will help all in their merchandising policies.

CHANGES IN CONSTITUTION.

The changes in the constitution and by-laws of the A. A. C. W., adopted Wednesday morning, were recommended in a report made separately by William Woodhead. They provide for an executive committee of ten, to be composed of the president of the Association, the secretary-treasurer, six vicepresidents, the retiring president, and the chairman of the National Advertis-The six vice-presiing Commission. dents are to be chosen with regard to geographical location. The changes gives the president of the A. A. C. W. an executive organization able to efficiently cope with any situation and to efficiently transact any business that may come before it.

EMERSON PEOPLE ARRAIGNED

Advertising Men Involved in Charge of Using Mails to Defraud.

Most of the men involved in the indictment of the Emerson Motors Company and fourteen individuals by the Federal grand jury on a charge of having used the mails to defraud, have appeared in court in New York, have plunted not guilty, and have been released on bail. Others will appear this wook.

Willis George Emerson, chairman of the board of directors of the Emerson Motors Company, and writer of much of the company's advertising copy, pleaded

not guilty and was released on \$10,000 bail, nending trial of the Indictment.

Henry B. Humphrey, president of the Boston Advertising Agency, and William A. Morgan, of the Morgan-Gardner Service, Boston, were arraigned Tuesday and released on ball.

The part that the Associated Advertising Clubs of the World played in the Federal investigation of Emerson methods has been praised by James W. Osborne, 2d Assistant United States District Attorney, who directed the Govern-The autional vigilance ment's work. committee of the Associated Clubs pubashed a decidedly unfavorable report on the Emerson Motors Company on November 10, 1916. The report was based on an investigation directed by Richard H. Lee, special counsel for the committee, who came to New York from Indianapolis at the Government's request and gave much valuable information concerning the Emerson promoters' stock-selling activities.

Copywriters Elect

One of the most lively meetings of the Advertising Convention was that of the International Copywriters' Association, known as the Men of the Purple Circle, held Sunday at the Jefferson Hotel, G. Herb Palin, a life member, was unanimously redlected president. A rousing evation was given him by the Association. Other officers elected were: Mac Martin, Mac Martin Agency, Minneapolis, "royal Blot"; Tim Thrift. advertising manager Multigraph Company, Cleveland, O., "keeper of the kale": John Hart, advertising manager of the London Opinion, London, England, "grand inner rim"; G. B. Sharp, advertising manager DeLaval Separator Company, New York city, and president of the New York Ad Club, "grand outer

SITUATIONS WANTED

Advertisements under this chandination to cents per line, such issertice. Court six words to the line. Per those unscriptived, set to exceed 50 words, two insertions FREE.

NEWSPAPER ADVERTISING MAN in a city of 400,000 washs pharze of interclising for sanctire city pater or only within 500 km across or peneral advertiser. Age 36 long excitation will recommended. Common sense with and real needing. Address S. 3296, care Extree and Publisher.

to voor publishing or magnetic office in peof of a conny man, 33 with knowledge of cities, havon's work and advertished. Well reborated with net residing and knowledge expectation. Hell tensibility and Medicate a lays. The opportunity of what I won't rolled about a what I won't Address S 3284, care The Uditor and Publisher.

reconsists NAVALPMENT of good line date months by natisetimed man also would install the on these thousand dilays and also work on not not help per attack halls if desired. Addition in that case Patter and Dublisher.

TYPING tempetent and palmatrating, experihome or in office, for the summer. Address S.

time thation Management or Farm Journal should be set with new species or Farm Journal that has extensive mall circulation and has permanent pince for experienced one. Over twenty years circulation work on all kinds of jesters, Address Clarics Alexander, 4050 Delmay Mich. 81 Lexis, Mo.

ANDANTED PILM CARTHONIST of extensive experience wishes steady contraon and chances of derivap tester close of animated films for publisher or syndrate. Capable originator. Will be plaused to rail and present feets and past record. Plause a stress S. 2009, cars Editor and Publisher. AND STED PILM CARDINIST of extensive

CINCULATION MANAGER with 18 years' ex-periency is upon for a position. Has a record on four large copers of which he is yoully pread. If you want a great, steady worker that rea got you not poil directions, wrise to-day. Address 8, 3297, care Editor and Publisher.

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

FOR SALE

Advertisements under this classification, Afternorms per tine, such teasertism. Count of unvide to the live.

LINGSTYPE-Model No 3, Serial No. 10100, magazine, accordment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LANOTYPE-M-del No. 1, Serial No. 9010, and Model No. 1, Serial No. 8011, with 1 mags albe. Hore. ejecte bädes, fout of marries (for each machine). Tribune Printing Co., Charlesdon, W. Va.

11NITYPE-Three Model I machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Cons.

Movie Advertising

Movie Advertising

Increased coulds for advertising writers, attraction, newspaper sold clears, see Newspaper and consisting time in new ally—the motion picture. Emaines closer co-operation between narional advertiser, relative, meetic exhibitors and newspaper. This effective new medium continues to many two problems that every advertising tunn owes it to binorif to keep posted My monthly better includes practical suggestions for film and slide subjects, reasens of intest addition and alleles, secreting needs politicity absoluted energial control of the subjects of campaigns a complete sensite of the sold of the subjects. The sensite of the subject of

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient exerus of paid correspondents at the following innovatant trade control: Beston, Philatolphia, Derrolt, Carriera and Editoria, Britania, Editoria, Chicago, Atlants, New Priceson, Pailacs, Indianapolis, Washington, New Treamers and San Prancisco Other correspondents will be added from rime to time. Advertisers and assessment men will dad a confirmation for his price of a civerishing arbitrements, nows bests, the hy addressing the main office. 1117 World Building, New York City.

Branch office San Francisco, 742 Market St., J. Ridwell, manager, 'phone Kearney 2131, The Editor and Publisher sage contains 672 agate lines, 168 on four. Columns are 18 pleas wide and twelve inches deep.

Advertising Rate is 30c, an again line, \$125 a tege, \$50 a half page 416 \$45 a quarter 14ge. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classifica-tion will be charged as follows: For Sale and Belly Wanted, fitten cetta a line. Husiness Op-portunity and Miscellaneous, fitness cetts a line, and Sitration Wanted, ten centre a line, count dx words to the 'line. For those unem-ployed a fitty-word er eight-line advertisement will be published two times FERE.

Headers are urged to have the paper mailed to the home address. This will insure prompt do

The Editor and Publisher sells regularly at 10c. a copy. \$3.00 per year in the United States and Colonial Possessions. \$3.50 in Canada and \$4.00 foreign, and is on sale each weak at the following news stands:

at the following news stands:

New York World Building, Tribune Building,
Park Row Indialog, 140 Naman Street, Mannur's (especial the World Building), 38 Park
Burs, The Worlswish Brilling, Times Building,
Perty second Street and Bresdway, at Learness
entrance to Subway; Brratano's Book Store,
Twenty stirth Street and Fifth Avenue and
Mark's, Mary's corner, at Thirty-fourth St. cotrapes.

Baltimore-B. E. Edwards, American Bulliting. Philadelphia - L. G. Hau, 7th and Chestnut twels, Wm. Robel, Bulletin Building News Stend.

Boston-Parker House News Stand.

Pittsburgh Davis Root Shop, 416 Weed Street.

Washington, D. C.—Bert R. Tronia, 511 Four-enth Street, N. W., Rigge Bidg., News Stand. Chicago-Powner's Book Store, ST N. Clark Street; Post Office News Co., Montoe Street; Chis. Levy Circ. Co., ST N. Fifth Avenue.

Claveland Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit Solomon Name Co., 60 Larged St., W. San Prancisco-R. J. Bidwell Co., 742 Market.

Competent business manager of small dailies can purchase one-half of only daily in small Middle West city for \$7,000. Interest carries full management. Property now paying dividends and showing steady growth. Proposition P. B.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

Anbrew Harwell

Henry E' Cannon

Another Consolidation

We have just effected at Petermany, Va., a cursalidation of The Index Apocal (Muri-ling) and the Indix Progress Freining upon a basis entirely authoristery to all parties constraid, as amounted in this basis of The Faltor & Publishez.

For many years we have made a special stoly of the subject of the Merning and Rvening constantion from one plant. Let us explain to you its possibilities in your field.

HARWELL & CANNON Newspaper and Magazine Properties Times Building, New York

Good Eastern Newspaper Property

City of 30,000, evening paper estabished nearly a century ago. Last annual carnings approximately \$33,000, expenses \$27,000. Profit to owner for time and investment over \$2,000. Three-fifth interest available for \$18,000; \$10,000 cash desired. Proposition No. 433x.

H. F. HENRICHS

Newspaper Properties LITCHFIELD, ILL.

Advertising Man

with nearly five years of successful writing and soliciting experience, wants position in Restreen States. In present position, has present discussed in the substantial galax in advertising over previous months. Has capability, blean, and othersy, the employer writes: "Hee fitness for advertising work is account, and a paper would make no mistake in employing Nim." Age 25, unimartied, well ediscusted. Wants larger field at \$19. Mention No. 9103 We have available une for positions to the East, West, and Bouth. Wire us year washs.

FERNALD'S EXCHANGE, Inc. Third National Beat Bide., Springfield, Mass

EXPERT

Newspaper Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He known more about the newspeper basiness in this country then most emplody clay." —George Prench, Editor Advertising

CHAS. S. PATTESON PRINCE GEORGE HOTEL N. Y.

For Sale:

One three deck Duplex Tubular Plate Printing Press. Speed 25,000 per hour of four, six, eight, ten or twelve pages from single sets of plates Seven or eight columns; length of type at 14 inches. Will run color-

Has had careful handling and is in splendid condition. Owner forced to change size and install larger equipment will give decided bargain to quick buyer. Curved stereotype pieces go with it. Address SML, Box S. 3295, The Editor and Publisher.

OBITUARY NOTES

James Oscar Counsan, aged thirtyseven, formerly connected with the advertising department of the Atlanta Journal and the Atlanta (leorgian, died recently in Atlanta, after an illness of several months.

Mms. ANN Wood PEROT, of Baltimore, known in Maryland as the newsboys' best friend, died recently at the age of ninety-three. Mrs. Perot, up to the time of her death, retained full use of all of her faculties, and until her last illness overtook her remained treasurer of the Newsboys' Association, of Baltimore, in which she had been interested since its organization.

MISS VERA LANCASTER, & member of the staff of the Hoboken (N. J.) Observer, died recently in New York city. Her brother, also a reporter, had submitted to a transfusion of blood in the hope that it would prolong her life.

PRESERVER R. LUTTERS, aged fifty-six. a Long Island newspaper correspondent for many years, died suddenly at his home at College Point, L. I., recently. His wife and a son survive him.

W. PAUL MOSHER, who had been connected with the advertising departments of New York dailies for many years, died recently at the residence of his sister, Mrs. Helen Lyons, of 706 Amsterdam Avenue, New York city.

CHARLES RICHARDS, publisher of the Engle River (Wis.) Review, died recently at his home in Eagle River. He was formerly editor and publisher of the Marquette (Wis.) Independent.

H. C. Scorr, senior editor of the Pike (N. Y.) Gazette, died recently at his home in Pike, at the age of seventy. eight. Mr. Scott was the oldest editor in Wyoming County, N. Y.

WILLIAM E. STORY, exchange editor on the Brooklyn (N. Y.) Citizen, died Tuesday in the Long Island (N. Y.) College Hospital after a prolonged illness.

JOHN H. TURNER, aged cighty-two, editor and publisher of Turner's Public Spirit, Ayer, Mass., dled recently at his home in Ayer. Mr. Turner founded his newspaper in 1868 and was one of the oldest editors and publishers in Masanchusetts.

CHARLES N. WHERLWRIGHT, for twonty-seven years in the circulation department of the New York World, died suddenly at his home at Morris Park, Long Island, N. Y., Tuesday, of heart disease. Mr. Wheelwright was a member of the World's Quarter Century Club, and was the designer of the official badge of that organization. He entered the circulation department in 1890 as a bulletin painter. At his death he was considered one of its most capable letter artists.

CHARLES FRANCIS TOWNSEND, founder of the Maitland (Fla.) Daily Courier, died recently at his home in Weedsport, N. Y. He had been a reporter for the Boston Herald and for the New York Herald.

PATRICK J. SULLIVAN, a former newspaper man of Butte, Mont., died recently in Miami, Ariz, Mr. Sullivan was well known in Butte and over the Northwest, where he had worked for many of the larger papers. He went to Butte from the East, and after working for a few years in the mines be worked for the Butte Intermountain and later for the Hillings Gazette, the Missoulian and other papers in the State.

ERNEST C. WEDNEYER, aged 34 years. until recently editor of the Hillshoro (Texas) Daily Mirror, and prior to that time for several years associated with his father in the publication of the Belton (Texas) Journal, died at the family residence in Temple, Texas, on June 1. after a long illness.

FRANK J. MARTIN, at one time dramatic editor of the Cleveland Plain Dealer. died Monday, May 4, at his home in Chicago. At the time of his death Martin was assistant general freight' agent of the Nickel Plate railroad in Chienen

CHARLES H. FRIER, well konwn for many years as a newspaper man in Cleveland, Akron, and Detroit, died at his Cleveland home, 7216 Melrose Avenue, May 5, at the age of 52 years. He had been in poor health for a number of years.

JOHEPH MOORHEAD, age 87 years, voteran newspaper editor of the Blairsville (Pa.) Enterprise for more than thirty years is dead. His daughter and two sons survive, ones of whom. John W., is now editor of the Enterprise.

WEDDING RELLS

Heywood Broun, dramatic critic for the New York Tribune and Miss Buth Hale of New York city, a newspaper woman well known in New York and Philadelphia, were married Wednesday in New York. The ceremony was informal, and the guests included only the relatives and immediate friends. Among them were Harvey O'Higgire, Brandon Tynan, Alexander Wootloot, Miss Lucy Huffaker, and Garet Garrett. Mr. Broun and his bride were attended by Franklin P. Adams and Miss Margaret Wycherly.

Mr. Broun has been on the staff of the Tribune for several years, and for some months has been dramatic editor, Mrs. Broun came originally from Knoxville, Tenn., and is a daughter of Mrs. Anna R. Hale.

Samuel G. Kennedy, city editor of the Pittsburgh Chronicle-Telegraph, was married Tuesday in Pittsburgh to Miss Helen Marshall Bradfield, of Hot Springs, Ark.

Announcement has been made of the engagement of Miss Ruth G. Randall, of Cleveland, to Dan R. Hanna, jr., son of the Cleveland newspaper publisher.

Frederick Christian Schang, formerly of the New York Tribune, was married one week ago in New York city to Miss Pauline Wurster.

\$50,000 Libel Suit Filed

The Record Publishing Company of Los Angeles, E. W. Scripps, James G. Scripps, and Dana Sleeth, have been made defendants in a \$50,000 libel suit filed recently by Joseph Scott, based on the report of a political campaign speech made by Griffith Jones, an attorney. Mr. Scott charges that the article published indicated malice and ill-will.

Ever talk to a man and fall to comvey your thought to him? You try it over-but some way he muffs it? Reminds you very much of the batter who fans the air thrice in succession when the bleachers swarm with humanity who have paid to see something worth while.

Any one of a thousand men can originate a plan-but only one in the thousand can carry it out.

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this deption we shall print, each work, letters from our readers on subjects of interest connected with mesopaper publishing and aderticians. Any sublishes who destraishes Any sublishes problems, or who has problemed views on any subject connected with the business, is incited to contribute to this column. We are confident that such a demand on made of years when the hand of great value through the co-operation of our readws.—ED.]

Liberty Bonds as an Investment

THE BROOKLYN STANDARD UNION, ADDRESSIBLING DOPPORTMENT Woolwarte Town.

Naw York, June 4, 1917.

THE REITOR AND PERSONNEL

Responding to your official beaded "Buy Liberty Loan Bonds," I advise you that the Branklyn Standard Union has just purchased these bonds to the amount of \$25,000, which name we will hold as investment.

Furthermore, the employees of this newspaper have been given an opportunity of buring Liberty Bonds upon the payment of one dollar each week og each \$50 bond, Therefore, several thousand dollars have been subscribed already by our employees, in addition to the \$25,000 subscription already mentioned.

The Standard Union did not denote to the Government the full page of advertising space which several New York papers offered free of cost. This rewapaper does not give away space, or exchange space. We believe that all transactions should be on a cash basis, whether with the Government or with an individual and we have bought the liberty Loan Bonds in furtherance of that policy, as well as because we consider the purchase to be a patriotic duty.

R. P. R. HUNTEMAN, President.

Editor Finty Dissents

THE EVENING POSTRIVAT. Dattas, Tex., May 22, 1917.

THE EDITOR AND PUBLISHER:

Your consure of Secretary Lansing because he has prohibited the employees of his department from giving out news or from answering questions propounded by newspaper men, greatly surprise me. I dore may that you would discharge the sters of your ness staff if they gave out news concerning your lustitution without concent of your managers. Keeping a chip on our shoulder will not bein us to maintain the liberty of the

A lie may travel faster than the truth, but it doesn't go as far.

War Puzzles

Tanner will picture its leading events. and present each to your readers on the anniversary of its occurrence.

1 col. size. Beginning June 25th.

The International Syndicate Established 1889 Baltimore, Md.

The Evening Mail New York

Last year GAINED 178.965 lines

Dry Goods Advertising Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

THE STARR COST SYSTEMS

Have proven their value in many cases.

They are devised to fit individual needs, and are installed only after careful personal investigation.

Write for references. They are numerous and strong enough to

make you see just why you should take advantage of them as quickly as possible. PIERRE C. STARR, 546-9 Transportation Bidg., Chicago

POMEROY BURTON'S WARNING

London Newspaper Man Says We Must Send Great Armies to Europe.

PITTEBURGH, June 7 .- Pomeroy Burton, of London, England, and manager of the Associated Newspapers, Ltd., said, in addressing a Red Cross meeting in Pittsburgh, that "America will have to send at least 2,000,000 and nerhaps 2,000,000 men to Europe before the war is won."

He said the worst stages of the war are vet to come. Conditions are such in Europe to-day, he continued, that every available physician in America, also the output of American medical colleges for eight years, would be needed.

This address was followed by a report by A. K. Oliver, of the Pittsburgh Gazette-Times and Chronicle-Telegraph, who is secretary of the Pittsburgh Chapter, and who outlined the work to be done by this body in the moneyraising campaign to get \$1,500,000 or \$2,000,000 from Allegheny County.

Canar refused a crown, but never regretted that decision.



as well as the best daily features is furnished all clientnewspapers of NEA.

THE NEWSPAPER **ENTERPRISE ASSOCIATION** 1279 West Third Street Cleveland, Ohio

Headquarters For Flags Order Flags Now for Flag Day and

Fourth of July! Can supply U. S. and Allied Flags

Cotton bunting and silk-mounted and unmounted.

Write for particulars on our new Allied Flag Holder for automobiles. Biggest Hit of the Season!

BLAKE WILLSDEN Promium and Advertising Specialities, 29 E. Madinon 86. Chien Chicago

The McClure Method

Our features are sold on individual a Any service may be ordered singly. Tritts MMANG:

THIS MHANG: a distribution which to choose.
The grantest possible variety from which to choose.
The submitting of each feature to your own editorial indenses.
The opportunity to order a budget consistent which is reduction from individual prices on budgets.

brits us for samples of our Bunday Col-ored comics, delly comics, usenen's fea-tures, belitime stories, fiction, etc.

The McClure Newspaper Syndicate 120 West 32nd Street. New York City

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

Washington

Interpretative Comment

EDITORS of daily newspapers, not supplied with regular Washington correspondence, or those who desire to supplement their present service with daily interpretative comment, are invited to share the distinctive dispatches and letters appearing in The New York Evening Post. This opportunity is open only in cities where exclusive publication may be promised and where the proposed simultaneous publication will not conflict. The demand for vital and interesting Washington news was never greater than now. This proposal makes possible, at moderate terms, a daily, independent, non-partisan letter that will attract readers and sustain interest as will no other news feature.

DAVID LAWRENCE, the Washington Correspondent on The New York Evening Post, has the aggressive insight of spirited youth with the mature judgment and knowledge of experience. He knows diplomatic, political and social Washington like a veteran. His direct style convinces because he writes of what he knows. He has many exclusive stories to his credit and he has had none to take back. He knows the kings and pawns on the political chessboard of the nation where the game is played between elections. And what is much more to the point at this time, he is a patriotic but a cool-headed observer of the war-developments of these historic days at Wash-Two years ago, the Managing Editor of The New York Evening Post—himself a Washington man of the gamut of experience—put David Lawrence in this important post. He has made good for The New York Evening Post.

For exclusive rights in your city address

SYNDICATE DEPARTMENT

The New Hork Evening Post

More Than A Newspaper-A National Institution

New York's Gasoline Bill

ON MAY 1st, last, there were registered in New York State 294,932 Automobiles, Motor Trucks, etc.,—a startling number, and an increase over last year of more than 90,000!

It is estimated by competent authority that each car consumes daily, an average of two and one-half gallons of gasoline.

At twenty-five cents a gallon, this means that New York State spends daily for gasoline alone,

\$184,332.50!

In a year she spends the fabulous sum of

\$67,281,362.50!

That's going some!

And it proves beyond pessimistic argument that in New York, diversion and enterprise are moving along hand-in-hand, at a far more rapid pace than at any other time in the past.

The dirge of the croaker is drowned by the glad song of whirling wheels on the highways, in the factories and in all business institutions!

WHAT IS TRUE OF NEW YORK IS TRUE OF THE WHOLE COUNTRY!

Instead of slowing down, every state is speeding up, and reaching out to greater endeavor, which voices the sentiment of shrewd, far-sighted business men everywhere under the confident waving of Old Glory, that NOW is the time to crowd sail on your advertising craft, of which these News papers are the swiftest and surest sailers.

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	37,117	.06	.06
Albany Knickerbocker Press (S)	†34,219	.06	.06
Brooklyn Eagle 3c (E) Brooklyn Eagle 3c (Sunday)	43,209	.16	.16
Binghamton Press-Leader (E)	27,541	.06	.05
Buffalo Courier-Enquirer (M & E)	84,000	.14	.12
Buffalo Courier-Enquirer (S)	107,251	.14	.12
Buffalo News	92,763	.15	.15
Corning Evening Leader (E)	7,363	.0193	.015
Elmira Star-Gazette (E)	†22,097	704	.035
Gloversville Herald (M)	6,062	.02	.015
Gloversville Leader-Republican (E)	6,179	.0179	.0129
Ithaca Journal (E)	7,012	.0357	.025
Jamestown Post (M)	8,765	.025	.0207
Middletown Times-Press	4.462	.0107	.0107
Mt. Vernon Daily Argus (E)	5.739	.0214	.0172
Newburgh Journal (E)	5,047	.01071	.01071
New York American (M)	361,712	.40	.39
New York American (S)	727,154	.60	.585
New York Globe (E)	204.138	.33	.31
New York Herald (M)	133,918 }	.40	.40
New York Evening Post (3c) (E)	23,682	.19	.17
New York Sun (M)	150,439	.39 .39	.36 .36
New York Sun (E)	186,185	.34	.32
New York Telegram (E)	215,283 }	.342 .246	.315 .225
New York Times (M)	344,436	.50	.45
New York World (M)	387,549	.40	.40
New York World (E)	423,810	.40	.40
Rochester Union & Advertiser (E)	40,768	.10	.06
* P 1 0			

^{*} Ratings Government Circulation Statements, April, 1917.

[†] Statements to A. B. C.







